

**MINUTES FOR DENVER PRESS CLUB and PRESS BENEVOLENT ASSOCIATION
BOARD OF DIRECTORS MEETING
Jan. 9, 2018, 6 p.m.**

1. Quorum & Call to Order

Start 6:15 p.m. Present: David Milstead, Ann Imse, Adrian Garcia, Angela Jackson, Sara Crocker, Joe Boven, Dan Petty, Carol McKinley, Roger Ogden and Club Manager Tom Foutch

Absent: Nate Heffel

2. Action item: November minutes

Motion: Garcia; second Boven. Unanimous approval

3. Action item: Membership applications, Sara Crocker

Steve Strunk, media (\$130)

Jerry Bell, individual (\$260)

Robert Tews, media (\$130)

Joseph Murphy, media (\$130)

Dan Vaccaro, individual (\$260)

Cory Phare, individual (\$260)

Matt Watson, individual (\$260)

Connor Burton, media (\$130)

DaVita, corporate (\$1,060). Named members include Skip Thurman, Kate Stabraw, Kevin Downey and Taylour Nelson

Keith Palesh, media (\$130)

Marques Haley, individual (\$260)

David Sirota, media (\$130)

Digital Brinq, corporate (\$260)

Deborah Smith, individual (\$260)

Drew Sidener, media (\$130)

Martina Willede Chaparro, comped membership – drawing at Club event

Boven commented that corporate memberships should not be transferrable among individuals and that he would abstain because of that.

Motion: Ogden; second Petty. Unanimous approval with Boven abstaining.

4. Member comment (6:10, 20 minutes)

None.

5. Runyon, David Milstead/Bruce Goldberg (7:50, 30 minutes)

- John Ensslin will be running silent auction
- Goldberg provided board with table sponsorship details. Sixteen of 32 tables have already been filled.
 - Pricing discussion: Whether sponsorship investments should increase.
 - Milstead said these rates only increased for the first time last year since 1996. Milstead shared he was not concerned with changing this now, as

the 2017 pricing would only be extended to returning sponsors, particularly with a space that caps out at 320.

- Goldberg shared his concern about changing pricing in the midst of sales.
- Petty asked Goldberg about the distribution of news organizations and non-media corporations among sponsors; Goldberg stated it is more non-media corporations.
- Milstead also suggested offering an additional benefit, such as a reception at the Club on a Friday with the rental fee waived.
- Ogden suggests raising the sponsorship pricing by \$1,000 per sponsorship package (Gold, Silver and Bronze). There was discussion about whether this would disproportionately impact Bronze sponsors.
- Milstead motions that 2018 sponsors who did not sponsor in 2017 will pay \$6,600 for Gold, \$4,200 for Silver and \$1,800 for Bronze
 - Ogden seconds
 - Foutch raised further discussion about pricing.
 - Milstead amends pricing to \$6,500, \$4,500 and \$2,500 for Gold, Silver and Bronze respectively, with the opportunity to provide those additional benefits outlined above. Individual pricing will remain.
- Approval with Petty opposing.
- Runyon scholarships
 - Milstead raised concern of a single judge per school and that the majority of judges in 2017 were not working journalists. Milstead requested any comments on this be emailed to him.

6. President's Report, David Milstead (6:30, 20 minutes)

- Event planners party follow-up
 - Bill for event provided; Milstead setting follow up conversation with her.
- Mari Christie and books
 - Milstead was seeking revival of bringing back Book Beat series. She provided a more robust plan, which Milstead is reviewing.
- Raines update
 - Milstead and Imse met with Raines. They did not find definitive proof that cash withdrawals were de facto reimbursements, rather than Club uses of cash, so he was reimbursed for those receipts.
- Student board member
 - Will not be appointed this fiscal year because only two meetings remain.
- Bylaws
 - Committee did not meet in December; Milstead is seeking new date for meeting.

7. Other reports (6:50, 10 minutes)

- **Programming, Carol McKinley**
 - Encouraged board to bring more programming ideas that are compelling and timely, as well as guest bartender opportunities.

- **Treasurer's Report, Ann Imse: (7:00, 20 minutes)**
 - \$20,607.72 in the bank from mortgage challenge donations
 - December's financials:
 - Net income
 - PBA: -\$2,366
 - DPC: \$8,231
 - YTD
 - PBA: -\$42,383
 - DPC: \$80,080
 - Net first nine months: \$38,000
 - On track to break even between two entities, so Imse encouraged more member sign-ups or event rentals.
 - 2017 rental income: \$16,307.
 - Walter Baas donated \$3,500 toward a student scholarship and \$5,000 to start the capital campaign.
 - History Colorado granted \$14,000 to retain architect.
 - Discussion of marketing and whether it needs a budget. Marketing committee has not met in several months and will be reconstituted first to determine goals for remainder of year and then revisit any budget needs.
 - Milstead provided a draft of a comparative consolidated monthly profit and loss statement for the PBA, created by Linda Spear, and asked for feedback from the board.
- **Manager's report, Tom Foutch (7:20, 20 minutes) (dependent on event)**
 - Personnel: I am very pleased with our bartender, Quentin Sickafoose. He's completed two full months and as a result of his performance, I didn't wait the typical three month grace period to give him a raise and additional responsibility. It's not much of a bump (\$2/hr more) but it will help him and symbolically, it shows him he's valued. I have big plans for Quentin over the next three to six months.
 - Events: While I was disappointed in the number of December functions, those functions we did host went off very, very well with only one exception, the member Holiday Party. Members and guests seemed to enjoy the evening but the way it came about and the lack of adequate help during the event made for a difficult evening. That said, attendees were mostly happy and that's our goal.
 - Last week I sent handwritten Thank You notes to most hosts of 2017 events.
 - The December events we hosted were (does not include programming):
 - Crescent Point Energy Staff Retreat
 - Member Holiday Party
 - Don Knox Holiday Party
 - RCV Panel Discussion
 - Murr Siler Holiday Party
 - CAL Holiday Party
 - Ivy+ Women's Social Event / Presentation
 - CPR Discussion

- CPR Holiday Party
 - CBWPA Holiday Party
 - Online News Panel Discussion
 - Maggie Dinner
 - Craft Beer Blowout
- January events booked so far (does not include programming):
 - Nick Troiano meeting – 50 to 70; speakers; function includes hors d'oeuvres
 - SYNC2 Board meeting
 - CPA Board meeting
 - Book Exchange
- Future “non-programming” events
 - Mardi Gras in February
 - CHFSC Prom in April
 - SPJ social in April
 - Image Deconstructed in April
 - Damon Runyon in April
 - Member Holiday Party in Dec.
 - Don Knox Holiday Party in Dec.
- Approx. dozen hard proposals out. Foutch noted that few events come from referrals; a number are return rentals.
- Plans for 2018
 - Primary goal: My top priority has a longer-term focus than the second. My priority goal is to continue to build on the stability, consistency and energy we’ve created in the Club. Members and guests need to know that we will exceed their expectations when they visit.
 - Tactics:
 - Foster singular vision and cooperative efforts from all team members (leadership, mgmt., staff)
 - Build “ownership” of their club among members
 - Foster Quentin’s development
 - Pay attention to detail.
 - Look for and make operational improvements
 - Look for and make improvements to the facility
 - Secondary goal: Significantly build on event and programming business.
 - Tactics:
 - Strategic cold calls; deliver “event packages” to appropriate planners, businesses, associations, etc.
 - Follow-up with event hosts of 2017 events
 - Follow-up with event hosts of pre-2017 events (if they can be found)
 - Encourage member involvement in developing leads
 - Encourage members to bring their events to the Club
 - Build “ownership” of their club among members
 - Give more responsibility to Quentin to free up time

- Plan ahead – far ahead if possible – for member functions
- Sample member, member/guest and public events:
 - “Fun” holidays (Mardi Gras, St. Patty’s Day, July 4th, Halloween, NYE, etc.)
 - Member birthdays – (Nate’s party for Will is a good example)
 - Coordination with event planners
 - Niche weddings
 - Rehearsal dinners
 - Candidate forums
 - Issue debates
 - Election Night
 - Quarterly member townhalls
 - Quarterly new member / prospective member socials and orientations
 - Spring, summer, fall, winter socials with food and entertainment
 - Pulitzer Night
 - National beverage days (Nat’l Wine Day (5/25), Nat’l Bourbon Day (6/14), etc.)
- 2017 Tasks / Projects / Purchases Completed (in no particular order)

Thanks must be given to many members for all the time and effort it took to accomplish these tasks.

Air-conditioning enhanced	Front and rear thresholds repaired
2 nd floor Aloha terminal repaired	Cork boards replaced in Lounge
Plaque celebration photo acquired & displayed	Office cleaned up
Main bar ice bin leak repaired	Three toilets fixed
Exit signs replaced	All light bulbs replaced with LED’s
US Flag displayed and illuminated	Boiler room door fixed
Backflow valves added to water lines	Electrical upgrade
Internet speed upgraded	Two hood repairs
Nine caricatures replaced	Main to 2 nd floor railing repaired
Main to lower level railing repaired	Lower level bannister repaired
Dumbwaiter openings covered	Stage / riser built
Aloha refigured for mem/non-mem prices	Torn lounge lamps replaced
Replaced four bar glass sizes with two	Added draft beer
Using syrup and CO2 again (80% savings)	Replaced silverware
Coat tree fixed	Replaced main bar glass washer
Acquired additional interior trash cans	Repaired a/v projector table
Acquired tray stands	Replaced five paper towel
dispensers	
Repaired DPC sign in lounge	Created/printed new event
brochures	
Created/printed new member applications	Small freezer replaced
Cleaned out / renovated staging area	Acquired co-working refrigerator
50+ misc glasses, plates, etc. tossed	Broken service area doors removed
Dish for Dish Network replaced and moved	Ducts cleaned
Hood and fire inspection completed	Hood suppression system repaired

Pipe behind walk-in repaired
Hung new Pulitzer and moved others
Repair walk-in door

Fixed and rehung Elway print
Front door display frame reattached

2018 projects to be considered (in no particular order)

Repair roof
Repair lounge furniture
Replace floor molding 2nd floor access hall
Clean out all storage areas
Replace ceiling light fixture cover in Poker Rm
Repair pool room ceiling
Repair numerous banquet room chairs
Hang photos/documents around 2nd floor walls
Clean dining room carpet
Rehang photos behind satellite bar
Revise website
Repair 2nd floor ceiling

Complete HVAC needs
Get 2nd floor fireplace working
Acquire co-working microwave
Renovate "phone booths"
Paint walls under stairway handrails
Repair numerous dining room chairs
Replace plexiglass on front door
Move Presidents and Pulitzers
Acquire 7 oz martini glasses
Get music system back or installed
Hide / paint 2nd floor wires
Complete renovation of staging area

- Milstead noted that Maggie's contract as our caterer expires in February. Dinners for 2018 were cancelled due to price point.

8. Nexodus, Dan Petty/David Milstead (8:20, 30 minutes)

- Proposed CRM system. Cost is \$450/month.
- Has option for website or members-only portal.
- Petty motions for board to approve for expenditure of \$450/month to implement Nexodus.
 - Imse seconds.
 - Unanimous approval.

9. Email/Google Drive, Dan Petty (8:50, 15 minutes)

- Board officer email accounts were migrated to Gmail in December and team drive was created to allow board and volunteers to access and collaborated on documents.

10. Membership levels, David Milstead

- Introductory discussion of dues and membership classifications for 2018
- Membership dues will be increased to capture investment costs of Nexodus.
 - Petty suggests setting meeting with membership committee to consider membership fees and levels.
 - Milstead requests guidance from board to work with Petty to determine structure in the next week.
 - Ogden suggests increasing dues for Nexodus, but not passing cost along to students and also including a note in dues notices regarding the Club's capital campaign.

11. Other business

None.

Adjourn