

Denver Press Club and Press Benevolent Association Board of Directors Meeting Agenda

Jan. 22, 2019 at 6 p.m.

Present:

Bob Burdick, Dan Petty, Tom Foutch, Skyler McKinley, Carolyn Tyler, Donovan Cordova, Larry Ryckman, Roger Ogden, Linda Carpio Shapley, Gabrielle Bryant.

Not present:

Kevin Vaughan

1. Quorum, Call to Order, Approval of Minutes
Carol McKinley moves to approve the December minutes. Shapley Seconds. All approved.
2. Action item: Minutes | **6:01 p.m., 3 minutes**
3. Action item: New members | **6:04 p.m., 6 minutes**
 - a. Rebecca Cantwell, Deborah Frazier, Miles E. Austin, Becky Perlow, Dwayne Sutton Smith, Dwight Shellman, Patrick Saunders, Elliot Goldbaum, Joshua Sam Lapidus, Kris Morwood, Mac Muir. Carolyn Tyler motions to approve new paying members. Bob Burdick seconds. All approved
 - b. Comping Tony White for book sale hours – discussion about arrangement made for White, who used to be a bartender and worked on the book sales. Tom Foutch says he's only been in to help twice in the last few years. Former president David Milstead made the deal, but there discussion over whether we should honor this. Roger Ogden suggests a no-comp policy. Burdick moves for a measure not to grant any comp deals for membership unless the Board approves. Carolyn Tyler suggests a lifetime membership for officers after they have served. Burdick disagrees.

Dan Petty moves for any comps to recommended by the full board. Shapley seconds. All agree and approve.
2. Public comment | **6:10 p.m., 10 minutes**
There is no public at the meeting.
3. Damon Runyon Updates | *Linda Shapley, Bruce Goldberg* | **6:20 p.m., 30 minutes**
 - a. Shapley brings up the fact that Runyon honoree Bob Woodward's event at the Bellco arena was cancelled. Yet, he is still "on" for the Runyon.
There will be a menu tasting from the Denver Athletic Club. This will present an opportunity to assess the space. The dinner is sold out. There are six tables in waiting.

b. Shapley met with Warren Smith, retired auctioneer and DPC member, has supplied two bottles of Bollinger champagne. Tom Foutch has procured \$500 of wine from Argonaut, Carolyn Tyler has gotten wine as well.

The wine will be sold as a fundraiser at the Runyon. Foutch applauds Argonaut. They donated \$500 worth of wine. We were given 12 bottles worth \$20, some worth \$60-80 and one worth \$90.

c. Burdick suggests a viewing room for the people on the waiting list. Suggestion is to charge a discounted rate for a room on the third floor and supply a live stream. Much discussion on how to charge, how we let people know, concern over how people who have already paid will feel.

d. Bruce Goldberg reports that programs will cost \$458.

e. Questions about the TV news outlets which will show up. So far, only KMGH has a table. KUSA may or may not want a table.

f. Goldberg notes that the scholarship winners were supposed to be announced today. Ogden wants these names asap as his wife, Tauna, our videographer, needs to get working on videos.

g. Gabrielle Bryant volunteered to produce the evening. Carol McKinley will assist.

h. We still need to assign 12 volunteers to do odd jobs ie: direct people to their seats at the elevator and upstairs, picture-takers,

4. President's report | *Dan Petty* | **6:50 p.m., 50 minutes**

a. Discussions about merging DPC and PBA. This is an unprecedented structure. Dan Petty brings up the fact that we are two associations: 1. Press Benevolent Association and 2. Denver Press Club

Discussion: Would it make sense to become fully non-profit?

If we were ever audited, there's a potential to lose our non-profit status. There is no governing document between the DPC and the PBA. Petty spoke with Peter Nagel who specializes in non-profit law. We need to clean this up. If we were to be sued or to become insolvent, what is the best structure for us?

There are still questions about how we should be organizing finances. In fact, Petty says the archives from 1916 have the same problems that we have now.

Skyler McKinley points out that there is a chance we could lose the building.

Larry Ryckman offers to look for a lawyer to work for us pro bono.

Burdick notes that having a twin structure or a separate structure is important.

Any vote will go before the board and likely before the entire membership.

Bruce Goldberg notes that Nagel represented an antagonistic board member and that he doesn't trust him.

i. Can the Press Club go fully non-profit?

j. Engaging tax lawyer Peter Nagel for auditing finances

a. Caricatures project

K. Caricatures by Jane Yamada – asking for volunteers to come remove caricatures for framing. Changing the size to 8X10 instead of 11X14. Scanning may be needed.

- L. Jane Yamada is a new caricature artist. She did Sadie's and Nathan's. She charges \$200 for three portraits

- a. Coworking – Petty acknowledges that this has been a failure. Petty remarks that part of this failure is because of lack of marketing. We only have one regular. One member cancelled their membership this week because of it. Petty thinks there's still potential. Foutch reports that he still loves the idea. He says the only thing we have dropped the ball on is that we haven't marketed the space.

Dominic Cordova disagrees that this isn't a failure....it's just that the idea and space is dormant.

Shapley suggests dropping cards on tables at Starbucks. Member Joe Boven has been asked to help with marketing the non-profit idea. I.e: people who are looking for co-marketing in Denver, the DPC would pop up.

Skyler McKinley suggests that Grasslands can help market the idea. More discussion on keeping the idea alive.

- b. Mortgage Challenge

Discussion about mortgage challenge. Foutch reports we have one more month left of mortgage payment. Petty wants to kick off a mortgage challenge a year.

Foutch reports that the mortgage is \$1470 per month for a 30 year mortgage. We have about 29 ½ years left. Mortgage is roughly \$240,000. Petty suggests kicking this off at the Runyon. He adds we are going for a historical building grant from Historical Colorado.

The mortgage is paid by the DPC.

Donovan sees a huge opportunity with the Runyon event and so many corporations coming to the event to make money. He suggests having people donate to a brick or a tile with their names on it.

Foutch notes that if we do this, we have to go all in. We got 5 donors last year including Eugene Tepper.

Shapley suggests envelopes on the tables. "Supporting the Truth." Give emotional reasons to donate. "historic building" "Raise the Roof"

It's decided that we will make an ask for donations at the Runyon.

- c. Eugene Tepper and other donors

- d. Discussion about Denver Press Club vision

- e. Treasurer's Report | *Kevin Vaughn* | **7:40 p.m., 20 minutes**

-Discussion to pass annual Code of Conduct for Board before the March members meeting.

Vote by the end of the week.

-Membership cards- we want to send out cards to members. Plastic is discussed.

Skyler McKinley and Kevin Vaughan will look into it. Much discussion over 1. how to get the cards out to members and 2. how to differentiate when people joined.

- f. Manager's Report | *Tom Foutch* | **8:00 p.m., 20 minutes**

Discussion about revenue. The DPC is up 7% in gross income. And up 6% in gross profit.

-Gross income for PBA was up 4% from 2017 – 2018. Not high because we lost two parties and the Parade of Lights money was counted for November this year whereas it was for December last year.
-Our bartender, Cassie, is looking for work and we may lose her soon according to Foutch.
If we lose her, Foutch is looking for another journalist who can take her place.
-The baseboards have been painted by Foutch.
-Foutch says there are people who are walking in out of the blue and he's afraid for our safety. He has bought a sign which warns that there is video surveillance.

g. Committee reports | **8:20 p.m., 30 minutes**

Programming | *Carol McKinley*

Future of Denver Press Club Trivia

Discussion about how we lose money to trivia every time we have it. Petty says he's asked the membership what he wants to do. He's had 2 responses from people who are willing to pay the \$40 fee. They want food. Foutch remarks it brings people to the DPC and keeps

1. New Member Mixer tentatively scheduled for 2/14/19. Skyler will figure out what to do by Friday.
 2. Marketing and Social Media | *Carolyn Tyler, Skyler McKinley*
Discussion about assigning more work to Grassland.
 3. Membership | *Skyler McKinley, Dan Petty*
Discussion about designs for membership cards. Back/front etc...Board plus Tom.
Discussion about Lyft's concierge service. We pay for an inebriated person and then ask the member to pay later. Lyft will send us an Android phone and it's used for people who shouldn't be driving home themselves. Petty says it's worth exploring, but we need to keep a close eye on how much it costs.
1. Volunteer for Membership Cards

Discussion about DPC and vision is tabled.

Adjourn | **8:50 p.m.**