

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

1. Quorum & Call to Order

Start at 6:09 p.m. Present: David Milstead, Nathan Heffel, Sara Crocker, Roger Ogden, Linda Spear, Dan Petty, Angela Jackson, Joe Boven (arrived at 6:15), Carol McKinley (arrived at 6:25) and Club Manager Tom Foutch

Absent: Adrian Garcia

Milstead noted this would be an abbreviated meeting with no new members to approve.

2. Action item: Approval of minutes

Motion by Ogden to approve minutes from Feb. 6 and 20; second by Heffel. Unanimous approval.

3. Sales efforts

- TeNeil Hartley presented proposal to assist with events sales.
- Proposal would create a sales plan that could be implemented by a part-time sales person, including access to contacts.
- Hartley shared she thought the Club is best for rehearsal dinners, corporate dinners, and proximity to Convention Center and hotels, etc.
- Ogden asked if Hartley would be willing to offer as a preferred site and refer to clients, which she said she would. Ogden also requested referrals for a part-time sales person.
 - Spear asked about compensation structure and balance of hourly pay and commission.
- Crocker asked about outcomes of similar plans. Hartley said they can vary based on the execution of the venue.

6:38 p.m. – gaveled for break; gaveled back in at 6:48 p.m.

4. Discussion and action item: Corporate membership dues

- Invoicing will be starting soon, so options for corporate members need to be solidified.
- Milstead and Spear went through the membership list and the MSU Denver students who are assisting with data cleanup are incorporating anniversary dates of last year of members into Nexodus member profiles.
- Boven has in the past voiced concerns about corporate members not having to assign individuals to their membership.
- Milstead noted that under the new bylaws structure corporate members will only be able to have one vote per organization.
- Petty ran through corporate membership options
 - \$1,500 – 5 memberships and corporate happy hour
 - \$2,500 – 5 memberships, corporate happy hour and 5 tickets to Damon Runyon Banquet
 - \$5,000 - 5 memberships, corporate happy hour and 5 tickets to Damon Runyon Banquet and Hall of Fame

- \$10,000 – 10 memberships, upstairs event venue rental, 10 tickets to Runyon and Hall of Fame
- Heffel raised questions about how Runyon corporate table sales and the memberships that can come with them would be impacted as a result.
- Milstead suggests creating pricing structure for these four corporate members impacted to \$275 for the first member and \$225 for the following members.
- Foutch questioned whether access to a signature event should be included in a membership.
- Discussion of starting with a base individual membership level and discounts for each additional person, starting at \$500 with an additional \$300 per person named to the membership, with recognition on the Club's website.
- Motion from Ogden for March 1, 2018 for \$500 for first member and \$300 per individual with one vote per corporate membership; Petty seconds.
- Unanimous approval.

5. Other business

None

6. Adjourn