

Minutes of September 21, 2015 Board Meeting for the St. Louis Press Club
Conference Room 250, 8888 Ladue Road

Next board meeting will be October 19

Members Attending: Jessica Z. Brown, Claudia Burris, Tom Eschen (by phone), Ben Lipman, Linda Lockhart, Kent Martin, Bill Smith, Rick Stoff, Jan Scott, Barbara Shuman, Dick Weiss, and executive director Glenda Partlow

The meeting was called to order at 12:02. The minutes of the July board meeting and August executive committee meeting were distributed. Linda Lockhart moved the July minutes be approved and Ben Lipman seconded the motion. The motion was passed.

Treasurer Ben Lipman presented the financial transaction report for July and August. Partlow said all MPOY payments/donations have now been received. Lipman mentioned that this offset the large number of scholarship payments that were made. There were no questions. The value of all assets on August 31, 2015 was \$146,577.

President Tom Eschen reported on and invited discussion concerning the following items from the August 31 executive committee meeting:

Journalism writing contest/awards: Bill Smith and Ben Lipman agreed to develop a plan for this new Press Club venture. Surveys of other Press Clubs show writing awards are a way in which Press Clubs recognize colleagues for their work, raise money through entry fees and sponsor naming rights, and add to the status of their organization. Board members input is invited. They will be developing a plan for what our club wants to do in regard to determining categories, how selection and judging will be done, who can submit, and what kind of awards will be given and the ceremony for the winners. They will represent their plan at the October board meeting.

Development/fundraising proposal: A development coordinator job description was distributed to members (attached). In an effort to advance the mission of the club and build on recent successes, Eschen proposes the club establish a part-time position of development coordinator. Laura Schnarr, who has served as the club's media coordinator and graphic designer for nine years, has expressed interest in adding this responsibility to her present tasks for the Press Club. Eschen proposed her hourly fee go from \$18 to \$20 and her authorized average hours a week be expanded by 15. After discussion, Jessica Z. Brown moved that the board accept this proposal. Bill Smith seconded the motion, which the board passed unanimously. Her added responsibilities will commence within two weeks.

Park Pacific update: Eschen, Partlow and Schnarr met with Park Pacific representatives concerning lease arrangements, displays and signage. We have since learned that we will need to get liability insurance and that due to Park Pacific's lease proposals requiring HUD approval, we are anticipating a November 1 start date on our lease arrangement. Partlow said we have MPOY program cover art to go into the present frames in the St. Louis Press Club room and she is exploring costs for signage. Rick Stoff agreed to head up the display arrangements and will

talk to the St. Louis Public Library to determine what donated media objects in the archives they do not wish to keep. He will also check with Frank Absher who donated many of these artifacts.

Board member committee assignments: Board members are asked to update their committee assignment preferences. All board members are expected to serve on at least one working committee: Education/scholarships, programming, fund-raising (currently without a chair), nominating, enterprise/journalism, publicity, membership. Stoff recommended the media archives be added as a committee or sub-committee. Charlotte Ottley is also going to head up a committee to recruit and plan programming for film and photography professionals.

Board meeting dates: Board members agreed with the schedule of full board and executive committee meetings. The months that only the executive committee meets will be June and August. An executive committee meeting will also be held prior to the annual meeting.

Board nomination candidates: Barb Shuman reported that the nominating committee will be interviewing Beth Feldman Cogan of KMOX on October 2, the person John Sheehan recommended to take the board position previously held by Jared Henningsen.

Beauty Buzz Eschen reported that he has spoken with Allen Barber of Neiman Marcus about Beauty Buzz. Pam Toder and her daughter have agreed to be honorary chairs. Jasmine Huda has agreed to be the Press Club chair. The date will probably be one of the last two Saturdays in February. A replacement for Cheresse Pentella has not been selected. Eschen said he'd like to add Bro Buddies -- adding men to the guest list.

Media Persons of the Year 2016 A date for the next MPOY needs to be determined. Early June, late August or early September were suggested. Partlow will check with Edward Jones about availability. Stoff will contact John Boul at Edward Jones to begin the process of approval for the venue contribution.

Programming Report

Partlow encouraged members to take advantage of the LinkedIn seminar to be held at Webster University's library computer lab Saturday, Oct. 10 from 9 to noon.

Brown reported that St. Louis Public Radio's Mary Edwards has agreed to the broadcast and panel discussion on early childhood media literacy in their 100 person capacity community room on November 2

The Annual Meeting will be at Park Pacific's Alumni Restaurant Dec. 2
Guest speaker suggestions include Aisha Sultan, Ben Hockman, Tony Messenger
Discussion about Larson's book on investigative journalism as a future program topic

Niehaus wrote that there is no new information to report on the Ferguson seminar for high school students proposed for January or February.

Press Club will co-sponsor the MPC seminar on how to be a successful small business person on March 19

Scholarship/Education Report

Claudia Burris said she will represent the Press Club at the Webster University Communication Internship Fair on October 29. Partlow will supply her with brochures and updated scholarship applications.

Enterprise Journalism Report

Stu Durano expects his story on how the city handles juvenile gunshot victims to be ready for publication in the Post-Dispatch by the end of the year.

Because of Katy Gurley's recent fall and injuries, the date of the Martin Quigley documentary completion is in question. Weiss suggests her documentary, Barbara Shuman's documentary on University City Early Childhood education, and the KETC All Grown Up documentary all be part of a special showing next year. Amanda Galloway has agreed to again chair "movie night."

No membership report

No publicity report

No media guide report

Director's Report – Partlow said her fall intern is Jena Trombley of Missouri Baptist University.

Ben Lipman moved the meeting be adjourned, Kent Martin seconded. Tthe meeting was adjourned at 1:07 p.m.

Respectfully submitted,
Glenda Partlow, executive director

