



March Board Meeting

Wednesday, March 14, 2018 / NOON / ADG 3RD FLOOR CONFERENCE ROOM

Attendees

Jennifer Ellis, Chelsea Boozer, Wendy Miller, Sarah DeClerk, Sarah Campbell-Miller, Kelly Kissel, Syd Hayman, Bobby Ampezzan

Agenda

1. Conference Committee Update
2. Programming Committee Update
3. Financial and Nonprofit Status Update
4. Encyclopedia of Arkansas Article Update
5. FOIA Task Force Updates
6. Call for Scholarships Went Out
7. Contest Committee
8. Iveta moving to Mississippi in May

Discussion

1. **Conference Committee Update**
 - Shift volunteers for the conference are encouraged to download the Square app in preparation for Saturday. Chelsea will update the shift volunteer list and distribute it.
 - Volunteers are needed today to help stuff tote bags with conference swag.
 - Sarah DeClerk, Iveta and Wendy can help with this task today.
 - Auction items: The Little Rock Zoo items have been sent to Jennifer. We have received no items from UCA. Wendy will double-check on auctioning The Modern Arkansas Table. Auction items also include Robinson tickets, and Arkansas Press Association books and T-shirts. Last-minute auction items are needed.
 - Book sale tables at the conference will be located on Level 2.

- We are in need of Diamond Awards contest info to advertise at the conference. Jennifer said she will prepare a flyer on this that can be used at the Arkansas Pro Chapter booth.
- Kelly will be responsible for ensuring we have a projector to use. Chelsea will remind Kelly of this. This projector will need to be moved around to various rooms.
- Session leaders are to ask their speakers to arrive to the session room 15 minutes before start time. Also, leaders are to share parking information to speakers. A water station will be available in each conference room.
- At the reception, SPJ President Rebecca Baker will speak for about 15 minutes, then Sonny A. will provide a welcome on behalf of sponsor Arkansas Democrat-Gazette.

NEXT STEPS:

- **Download** the Square app (Volunteers)
- **Sign** up for a conference shift/remember your conference shift (All)
- **Help** find auction items (All)
- **Touch** base with session speakers regarding parking and times (All)

2. Programming Committee Update

- “Reaching an Online Audience” event had about 14 people in attendance.
- The What Would You Run event had about 15 people, plus coverage in Arkansas Business.
- We should write more press releases related to our events.
- For our April event on covering the medical marijuana beat:
 - Wendy found a Fort Smith magazine that could help us, but they’re booked on our preferred day for the event. They do have magazines to distribute. Wendy and Sarah DeClerk attended a dispensary training. We could consider changing the event date because of how things are moving in the medical marijuana industry. Potential speakers could include those Wendy and Sarah met in the training.
 - We must pick an angle for the event and stick with it--not too broad or too specific, though. Chelsea suggested sharing ideas with local reporters who have been covering this topic to see what they would want out of it.
 - For dispensaries, people cannot tour them unless they are 21, have a background check completed and provide fingerprints.
 - The structure of the event could be a panel. Chelsea said it would be OK if we skip an event in April if we cannot get this one to happen in April. Wendy will let the board know if we should drop the event for this month or just change its date for this month.

NEXT STEPS:

- **Determine** speakers and structure for the medical marijuana event
- **Determine** a date for the medical marijuana event

3. Financial and Nonprofit Status Update

- (Bobby absent)
- Letter to the lawyer has been sent.

4. Encyclopedia of Arkansas Article Update

- The board approves of the article proof.

NEXT STEPS:

- **Inform** the Butler Center/CALS that we approve the proof and will waive the payment (Syd)

5. FOIA Task Force Updates

- Rob said the next Task Force meeting is April 9
- The Arkansas Press Association has asked Sonny A. to write a Sunshine Week op-ed, and three papers have picked it up.

6. Call for Scholarships Went Out

- Sonny R. has distributed the call for scholarship applicants.
- We will need information on this as well to share at our chapter booth for Saturday's conference.

NEXT STEPS:

- **Create** a handout on the scholarship to use at the conference.

7. Contest Committee/8. Iveta Moving to Mississippi in May

- With Iveta's departure approaching, Sarah DeClerk has been appointed Contest Committee co-chair. We will wait until elections to fill Iveta's board seat.

Announcements & Comments

- Mitch McCoy may not be participating in the conference, as there are safety concerns regarding a threatening teacher.
- The board can involve Sarah Morris more now since she is in Little Rock working a new role.
- We have 95 registered speakers for this weekend's conference.
- We also have XL-2X hoodies that could be used as auction items.

Next Meeting Agenda

- Regional Conference recap
- Programming Committee Update
- Finance Update
- Encyclopedia of Arkansas Article Update
- Scholarship Update
- Contest Update