

Denver Press Club Board Meeting

10/23/2018

Meeting begins at 6:06 pm

Present at the meeting:

Dan Petty President

Bob Burdick

Donovan Cordova

Skyler McKinley

Carol McKinley

Carolyn Tyler

Tom Foutch – Press Club General Manager

Former President David Milstead on the phone

Linda Shapley – traveling

Kevin Vaughan – working

Roger Ogden – London

Approval for September's minutes

Bob Burdick moves to approve

Skyler McK seconds

All in favor vote

New Members for approval:

Taylor Overshmidt – with the city of Denver

Anne Trujillo - KMGH

Blake Ellis - CNN

Justin Sasso – CBA CEO

Jen Reeder – dog specialty writer

Amy Blackwell – CMO and poet for MonumentPharmacy.com

Michael Schmeekle

Mathilde Speier

Quentin Sickafoose

Garrett Yates

Robert Silk

Discussion on the Runyon

We have reached out to Bob Woodward of the Washington Post- David emailed Marty Barron and got Woodward's personal email address.

Other possibilities to connect with Woodward will be to go through Woodward's publicist and hold the Runyon to coincide with the event at the BellCo. Dan will hook up with the publicist.

Cheapest ticket at BellCo is \$103 and most \$\$\$ is \$750.

Linda Shapley will be taking over the Runyan. Bruce Goldberg said it was the best ever.

If we get Bob Woodward, we may need to move from the DAC.

Silent Auction

Please be thinking about big items like hotel rooms and weekends away to the mountains.

Burdick brings up Sunterra.

Bids for a jazz combo to come play at a party

Plan B in case Bob Woodward says no. If we can't get an answer by the week after the election, we will move on.

#2 is Ted Koppel

#3 is Diane Sawyer

#4 is Dan Rather

Scholarship work has started.

MC – Anne Trujillo and Kyle Clark

This is the 25th Anniversary. Silver Anniversary. Talking about a silver medallion.

David Milstead brings up inviting living and past recipients.

Discussion about 2014 Property Tax situation

Dan says that Mortgage has gone down from \$6000 per month to \$1500 per month.

Trying to argue down property taxes and appealing to the city and asked to lower the taxes even further. The city has come up with a settlement proposal.

David says we need to apply every year for tax exemption on property taxes. WE are continuing to squabble over what the building should be valued at. Building is 93 years old.

Mark Harris has agreed to represent us pro bono.

Ann Imse says building is worthless because of the huge amount of repairs. She says it zeroes out because the building is in such disrepair.

Dan says this argument won't fly.

Jim Clarke wants to take the settlement.

David Milstead sees both sides.

The city is offering an evaluation of \$425,000, which is a cut from \$750,000.

Burdick wants to know what outgo would be for both prices.

Milstead says monthly mortgage used to be \$6500 a month and now it's below \$2000. He roughly estimates the monthly mortgage to be ?

The risk is that the city would pull the offer and not appeal.

Mark Harris is consulted by phone. He says the Ann Imse argument may not work.

He believes the city will not go any lower.

Foutch argues that if we decided to sell the building, it would go for at least a million, and the city knows that.

The argument that the building is worth nothing will not hold water.

Dan Petty

We need a witness in early to mid December to get the appeal set up.

Skyler McKinley moves to accept the settlement offer from the city of Denver.

Bob Burdick seconds.

After consideration, McKinley and Burdick withdraw their motions and puts forth another motion:

S. McKinley's motion is to read as follows: I hereby move to empower club management to make sure the motion is in the best interest of the Denver Press Club, and if it is, then to move forward.

Burdick seconds.

All board members present agree.

Petty will confer with Harris and if this goes forward, the Board does not need to discuss any further.

Hall of Fame Wrap Up

Bruce Goldberg

Says it was the best we've ever had. Quality of videos, inductees, Lowell Thomas Video was a bonus. New sponsors. New blood coming in.

General Manager was "mildly disappointed" in attendance. 65 instead of 90.

Total revenue was around \$900, and after product and labor, we profited \$400.

Everyone hung around.

We don't have numbers from seats yet.

Problems:

Quality of food not great

Coffee service not great/it was an issue because no refills

Cheers to Bruce for stepping in.

Problem with the microphone

Goldberg suggests having someone at the microphone to warn that it's time to sit down, etc...

He is concerned about late payments/signups and word does not make it to the registration table.

Goldberg suggests that the moment we know we have the keynote, we need to hit the ground running with marketing.

He also suggests we stick with the DAC.

Foutch says it's enjoyable and it can be better for people if they can show up at the DPC building and come back afterwards. We make lots of money from people drinking.

Carolyn Tyler weighs in on the program introduction/wants someone to welcome the crowd early.

Suggests a 5minute welcome.

Tyler also says we should thank our sponsors with a card. Linda is doing that.

Tyler says we need to make sure the events of the Runyan and the HOF are distinct and not just one running into another.

Goldberg suggests having a cake for the 25th anniversary.

Suggestions to make the 25th HOF distinct include line-o-type. Cake.

Building grants and capital campaign

Kevin Vaughan and Jim Clarke are not here. We will table.

Tyler is writing a thank you letter to the Attorney General to thank her for her support of the capitol campaign.

Dan Petty reads David Milstead resignation letter.

David Milstead's resignation as president of the DPC

All in favor

Skyler McKinley nominates Dan Petty as president for the remainder of the term and Linda Shapely as Vice President.

Carolyn Tyler seconds.

All in favor. No objections. One abstention – Dan Petty

The position of Secretary is now vacant.

We are looking for new Board members. RMPBS' Linda Frank with huge background in grant writing.

Linda spoke with her and is open to it, but she is out of country.

Another suggestion is Donna Bryson. She works for a digital start-up, and that's something we need.

S McKinley wants to make sure anyone new who comes on knows that this is a working board.

Burdick has volunteered to contact Donna.

Discussion around making sure we have a radio person run for the Board.

Milstead says there are term limits for the president, but none for Board members.

Employees and Sales efforts

Discussion - Petty wants to make sure that there is a better value for membership. He proposes increasing drink prices for non-members.

Foutch says we have to be careful. We need to do it marginally. Don't raise non-member price for wine and beer, but we have leeway on spirits.

Foutch suggests that the traffic at events from membership of the club is so low, raise prices on rental rates

Only a couple of things add true value to membership: big events included as one of those.

S McKinley suggests having drink specials for members.

Book Sale

We had only 5-6 members come to the book sale. We made more \$ this year than last, but members didn't seem to care about the sale.

Discussion on how to get a better value by charging \$5 for events.

S and C McKinley pushing back on a blanket \$5 event. Some panels are for the public good ie: officer-involved shootings, fireside chats.

We are discussing charging non-members for some events and keeping the events free for members.

Skyler, Carolyn and Donovan have volunteered to help with Eventbrite social media posts on events.

A Slack to-do channel needs to be set up.

Foutch is concerned about charging non-members and not charging members. He is concerned that the events we have are not driving traffic.

Someone needs to be here to take names. We can't rely on Cassie and Tom.

Cordova suggests an Ambassador Program where we have structure for people to show up for events.

Cordova will put an Ambassador Program outline together. This is an honor. They represent the club well.

Jay Lindgren and Joe Boven are suggested.

Everyone loves this idea.

Social Media Duties

Skyler McKinley

Discussion around Ricardo Baca's entry as pro bono social media manager.

We need to supply him with pictures for the Instagram account. We need to be more Instagram-minded.

Regulars will have a content responsibility.

S McKinley wants to have a contract for protection for pro bono activities. This has been entreated to Dan Petty.

Manager and Treasurer's Report

Tom Foutch presides for Kevin Vaughan

The DPC was up for August in sales in most categories except for food sales and kitchen rental.

He is delighted with this year compared to last year.

Dues revenue is higher because money is coming in now.

Book Sale

We made more than last year - \$60.

Thanks to several people for helping move books.

One oven broke. Pilot light replacement cost - \$190

Aloha terminal on 2nd floor went down. Considering replacement.

Aerial drone inspection of roof to be done Wednesday at noon.

Code of Conduct

Donovan Cordova

Programming

Election Night

11 tickets sold so far.

8 non member and 3 member

Local downstairs and CNN upstairs

\$6 for dinner

5 pm start

Tom is cooking for 50. Buffett with pulled pork and macaroni.

We have 25 cupcakes available for the first 25 in the door.

Parade of Lights

Parade of Lights Buffet Dinner

Friday November 30th

6-10:00

Parade begins at 8 pm.

\$20.00 including pop

\$5 for kids

Food available until 8 pm

Dick no longer wants to be guest bartending chair. Skyler McKinley wants to take it over. His goal is to have at least 2 a month.

Tyler reached out about the Lowell Thomas documentary to the Explorers Club.

Marketing

Tyler reports there's not much of a committee, and when she starts work, her time will be limited.

Membership

We added 11 members

Executive Session

9:10 pm

Programming

Dan wants Eventbrite to

Parade of Lights discussion

Decorating in November?