

Press Club board meeting minutes

October 19, noon, conference room 250 of 8888 Ladue Road

Members attending: Jan Scott, Pam Niehaus, Bill Smith, Margaret Gillerman, Barbara Shuman, William Greenblatt, Patty Wentz, Tom Eschen, Joe Bonwich, Claire Applewhite, Ben Lipman, Jasmine Huda, Suzanne Corbett, Joan Lee Berkman, Charlotte Petty, Kent Martin.

Staff: Glenda Partlow and Laura Schnarr

The meeting was called to order by president Tom Eschen at 11:56 a.m.

The September board meeting minutes were distributed. Ben Lipman moved they be approved as read. Patty Wentz seconded the motion, which passed unanimously

The financial transaction report was distributed and reviewed with no questions.

The value of all assets as of September 30, 2015 was \$142,499.

President Tom Eschen:

- reminded the board that all members should be serving on one or more committees;
- welcomed Laura Schnarr, who as of October 5 began working additional hours to do development and fundraising work for the club, in addition to her social media, website and graphic design tasks;
- asked for a volunteer to assume the position of vice president of fundraising;
- told board members that if they wish to nominate people for Catfish award, president-elect, 2016 Media Person of the Year, or new board members for current vacancies, to use the ballot that had been distributed and give to Partlow at end of meeting or to do so by email to her;
- regarding the possible dates for the 2016 MPOY, explained we are still waiting to hear if the Edward Jones senior leadership committee has approved our use of their venue again – Partlow is to follow-up with John Boul and inquire about possible letters of support (*note: 10/21 Boul said he will see if decision has been made*);
- suggested that Ameren's headquarter's atrium be a back-up possibility;
- informed board that liability insurance costing \$500 a year is required by Park Pacific and Eschen will confirm with Steve Smith for this to be part of his donation; and
- the open house for our Park Pacific facility be held in conjunction with Dec. 2 annual meeting – questions arose about parking, which Partlow will confirm that garage is available in the evening (*note: confirmed that garage parking available in evening and Alumni will validate parking ticket for 2 hours*); and
- the Engraphix bid for window signage would be \$1,500 for four windows and St. Louis Press Club Room door sign either \$270 in vinyl or \$445 for dimensional lettering – Partlow will look into another bid (*10/21 discussed a low-cost brushed aluminum plaque for door to St. Louis Press Club room*); and
- Partlow and Stoff will go to Compton Branch Library next week to see artifacts we might use for display;
- Requested names for our annual meeting guest speaker.

Beauty Buzz --

Jasmine Huda, who is co-chairing the 2016 Beauty Buzz with Pamela Toder, her daughter Paige Noel and daughter-in-law Courtney Tober, reported on the meeting at Neiman Marcus with Allen Barber. The date of the event will be February 20th, 10:30 a.m. to 12:30 and a committee planning meeting will be Saturday, Dec. 5 at 10 a.m. at Neiman Marcus. All board members are asked to be part of the committee. An additional feature to be added is a section just for men. The donation prices range from \$25 for students to \$100 for three generations.

Writers Awards –

Bill Smith, Kent Martin and Ben Lipman have been working on a plan for the club's first writing competition. They reported that this will start small, with possibly 6 to 10 awards, the winners of which would be announced prior to the MPOY gala and be listed in the gala's program. It was also mentioned that the awards could be given at annual meeting.

Nomination --

Barbara Shuman reported that John Sheehan of KSDK had recommended Beth Feldman Coglan for the board position vacated by Jared Henningson. She will be interviewed Nov. 20th; two additional board openings and any recommendations for those board positions should be sent to the nomination committee: Alice Handelman, chair, and Barbara Shuman, Joan Lee Berkman and Trish Muyco-Tobin, members.

Membership --

Patty Wente is stepping down as vice president of membership due to the workload involved in her recent appointment as executive director of the International Photography Museum and Hall of Fame. Eschen asked for a volunteer to assume that office.

Programming –

UPCOMING:

- Charlotte Petty reminded board members about the GMLP panel and on-air broadcast at KWMU, November 2 at noon. Participants must be SEATED by 11:45. Doors open at 11 a.m.
- We are still planning on a Movie Night in February or March highlighting grant documentaries (Quigley, Early Childhood, All Grown Up) with Amanda Galloway Cook coordinating.
- Alvin Reid will be the Press Club at the Gatesworth speaker on October 28 at 7:30 p.m. and Suzanne Corbett, who will talk about the golden age and her book, *The Gilded Table*, on November 24, 7:30 p.m.
- The Annual Meeting will be December 2 at 5:30 p.m. at the Alumni Restaurant in the Park Pacific. Partlow will confirm garage parking availability. (*follow-up 10/21: 2 hours garage parking validated by Alumni*)
- March 19 MPC seminar Press Club co-sponsored on how to be a successful small business person

PAST:

- Partlow reported that the LinkedIn workshop led by Richard Gavatin and Vernon Ross on October 10th at Webster University's library was excellent, however only 8 people attended and the rest of those who signed-up tried to attend online using the remote hook-up. Unfortunately, due to an audio feed problem, they were unable to do so.
- Ten board members took advantage of Tom Eschen and Maryville's offer to attend the John Irving St. Louis Speaker Series October 13. Eschen said he will offer tix for future speaker series events.
- Gina Galati drew a capacity audience at her St. Louis at the Gatesworth appearance and performance at the Gatesworth in September

Media Guide

Joe Bonwich confirmed that a Media Guide has not been produced since 2013 by United Way (which we have on our website), the Regional Arts Council guide is very out-of-date. He has converted the 2013 PDF into a Word document, which could be updated.

Development

Laura Schnarr reported that she attended a Youthbridge event on bequests and different ways of giving and has reviewed the materials from the AFR (the Association of Fund Raisers) intro to fundraising workshop recently held in St. Louis. She has created a Press Club LinkedIn account and will be doing feature pages to add to it; is in the process of researching and assembling past data from our computer archives and hard-copy records on event donors and members to have more easily accessible database information; will explore Salesforce database system for a possible no-cost version for small non-profits; will be tracking down some past scholarship recipients to feature what they are doing now to use in donation appeals; asked board members to identify and assist in initial contacts with potential corporations/donors and foundations where they have a relationship or contact; will be using newsletter and email to ask members for year-end giving; will be investigating grant possibilities; and assisting with seeking sponsorships for our upcoming fundraising events.

After congratulations to Claire Applewhite on the overwhelming success of her most recently released mystery novel, the meeting was adjourned at 1:10 p.m.

Respectfully submitted,
William Greenblatt, Secretary
(prepared by Glenda Partlow)