

**The Denver Press Club
and Press Benevolent Association
Board of Directors Meeting Minutes
July 17, 2014**

1. Quorum and Call to Order

Meeting convened at 6:34 p.m. In attendance: Bruce Goldberg, Brian Olson, Dick Nosbisch, Raines Guinn, Seth Bradley, Julie Lucas and Michele Scott. Club manager Carmen Green also in attendance.

2. Approval of Minutes

Minutes of the June 19 meeting were approved by unanimous vote. Motion by Goldberg, second by Olson.

3. President's Report

Board members signed three letters addressed to John Elliff (donation), Vinny del Guidice (donation) and Robert Langkamp (regarding membership cancellation).

Board unanimously approved membership for three applicants (Teague Von Bohlen, UCD professor; Henry Zabarsky, wealth manager; Stephanie Marsh, Denver Post freelancer and CBA project coordinator). Motion by Goldberg, second by Olson.

Nosbisch shared two photos with captions: "Pay Your Dues" and "DPC Godfather" with the board.

Events discussed (refer to Sunday, July 20 email enewsletter for detail):

- DPC Music Night Friday, July 18. Thirty-four people signed up for the dinner. The show starts at 11 a.m. There are 11 performers, plus fiddler Julia Hays.
- DPC Hall of Fame.
- CABJ (Colorado Association of Black Journalists), Friday, Aug. 8, Denver Marriott City Center. Three tickets remaining. Board members to inform Goldberg if interested.
- DPC Clambake 6 p.m. Friday, Aug. 15. Reservation deadline Friday, Aug. 8.
- DPC Gridiron Show "50 Shades of Crap" Friday, Oct. 10. Lucas and Goldberg discussed venue details. Lucas checking with library tech contacts and will report back to Goldberg. Green confirmed that a cheese tray with assorted crackers will accompany cash bar.

Next board meeting is 6:30 p.m. Thursday, Aug. 21.

4. Treasurer's Report

Board members reviewed treasurer's report. Guinn highlighted the following:

- Money savings for DPC of nearly \$11,000. Need to ensure accounting firm (Marie) has access to bank/other statements as quickly as possible so accounting reflects accurate details. Looking into process with online banking.
- Xcel Energy responsible for floor damage to DPC basement. Green provided details for project that is supposed to be completed by Aug. 20. DPC will remain open during extensive summertime repairs (except for planned week of closure). Previously, it was thought DPC would need to close

for two-three weeks. The board thanks longtime club member Mark Stutz of Xcel for expediting this process.

- Guinn said we should beat the Aug. 20 deadline to submit an application to be part of the fifth annual Colorado Gives Day on Dec. 9, 2014.

5. Manager's Report

Board members reviewed the manager's report. Green provided update on scheduled events and other possible bookings.

6. Committee Report

Goldberg led discussion with board about how to increase DPC revenue (before Labor Day), such as increasing Thursday and Friday dinner guests, booking more events, bringing more people into DPC to generate traffic and money.

The board discussed:

- Press conferences used to be held at DPC (60-70 reporters would show up but now 6-8 reporters show up). Due to the changing nature of news media, the discussion moved into social media.
- Goldberg to contact DPC member Misty Montano to discuss social media tactics to be used consistently to promote DPC and increase awareness among target audiences. Social media channels to use include Twitter, LinkedIn, Facebook, and YouTube with keywords "events," "conference location," etc.
- DPC cross-promotion with Clock Tower Events discussed by Lucas, Green, and Goldberg. Lucas to set up follow-up meeting with Green. Green previously met with Lucas' Clock Tower Events contact.

7. Old Business

There was no old business.

8. New Business

There was no new business.

9. Member Comment

There was no member comment.

10. Adjournment

Meeting adjourned at 7:24 p.m. Motion by Goldberg, second by Olson.