

**MINUTES FOR DENVER PRESS CLUB and PRESS BENEVOLENT ASSOCIATION
BOARD OF DIRECTORS MEETING
April 3, 2018, 6 p.m.**

1. Quorum & Call to Order

Start at 6:12 p.m. Present: David Milstead, Nathan Heffel, Sara Crocker, Roger Ogden, Dan Petty (phone), Angela Jackson, Joe Boven, Carol McKinley (arrived at 6:55) and Club Manager Tom Foutch

Absent: Linda Spear, Adrian Garcia and

2. Action item: Approval of minutes

Motion by Heffel; second by Ogden. Unanimous approval.

3. Action item: New members

Glenn Carter, out of metro (\$60)
John Toole, media (\$150)
Georgann Low, media (\$150)
Wendy Aiello, individual (\$275)
Mathew Van Deventer, media (\$150)
Kevin Dale, media (\$150)
Russel Haythorn, media (\$150)
David Wagner, media (\$150)
Phillip Greden, media (\$150)
Philip Maravilla, media (\$150)

Motion by Heffel; second by Crocker. Unanimous approval.

4. President's report

- Elections update
 - Three incoming board members present – Linda Shapely, Carolyn Tyler and Bob Burdick
 - Milstead noted there are 11 members for the 11 board seats available. Candidates night will be hosted Wednesday, April 4.
 - Milstead is running for president; Petty for vice president
 - In discussions on board meeting schedule and the possibility of a board retreat.
- Runyon update
 - Tentative estimates for revenue are over \$51,000; it's estimated \$8,000 of scholarships will be issued at this year's event, but that amount is still being determined.
 - This year's top scholarship recipient will be honored with a scholarship named for long-time member John Ensslin (replacing the Tim Russert award).
 - Heffel offered other updates: Auction items have been secured and will be available online via Ebay (Boven is adding all items over the weekend). Getting a banner with DPC branding for event photos. Will be meeting with them next week regarding AV and run through.
- Coworking update

- Attendance and follow-up marketing has been flagging. Throughout trial, users have been satisfied, but the number of users has not grown.
- Milstead is not calling for action tonight, but after Nexodus implementation and board transition, they will have to review how to push further.
- He has asked Cassandra Ballard to do some admin tasks at the Club, and she is contacting those interested in coworking to gather feedback.
- Ogden: The investments made in the Club were important regardless of the future of coworking.
 - Milstead he agreed, saying that the internet upgrade is important to also attracting business meetings. In his view, the only capital outlays were the refrigerator, microwave and toaster, which total less than \$1,000. He noted that the greater cost over time will be staffing.
- Foutch: He remains supportive of the idea. There is a broader audience that can be tapped into beside journalists.
- Nexodus update
 - Milstead: There have been some technical glitches with renewals via Nexodus. And, the facilities management tool is helpful regardless of coworking.
 - Boven shared concerns about purchasing CRM tool if coworking has not been as successful.
 - Milstead noted he had concerns about other solutions because of potential costs for custom development.
 - Crocker: Functionality and ease of use were important compared to other solutions, especially when considering succession planning with volunteers.
 - Petty: Acknowledged while there have been bugs, feels it's a good step forward. Integrates well with payment systems with no additional fees, etc. And, people are updating their profiles.
 - Milstead: If a subsequent board determines coworking is not a successful business model, that would be a time to decide if Nexodus is still the best CRM tool for the Club.
- Volunteer solicitation
 - Has been an ongoing challenge to engage members interested in volunteering. Milstead is creating job descriptions for volunteer opportunities and will share with current and incoming board to build out and offer feedback.
- Giving
 - Burt Hubbard (formerly of Rocky Mountain News and Denver Post) will donate \$4,000 from his family foundation.

5. Treasurer's report

- Milstead offered report because of Spear's absence. She has been working on tax exemption for building. Voss may have a preliminary financial statement in time for the member meeting on April 12. Tom will take a greater role with financials and working with accounting firm Voss.
- Spear did share options for financial reporting; no board members have yet responded, so Milstead will share with incoming board. He also provided background on the two entities of the Club.

6. Committee reports

- Programming - McKinley

- Has a sponsor for programming from the Online News Association, particularly to bring in speakers.
 - Foutch suggested partnering the Club with ONA and hosting events around the state or region.
 - Milstead that may be an opportunity, particularly to engage people in Boulder and Fort Collins.
- Also looking for a volunteer to continue outreach to students.
- McKinley asked about charging for events. Milstead noted the challenge is more operational, ensuring people are checked in. Ogden said if the concern is revenue source, then it's minimal. Milstead said it's more about adding value to membership. Foutch agreed with Milstead and said contributions have generally flagged when asked at past events.
- 2019 Runyon selection committee
 - Milstead: Overwhelming winner of committee vote is NPR's Terry Gross. By approving the balloting votes, the board will authorize that invitation (and any runners up should Gross decline).
 - Motion by Boven; second by Jackson. Unanimous approval.
- Development – Ogden
 - Meeting with Daniels Fund for an informal meeting about possibility of matching preservation fund.
- Marketing – Crocker
 - Because rolling off of board, will share feedback on marketing with incoming board, will take part in next marketing committee meeting and will continue to volunteer to assist with web redevelopment.

7. Sales efforts -

Action item: TeNeil Hartley contract

- Milstead he believes a part-time staffer can activate plan that will be created by Hartely. She has offered to provide assistance recruiting and selecting that person as needed – though Milstead does have one person in mind who may be a fit.
 - To be added to her contract would be that recruitment and her agreement to promote the Club as a preferred venue to her contacts.
- The contract is for \$3,500 and Milstead has brought that for board approval.
- Motion by Boven to authorize Milstead to engage Hartely to develop a Club sales plan that includes her promotion of the club to her contacts and her recruitment of sales person if necessary. Second by Ogden. Unanimous approval.

8. Discussion: Recognition of and thoughts from departing board members

- Milstead recognized outgoing board members – Boven, Crocker, Garcia and Jackson – for their contributions.
- Milstead asked for outgoing board member feedback
 - Boven: Processes need to continue to be developed.
 - Crocker: Continue considering new ideas and take risks.
 - Jackson: Priorities – generating new revenue streams through events rentals and encouraging more diversity of membership and on the board.
- Ogden agreed that prioritizing will be the challenge. He asked board if they were prioritizing where they would prioritize:
 - Boven: Event rentals, major giving, engaging younger member audience.

- Crocker: Event rentals and data collection to keep members coming back
- Jackson: Ditto – and keeping the culture of the Club and its history alive. She also encouraged some leadership development for board.
- Milstead also asked returning board members to share:
 - Ogden: Continue moving to Club manager handling operations and the board members moving to more advisory role. He commended Milstead for his work as president.
 - McKinley: Diversity and engaging students more.
 - Petty: Diversity and increasing revenue.

9. Other business

- Foutch offered manager's report:
 - New commissary – Does not appear the
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 - adding motion activated lights around the Club.
 - Board retreat: Foutch said he believes this is crucial for an incoming board to create alignment of vision for the Club.

10. Adjourn at 8:20