

Press Club Board Meeting Minutes July 20, 2015

No August Meeting of entire board, executive committee meeting date to be determined

Members Attending: Joan Lee Berkman Joe Bonwich, Suzanne Corbett, Tom Eschen, Cynthia Kagan Frohlichstein, Alice Handelman, Bill Greenblatt, Ben Lipman, Kent Martin, Matt Murphy, Trish Muyco-Tobin, Pam Niehaus, Charlotte Ottley, Jan Scott, Rick Stoff (advisory council), Bill Smith, Patty Wentte, Dick Weiss, Glenda Partlow (executive directory)

Tom Eschen, president, called the meeting to order at noon. .

Before proceeding with business, Eschen surprised Partlow with birthday cake and the board sang Happy Birthday. Cynthia Ford, a communication student from UMSL who is currently interning with the Press Club, was introduced.

The June minutes were distributed. There were two corrections. **Jan Scott moved they be accepted with corrections, Patty Wentte seconded the motion, which was passed by the board.** The June Financial Transaction Report was distributed. Value of all assets as of June 30, 2015 was \$151,758. No questions.

Eschen reported that the executive committee met recently. Outcomes included:

- Aisha Sultan volunteered to check with a sampling of other Press Clubs about the awards, contests and prizes they have. She submitted that report to Tom, which will be used to evaluate whether our club might do any similar programs.
- The Park Pacific Railways building proposal has changed as its owner, Steve Smith, has agreed to make a donation to the club in the same amount as the rent. HUD requires a rental payment. The benefits were listed in another document and are attached. **The motion was made to accept the Park Pacific Railway Building proposal by Patty Wentte and seconded by Jan Scott.** Discussion focused on the need to confirm with Michael Staenberg that we can continue keeping our office in his building; ways in which the room at Pacific Park could be used; the branding approval from city in the window and possible cost; the displays in the private dining room to be named the Press Club Room, parking availability and copying. A secret ballot was requested. Proxy votes sent online were included. **The motion carried.**
- The commonly used name for the club should be St. Louis Press Club rather than Press Club of Metropolitan St. Louis. The official name is The Press Club of Metropolitan St. Louis Charitable Fund. **A motion was made by Patty Wentte and seconded by Suzanne Corbett, that we known as the St. Louis Press Club and change our logo and stationery to reflect that name. The motion carried.**
- Eschen will provide a written recap of executive committee items.

Media Persons of the Year Report

The financial report listing income and expenses was distributed. At this point the net is \$41,005 with some outstanding.

Programming Report

- The Scholarship luncheon at the Noman Probstain Golf Clubhouse on June 23rd was attended by 40 people and the guest speaker was Jennifer Blome.
- Frohlichstein reported that Joe Bonwich spoke in June for the Press Club at the Gatesworth Speaker series. Upcoming speakers include Carol Weissman in July and Larry Levin and Ellen Futterman in August. It was suggested, and agreed, that speakers be offered a year's membership. Also, Frohlichstein reminded us that the Gatesworth donates \$100 to the club for each speaking engagement. Speakers are either Press Club members or clients.
- August 12, "Downtown Goes Back for the Future" program at Central St. Louis Public Library with box lunch option at noon. Speakers will include directors from JNEM, Campbell House and St. Louis Public Library.
- Ferguson seminar for high school students to be held at UMSL with a date in the fall to be determined.
- Press Club forum for Gateway Media Literacy Week will be November 2.
- Petty reported that Richard Gavatin has offered to again do a Saturday morning social media workshop at Webster University this fall. Date to be determined.

Membership Report:

Wente reported that she will be working with our interns to conduct the survey of other clubs.

Enterprise Journalism Report

--Stu Durando will be providing an update on his story within a few weeks

Concerning the All Grown Up Student project: Weiss said 150 copies are remaining of the St. Louis American special section which could be mailed to members using final \$50 remaining in the fund. Also pending is whether Nine Network will air the documentary to be completed in October. If aired we could do a watch party.

Concerning the Martin Quigley documentary: Eschen read from Gurley's email that the documentary is about ¼ finished and that it will be done in six months.

Director Report:

Cynthia Ford of UMSL will be assisting through August 14 and Christina Cody of Webster through August 21. Partlow will be out-of-town August 13 through 26. Currently, all mid-year invoicing has been completed. Partlow and Schnarr are working on newsletter.

Concerning a possible media guide, Partlow asked if board members have access to any lists. MondoTimes.com was suggested as a good resource. Eschen asked Joe Bonwich if he would look into this project and Bonwich agreed.

No full board meeting will be held in August. An executive committee meeting will be held in August. The next board meeting will be September 21st and probably at the Pacific Park Building.

The meeting was adjourned at 1 p.m.

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

Media Person of the Year – Eschen, Greenblatt, Muyco-Tobin

The event went well and provided good visibility for the club. Eschen thanked the chairs and all of the committee who worked hard to make the event the success it was. Although slightly short of goal, the event will have grossed about \$56,000 when outstanding payments and all expenses are received, netting about \$35,000. Video of program is at club's website: stlpressclub.org Items of concern include loss of guests from reception to dinner, and from dinner to theater. Suggestions included: more servers needed at bar and at dinner. Earlier start time and closer adherence to timeline needed to avoid overdone entrees and skipping of dessert and coffee.

Membership – Wente

She wants us to conduct a review of other Press Clubs to identify and benefit from their successes. She suggested a retreat to more closely identify our club's mission, goals and benefits for membership. We currently have about 130 retired or active members. Comments included our need to be more proactive in identifying and contacting person who should be members and that just giving scholarships is too narrow a focus. Partlow said the mid-year billing will be sent soon to those who have not paid during the first half of this year.

Potential Move to Park Pacific

Discussion points included the value of having a fixed location; having greater visibility with signage, display areas, and named room in restaurant; and cost to the club. Eschen has asked Steve Smith to consider waiving the rent expense.

Programming Report

A scholarship luncheon is to be held June 23rd at Norman Probstein Golf Clubhouse to recognize scholarship recipients. Jennifer Blome will be guest speaker.

Concern expressed that other than Beauty Buzz and Media Persons of the Year, we have not had a program or other activity since the December annual meeting.

Date for September or October workshop on anniversary of Ferguson crisis still to be determined. Venue will be at UMSL rather than SLCC-Florissant Valley.

Director's Report -- Partlow

Will have one or two interns for remainder of summer at half the scholarship amount.

Will be wrapping-up MPOY financial report; billing for membership dues; finalizing all scholarships; preparing next newsletter.

The meeting adjourned at 1:00 p.m.

Respectfully submitted,

Bill Greenblatt (prepared by Glenda Partlow)