



December Board Meeting

Friday, December 8, 2017 / NOON / ADG 3RD FLOOR CONFERENCE ROOM

Attendees

Jennifer Ellis, Sonny Rhodes, Sarah Campbell-Miller, Bobby Ampezzan, Iveta Imre, Sonny Albarado, Syd Hayman, Sarah DeClerk, Chelsea Boozer-Odle

Agenda

1. Diamond Awards Celebration recap, feedback
2. Day of Service recap, feedback
3. Conference Committee update
4. Programming Committee update
5. Financial and Nonprofit Status Update
6. Proposed 2018 Operating Budget
7. Encyclopedia of Arkansas article update
8. FOIA Taskforce Update
9. New business

Discussion

1. **Diamond Awards Celebration recap, feedback**
 - Jennifer said this year's banquet had 10-15 more people than last year's and that our total profit was about \$83. She said we could have charged more than the \$10 entry price but that the price was good for our first time charging for such an event.
 - Sonny A. said he was pleased with the turnout and heard great feedback about it.
 - Iveta said the trivia night at Flying Saucer made the awards banquet hard to hear.
 - Bobby said if the venue is a good price, keep it; but the cons are that it feels like a basement, trivia nights make it loud and the seating is not comfortable. Bobby added that the event wrapped up in good time -- Iveta said less categories and the restructuring of categories could have helped with that.
 - Sarah C.M. said we could have had more waitresses serving our group.
 - Iveta advised that we make it mandatory for judges to leave comments for first-place winners. Sonny A. says in the future, if judges do not do that after

submitting their judging, we'll touch base with them to remind them to leave comments for first-placers.

- Other banquet notes:
 - About 47 attendees
 - Contest budget: \$2,000
 - Better BNC Platform: \$1,440
 - To add PayPal, there is a \$149 one-time setup fee and \$249/year
 - 6 Trophies from Discount Trophies \$433.28
 - Miscellaneous \$84.15 Walmart \$9.34 (Name tags/cash bag), Michaels \$10.84 (diamond drink tokens), Office Depot \$63.97 (easel with bag/certificate paper)
 - Banquet: \$837.83 (Flying Saucer: \$411 Food + \$300 drinks + 20% gratuity)
 - Banquet tickets revenue: -\$529.13 (\$290 cash, \$20 check, 23 paid by PayPal after fees \$219.13)
 - Contest fee revenue: -\$2,350
 - Actual profit: \$83.87

2. Day of Service recap, feedback

- Chelsea said the Day of Service event at Jericho Way drew in a variety of participants, including interest from someone at a local TV station.
- Jericho Way sent a thank-you card to Bobby, he said.
- Chelsea said the event had 15 journalism volunteers, which made for a good assembly line. We paid \$500 toward the Thanksgiving meal, and Jericho Way was overall very thankful.

NEXT STEPS:

- Pitch additional service-projects for next year (**All**)

3. Conference Committee update

- Jennifer announced that the hard deadline for session descriptions and contacts is **Dec. 29** and that they are currently past due. Forward all committed contacts and session descriptions to Jennifer.
- Jennifer advised the conference committee utilize Facebook for help in securing session speakers. For example, post in the Board of Directors or Region 12 groups.
- We need to begin marketing the sessions ASAP to gain interest.
- Sonny A. said he has held off on asking Hussman about a sponsorship but will ask him soon.
- Bobby advised that KUAR can possibly be a sponsor, which in turn can include radio spots promoting our conference.
- Iveta said the head of her department at UALR has been sent the sponsorship packet but responses are hard to come by toward the end of a school semester.
- Sonny suggested reaching out to Gatehouse Media (or someone at the Fort Smith paper) to see if that company would be a sponsor.
- Jennifer advised that everyone let her know who they wish to contact regarding sponsorships before doing so to ensure only one person is reaching out to that contact.

NEXT STEPS:

- **Submit** session descriptions and speakers to Jennifer by **Dec. 29 (Conference Committee)**
- **Make contact** with potential sponsors, letting Jennifer know your plans to do so before contacting **(Conference Committee)**

4. Programming Committee update

- The planned January event is Behind the Scenes of Broadcast, a professional development and student outreach event being led by Wendy Miller. Wendy has contacted KATV Channel 7 and learned that the newsroom typically does tours at 9:30 a.m. Tours include a morning news meeting and end with the midday newscast at 12:30 or so. They do tours quite often. We are aiming to hold this Jan. 15-19 or Jan. 22-29, with the hopes of doing it on a Saturday to include student participation.
- The planned February event is What Would You Do?, led by Sarah DeClerk. Based on the TV show *What Would You Do?*, the event would provide a primer on the SPJ Code of Ethics by placing participants in skits in which a question related to ethics arises. The participant would respond to the skit in the way that they feel is most ethical, and expert judges would gauge how well the participant responded, awarding points. This could be an individual or team-based competition.

NEXT STEPS:

- **Confirm** date of January event by Dec. 15 (**Wendy, Programming Committee**)
- **Set date** of February event by Jan. 1 (**Sarah, Programming Committee**)

5. Financial and Nonprofit Status Update

- Kelly emailed the board to say he has signed the contract for the lawyer, who will reach out to the IRS on our behalf.
- Bobby presented the latest statement from Morgan Stanley:
 - We started 2017 at \$95,834.50
 - We are now at \$105,507
 - We have made year-to-date \$15,268.43
- Chelsea said we've voted to keep a certain amount in cash and invest the rest automatically. Anything over \$10,000 should be invested.
- Bobby said that we have \$13,273.58 in cash.

6. Proposed 2018 Operating Budget

- Jennifer presented the proposed 2018 operating budget and the 2017 budget; she noted that we did not spend as much as we planned to in 2017. Chelsea noted that a chapter grant helped with us saving on costs.
- Rather than budgeting money toward to FOIA handbook, Chelsea said, we can budget money toward general FOIA purposes.
- Scholarship:

- Chelsea said that our contest isn't making enough money to warrant an increase in the scholarship budget. Bobby said if the difference is \$500-\$600, it wouldn't hurt our savings to add an additional scholarship. Sonny R. said that in the past, we've given away as many as five \$1,000 scholarships. Sonny A. said our mission is education, and it wouldn't hurt to dip into our savings to give two \$1,000 scholarships next year. (Board members noted that it is best to keep the two scholarship amounts the same.)
- Iveta said one or two programs for next year can be fundraisers for our scholarship program. Chelsea said that having free programs gets more people in attendance. Sonny A. said we could market one or two events -- such as the annual meeting or awards banquet, Jennifer said -- as a fundraiser so people know we're supporting scholarships.
- Bobby said many of our planned programs for 2018 can include a presenting sponsor who would know their money goes to scholarships; for example, a presenting sponsor could be included in the medical marijuana event we have planned. Chelsea expressed concern that this might make sponsors think they're paying for access to media. Iveta said media companies can sponsor.
- Board members in attendance voted to increase the 2018 scholarship budget to \$2,000.
- Jennifer noted that she would like to see a \$500 profit from next year's contest.
- Sonny A. said that we'd be paying PayPal less money once we get our IRS status back. (Sonny uses his personal credit card for our PayPal).
- Bobby will touch base with the IRS attorney in the New Year
- Chelsea and Sarah D. said that considering our spending for this year's program, we should keep our 2018 programs budget at the proposed \$1,200 amount.
- Jennifer said that our miscellaneous budget can cover expenses such as nearby conferences that may occur and giveaway items.
- It is noted that the proposed 2018 operating budget lacks the 2018 Region 12 Conference budget. Sonny A. said that historically the host chapter is responsible for all conference costs, which can be \$10,000 to \$15,000.
- The board agrees to add \$5,000 for the spring conference to the 2018 operating budget. The board then approves the most current 2018 operating budget, which includes \$2,000 for scholarships and \$5,000 for the spring conference. It is understood the 2018 Region 12 Conference Budget will change.

NEXT STEPS:

- **Contact IRS lawyer (Bobby)**

7. Encyclopedia of Arkansas article update

- Sonny R. presents a first draft of our Encyclopedia of Arkansas entry and asks about getting in touch with John Thompson.
- Bobby advises that Bob McCord needs his own entry, and perhaps a student could write that.
- Bobby also said that we should note the NWA chapter in order to distinguish.

- Sonny R. said our entry should make mention of Charlotte Tillar Schexnayder.

NEXT STEPS:

- **Submit second draft** of entry to board for review before turning it into the Butler Center (**Syd and Sonny R.**)

8. FOIA Taskforce Update

- [Rob absent]

9. New business

- Jennifer presented the following sponsorship opportunity: The Southeast Journalism Conference is to take place Feb. 15-17 at Harding University in Searcy. The cost for a booth at the exhibition hall is \$125 or free with a sponsorship of \$400 or more. The sponsorship of the opening-night reception is \$400. Sponsoring organizations get two complimentary conference registrations.
 - Sonny A. said this conference is one of the biggest conferences and contests for student journalists, and that we can also market our upcoming conference/Diamond Awards contest there. Sonny A. adds that we definitely need to have a presence at the opening-night reception if we sponsor it.
 - Sonny A., Bobby and Iveta volunteered to be present at the conference in some way if we sponsor.
 - All board members present, excluding Chelsea who was then absent, voted to spend \$400 to sponsor the opening-night reception at the Southeast Journalism Conference.

Announcements & Comments

Next Meeting Agenda

- Conference Committee update
- Programming Committee update
 - Behind the Scenes of Broadcast
- Financial and Nonprofit Status Update
- Encyclopedia of Arkansas article update
 - Draft due the end of January, but Sonny R. has said they are flexible on deadlines
- FOIA Taskforce Update