

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

SCHEDULED: August 27, 2019, at 6 p.m.

Directors present at the meeting:

- Dan Petty, president
- Kevin Vaughan, treasurer
- Skyler McKinley, *acting* as secretary
- Laura Frank
- Larry Ryckman
- Noelle Phillips
- Holly Gaunt
- Tom Foutch

1. Quorum, Call to Order | **6:07 p.m**

2. Presentation from the Denver Foundation | **6:10 pm**

a) Discussion of options for management of John C. Ensslin Memorial Scholarship

- a. Direct management option? \$25,000 minimum in account to run – Foundation could cut check directly to schools where winning students attend.

Dan Petty: Current model is we cut a check directly to the students.

Foundation: Much easier to cut checks directly to schools

- b. Other option: Standard Scholarship Program – \$100,000 minimum in account to run.

DPC would manage the scholarship program. DPC would forward all the nominations to the Denver Foundation. The Foundation reviews the final nominees to ensure they meet eligibility criteria. We would either approve or deny.

Dan Petty: Currently we ask journalism professors for nominees. We don't ask for an essay. Applicants submit applications and recent clips. We're open to change the process to meet reporting requirements.

- c. Custom Scholarship – \$500,000 in managed assets – This pulls the administration from this group and it goes to the Denver Foundation. DPC defines criteria. Foundation then runs the program, including the application, selection, and distribution. Existing web platform. Denver Foundation does all the collecting. They then convene a scholarship selection committee meeting to pick finalists.
- b) Admin fee for endowed scholarships is 1.1 percent. For a non-endowed scholarship it's 2 percent of assets under management.
- c) Funds are invested right away. You can have a unitized investment pool which runs on a ten-year average at eight percent. Or there's an SRI or socially responsible investment fund, which is relatively new. The returns on that are running at four or five percent. This is a no-fossil fuels fund.
- d) Denver Foundation proposes running a custom-hybrid approach. Foundation would set it up that we were putting in the minimum amount to award out, plus the admin fee, with the goal of working toward building to a large enough amount that we could then endow it. Once endowed, it goes down to 1.1 percent in an admin fee. We could continue to use the existing selection committee.
- e) Denver Foundation would help with advertising. They could host the application on their website. Those documents could then be passed to the selection committee.
- f) Were a student to withdraw or decline to enroll, the Denver Foundation could pull back the funds.
- g) Endowed scholarships typically return at three percent, per Denver Foundation scholarships. This is the fund-balance average over four quarters. This is "smoothing."
- h) If the scholarship were to be started today, and the first awards were granted in April, we would require at least 12-15 in the fund at this juncture. Going forward, so long as it's an annual fund, the Denver Foundation will work to maintain the minimum balance.
- i) Once listed on the Denver Foundation website, contributions can be collected directly to the fund through the Denver Foundation. All gift types accepted. There are credit card fees.
- j) Fee structure is 2 percent per year, at a rate of 0.5 percent per quarter. Fees are not based on the number of scholarships awarded. All fees calculated relative to account

balance.

- k) Average scholarship at the Denver Foundation is \$3700, but that's skewed upward by a couple significant, full-ride scholarships programs.

****DENVER FOUNDATION REPRESENTATIVES EXIT****

- l) Dan Petty: What does the board think of that presentation? Management fees aren't great, however, this adds structure and process. Professional management seems worth the fee.

Phillips: Do we have the required funds?

Dan Petty: Not at this time. But at the close of the fiscal, we can have \$25,000.

Group discussion: Walter Baas gift. Nothing set in stone until November. Let's not get too far ahead of ourselves, as a trustee has not been appointed.

Group discussion about raising funds to meet other outstanding grants.

Vaughan: If there is a way to take a portion of the gift and guarantee that the scholarship is funded in perpetuity, and a way to take some other portion of the gift and set it toward the mortgage, I'm in favor of this.

McKinley: What is the timeline to raise for the matching funds?

Dan Petty: Not completely clear. Will reach out to Gates.

Foutch: Unclear if we can use the line of credit to go toward the matching fund.

Vaughan: We should raise money at the Hall of Fame and a new member mixer night.

General group discussion about fundraising tactics.

3. Approval of Minutes | *Skyler McKinley* | **7:13pm**

- a. Frank moves to approve; Ryckman seconds. Approved on voice vote

4. Membership: 6 new members | **7:14pm**

a. Joanne Kelly (Individual), Lara Lee Hullinghorst (Individual), Allison Layland (Individual). Frank moves to approve; Gaunt seconds. Approved on voice vote.

b. *Membership cards*. Kevin Vaughan: One more batch to print. Cards degrade over time. Jury is out on whether we'll get multiple years out of these cards. Alternate approach is to get colored blanks.

5. Public Comment | **7:24 p.m.**

a. No members of the public present.

6. Hall of Fame Dinner | *Dan Petty* | **7:25 p.m.**

a. Ticket sales are sluggish. Roger Ogden has started selling tables, but many more ahead of us to sell. As of this writing we have officially sold 61, with a goal 320. A table sits 10. If we can sell an additional 25 of these, we should be in good shape. Linda has a contact for a still photographer. We are additionally searching for volunteers, including an emcee.

7. Damon Runyon Award | *Dan Petty* | **7:32 p.m.**

a. Robin Roberts, the first choice selection, cannot make the event work with her schedule. The next person on our list is Lesley Stahl. We have reached out to the folks at CBS4 to discuss. The letter to Lesley is going to be in her hands tomorrow morning. We are expecting an answer in short order.

8. President's Report | *Dan Petty* | **7:43 p.m.**

a. *State Historical Grant Fund award, paperwork, and updates*. Paperwork filed today. Accounts are set up. Some additional documentation required. Jim Clarke will be looking to set up a meeting with the architects.

b. *Ensslin Memorial Scholarship Updates*. We've raised \$7500 in donations, including Clarity Media. Related to that and apropos of the above discussion, are we interested in moving forward with the Denver Foundation? Board agrees to conduct due diligence to discuss at a later meeting. Board agrees to let Clarity Media know that we are working on this. Board will solicit information on other options for the sake of due diligence.

c. *Walter Baas Memorial Recap and Gift*. The memorial was very well attended and it was very touching. Many friends and colleagues attended and shared stories. The size of the gift was not announced. We will form a committee to handle gifts of these size, including solicitation and management.

- d. *Seeking a new board member.* Bob Burdick has resigned. General group discussion about what type of candidate would be desirable.
- e. *Building Updates.* Motor replaced on back kitchen. \$140 repair. Also fixed fan upstairs – minor issue. Will need to meet with architects to discuss.
- f. *Eugene Tepper Celebration.* Potential date in late September. Further discussion required.
- g. *Ireland Stapleton Pryer & Pascoe Update (Organizational Auditing).* They say they will be in touch shortly after conversations with a tax attorney. Hopefully will hear more this week or next.
- h. *Book Pickup at the Denver Post.* Dan Petty will pick-up on Friday, September 6.
- i. *Scheduling fall board retreat.* Roger Ogden is looking into this. Updates later.

9. Treasurer's Report | Kevin Vaughan & Tom Foutch | **8:09 p.m.**

- a. Discussion of prepared financial documents. Revenue is up over 2018, although it doesn't appear that way because of the timing of when Runyon expenses hit the ledger.

10. Manager's Report | Tom Foutch | **8:14 p.m.**

- a. Discussions of fund to be deposited for Ensslin scholarship and building fundraising.
- b. Events: Ensslin's memorial went well, but we lost money on the night. Vaughan: That's because we ordered programs and food and a videographer. Foutch: Total loss was about \$500.
- c. Finances: Four new accounts. Each is dedicated to a specific fund: Colorado History, Gates, Member Match, Ensslin Scholarship.
- d. Utility Bill: We are into summer rates, and because of the increased business, we just paid \$740. That's a 30 percent increase over last year.
- e. Membership: Discussion with member about problematic behavior. Member has been in three times since then without incident.
- f. Facility: Fixed the light above the bar. Fixed the fan. Front window is boarded up, as exterior pane of front window was shattered.
- g. Personnel: Jim Bofenkamp started at the end of the July. Worked with Cassie on eight straight shifts. Cassie did an admirable job training Jim. He is a journalism student, so we will lose him eventually. This is a strategic choice.

11. Committee Reports | **8:38pm**

- a. *Programming*. McKinley: Why are we not open on Fridays? Foutch: The business was not sustainable when we were open Wednesday, Thursday, Friday. Historically the membership did not come in on Friday. This remains true.

Foutch & Board agree that we can open up more often on Fridays for events, and should try to schedule to that end. If Fridays prove to be successful, we can look into opening up on Fridays as a regular occurrence.

- b. Discussion of past and upcoming events.

12. Executive Session | *Motion made by Ryckman. Vaughan seconded.* | **9:01 p.m**

- b. *Motion to adjourn executive session by Ryckman. Frank seconded.* **9:10 p.m.**

13. New Business | **9:10 p.m.**

- a. Date setting for future meetings: September 24. October 22. November 19. December 17.

14. Adjourn | **9:14 p.m.**