

**AGENDA FOR DENVER PRESS CLUB and PRESS BENEVOLENT ASSOCIATION
BOARD OF DIRECTORS MEETING**

8-28-18 6:00 p.m.

Attending: David Milstead, Daniel Petty, Carolyn Tyler, Skyler McKinley, Roger Ogden, Kevin Vaughn, Bob Burdick, Linda Shapley, Donovan Cordova, Tom Foutch

1. Quorum, Call to Order, Approval of Minutes 6:09 pm.

2. Action item: Minutes (6:10 p.m., 3 minutes)

Roger moves to approve / Carolyn seconded. Approved on voice vote

3. Action item: New members (6:13 p.m., 7 minutes)

Tabled until Dan Petty reaches meeting (See Item 13)

4. Public comment (6:10 p.m.)

No public comment

5. Social media initiatives — Crystal Vales (6:19 p.m.)

FB page is doing really well. With a modest investment of \$1200, we've added 1,000+ followers in the past year.

From month of July: \$209 spend has produced - 29,755 impressions // 913 clicks - Push for website modernization to have a place to send engaged users

Q: Is there an accepted metric for \$ / followers? Between 4 cents & 3.75 for interaction
People "enjoying the content" - a lot of interested people in the Denver community
Reach vs. impressions: Total reach: 22,084 people / Event response are more expensive

Q: Two FB pages: Page vs. Group (Private)

What are the targets we give them for demographics:

CPMs - 18-24 \$21.94

25-34 - \$25.xx

35-54 - \$30.64

54-64 - \$32??

65+ - \$35??

Suggesting older FB users is more costly

Targeting video component of what we do - many / membership campaigns - Would a 00.01:00 - 00.01:20 video be helpful for the FB page and space and tell the story of what we're all about. What can we do to get it moving?

Quality of clicks - how do we measure who is clicking and the value of that. Part of the intellectual challenge is custom audiences. We have 3 or 4 custom audiences already built in.

Website: Update needs some time - needs time to help - Alex Ulick has offered to help out with development. Would like to move forward with WordPress. Abandoned website in favor of FB.

Timing of posts: Good stats on articles / Click-through rates on articles are good - CTR are 913 clicks in month of July.

Sidebar: FB page and website:

Bob Burdick says site does it a disservice and is hopelessly out of date. Perhaps taking down website and replacing with "Under Construction" link. David explained history of website and what would have to happen.

Kevin: Is there anybody who is offering total coverage for all the things we do - automated billing, web development.

Motion from Bob: Notify the people we need to let know we're leaving old site behind and recognize the worth of WordPress and cost associated with it. And move forward

Kevin seconds.

Dan moves to amend: Not notify until WordPress site is running in a test environment.

Crystal proposes single standing landing page on revised site that is put up immediately.

David: Board should consider a motion in 2 circumstances: Directing us to do in certain amount of time or spend actual cash dollars to develop this as opposed to volunteers.

Skyler: Assess man hours of creating new website and determine whether its worth Dan Petty's time or other's time to determine whether volunteers

Kevin Vaughan: A lot of questions - how can get ball rolling without voting on something that we don't know?

More discussion on how it needs to happen.

Approving designs via email? Does the board feel it's important enough to create a site that volunteers can update and we need to spend money. Leadership has to move

Carolyn moves to table motion and seconded by Lin.

Ticketing - A lot of success with having ticketed events but there needs to be some guidance around messaging around tickets. Early bird prices vs. whether it's free or not. Don't have measurement tools around the event of how FB engagement translates to events. Crystal happy to follow a business model but wants a business model as opposed to nothing. Need to examine business model. All a question of scale. Look at earned media placement opportunities to help.

Tom: If advertising and metrics aren't translating to people in the building, then we're losing \$\$\$. How does that measure? How do we justify the expense?

Without food, we need to average 35 people in the door buying 2 drinks. Need 13 more people to break even on the food.

Roger: We're in the infancy of this. Given the \$\$ we're talking about, we can't afford not to play in this game in order to be a vibrant player in social media. This is not a bet-the-farm sort of thing.

David: At the core, we are a membership club. Members were calling on us to be open. We need to evaluate the expenses in a way that segregating certain costs so we know how we analyze who's coming in and why.

Question: What can we help with your efforts?

> Would like website to change quickest to help have a place to send people.

> Political advertiser status on FB: because of their transparency effort. We're getting flagged for our keyword density and getting charged extra for CPM for that.

6. President's report (7:35 p.m.)

2018 HOF, 2019 Runyon updates - Behind schedule on HOF. Announcement out in the next 48 hours with ability to buy tickets / tables

Ecommerce of the HOF - Whether we channel ticket sales through Blacktie.
Advantages: very difficult, but lower transaction fee.

Nexodus - we would know which specific bought tickets, and reducing friction.
Disadvantages is that on top of transaction fees, platforms charge a per-transaction fee that would be about \$400.

Third option: Least favored: Going through EventBrite: Advantages: Least amount of friction, higher fees.

Discussion on merits of three options. All events in past likely went through Blacktie.

Roger: Given the late start, we should offer through Blacktie since most people would likely use

Carolyn: We need to think about what will be best for the future.

Runyon event - We do expect definitive answer on Lester Holt in a week's time.
Decision to happen next Tuesday. Board does not need to approve a Plan B tonight but needs to think about

Discussion about merits of alternative candidates on the list. Are we bound by the previous decisions made on the list? What is the precedent to depart from the list?

Caricatures - Moving forward - Ann Imse has accepted a caricature -

Follow-up from annual membership meeting - *Donna Hood apology was accepted.* -

Membership cards - Skip cards and go to RFID door entry system? Will print cards and we'll keep moving forward on discussion regarding RFID. Which leads to another question: how do we provide value for our members?

Discussion regarding former member of the club accused of criminal action at club in 2016 and David will keep us advised.

7. Treasurer's report, Kevin Vaughan (8:05 p.m.)

Kevin provided records for July 2017 to July 2018, P&L comparison, YTD and bank balances.

Discussion on paying off line of credit and benefits of possibly creating revolving line of credit

Treasurer emails may not have been acknowledged; if there's an issue of Kevin not responding, please use his personal email.

Kevin suggests small working group for website renewal -

RFID costs: Controller for 2 doors: 899 / 2 readers 1398 / 10% discount / software for 150 cards for \$350/month

\$2,068 not including installation; so about probably \$5,000 with \$350/month

8. Manager's report, Tom Foutch (8:25)

Recognize quality work of Quentin.

Financial reporting: Documents that Voss needed were delivered on time. Systems are in place to stay on top of this now. (Thanks Ann and Linda)

Online banking with Bank of Denver issues - Treasurer and President need to access via online 2x a month. Discussion regarding value of staying with BoD - Online issues are annoying Attention to security is better than larger banks.

Maggie has verbal agreement to renew lease in February - Talked about raising rate to \$1200 from \$1000 at next lease from and she was accepting of that.

Dateline NBC - Sunday Oct. 14 - Filmed at the DPC / looking to do more events here. Watch party?

Looking to change beer vendor // possibly changing to Upslope -

Replacements for Quentin - hiring process underway

Facility - Architectural assessment has been completed and delivered. Jim Clarke is taking information and talking to History Colorado on that grant.

Coworking buttons added to Aloha, and we are ready to go. Is 9/10 still a go, or do we need to revise because of Quentin's resignation?

9. Code of Conduct – Donovan Cordova

Tabled

10. Membership pricing and discounts (Petty)

Petty teed up issue explaining whether volunteer efforts constitute a discount in dues.

Milstead suggested that we continue conversation in Slack channel regarding

11. Committee reports

Programming

Looking at the journalist threats panel in mid-October

Discussion on Parade of Lights event on Nov. 30

Election watch party - Nov. 6

Discussion about charging events and messaging around it

Marketing

> Coworking marketing group has looked at materials and plans and we're ready to go.
Ready to go!

> A lot of engagement comes down to social - Carolyn will send a Slack message on events coming up for people to share.

> If you are working on programming or bigger events, use the Google form.

12. Other business

Building committee needs to consider ideas moving forward about how to move building renovation

13. Membership: New members:

(List TK from Petty)

New members all approved by voice vote.

14. Adjourn (9:30)

David Milstead moved that we move to executive session and Skyler seconded to discuss legal matters. Out of executive session 9:58 p.m.