



# November Board Meeting

Wednesday, November 8, 2017 / NOON / ADG 3RD FLOOR CONFERENCE ROOM

## Attendees

Jennifer Ellis, Chelsea Boozer, Syd Hayman, Iveta Imre, Sonny Albarado, Kelly Kissel, Sarah Campbell-Miller, Wendy Miller

## Agenda

1. Death Scrawl recap
2. Awards Banquet update
3. Day of Service update
4. Programming Committee update
5. 2018 Conference Committee Report
6. Financial update and nonprofit status
7. FOI Taskforce update
8. New business

## Discussion

1. **Death Scrawl recap**
  - Jennifer has the receipts that are needed to receive a chapter grant

### NEXT STEPS:

- Turn in receipts for grant
2. **Awards Banquet update**
    - Jennifer says we'd be fine without a keynote speaker but we can keep trying to confirm one. Kelly says that in lieu of a speaker, he has a Power Point presentation and projector that can be used to display bad headlines from over the years. Kelly can pull something together for this presentation quickly.
    - The \$10 admission includes food and drink. Flying Saucer will offer a special diamond cocktail for the night.
    - \$1,000 is the cap for food costs. We'll have a limited drink menu for the evening and can encourage attendees to get one drink per person and then pay for any drinks after that.

- All entrants have been notified of the banquet, but an email needs to be sent to all local journalists, not just the contest entrants.
- We've ordered two diamond paperweights for the Service Award and FOIA award. Wendy will print certificates; Jennifer has made a new design for this year's certificates.

#### **NEXT STEPS:**

- **Create** PowerPoint presentation for awards banquet (**Kelly**)
- **Email** local journalists regarding banquet (**Sonny**)
- **Print** certificates (**Wendy**)

### **3. Day of Service update**

- Chelsea says that only five or six SPJ-ers are needed for the Day of Service, and we have more than that signed up. Jericho Way will market this program as an event that journalists will be participating in. Jericho Way has also asked that SPJ-ers dress in a similar way so that our group can be more easily identifiable.

#### **NEXT STEPS:**

- **Determine** style of dress for the Day of Service

### **4. Programming Committee update**

- Proposed events for the first part of 2018 include:
  - January: Behind the-scenes of broadcast tour (Wendy)
    - This will help us improve connections with TV journalists
  - February: What Would You Do? Ethics Skits (Sarah D.)
  - March: Region 12 Conference (Jennifer)
  - March: Sunshine Showdown Trivia (Sarah D.)
  - April: 4:20 Covering the Medical Marijuana Beat (Wendy)
    - Board members, let Wendy know if you have ideas for speakers/presenters for this program (doctors, experts, journalists who have covered this beat, etc.)

#### **NEXT STEPS:**

- **Provide** ideas to help shape proposed programming (**All**)

### **5. 2018 Conference Committee Report**

- The Save the Date and Sponsorship Packet are in need of review prior to distribution.
- Jennifer will send out a list of businesses that we'll contact for sponsorships, and the board is asked to think of ideas and contacts at those businesses.
- We have given the deposit for the Marriott Hotel, making it our official conference hotel, and we've committed to 40 hotel suites.
- Jennifer and Iveta will tour the Marriott Hotel tomorrow, 11/09, at 11 a.m.; board members are free to join if they can.
- Outside of the Marriott, the rest of the conference programming will be held at the Butler Center.
- The next conference committee meeting will be determined via Facebook poll.

- **CONFERENCE COMMITTEE MEETING: Wednesday, Nov. 12, at NOON at Soul Fish Cafe, 306 Main Street.**

#### **NEXT STEPS:**

- **Review** Save the Date and Sponsorship Packet **(All)**
- **Provide** contacts at businesses for sponsorships **(All)**

#### **6. Financial update and nonprofit status**

- Kelly informs the board that someone has to sign off on the nonprofit status on behalf of the board, says he can manage it

#### **7. FOI Taskforce update**

- The FOIA Taskforce Committee is meeting next week to discuss FOI polls across the state. The meeting will be Nov. 15 at noon, with the location TBA.

#### **8. New business**

- Jennifer says that we're almost out of SPJ hoodies and advises doing T-shirts next. Pricing options for T-shirts are presented to the board. Many board member like the idea of having the quote "Journalism will kill you, but it will keep you alive while you're at it" on the T-shirts. The shirts would also be sold at the 2018 Regional Conference.
- Chelsea advises that we not rush a T-shirt order for the sake of the Day of Service and to focus on having them here in time for the conference.
- Board members also favor having that quote appear on the front of the T-shirts.

## **Announcements & Comments**

- Syd is to check in with Sonny Rhodes regarding the status of the Arkansas Pro Chapter entry for the Encyclopedia of Arkansas. Syd says both she and Sonny will be writing copy for it.

## **Next Meeting Agenda**

- Diamond Awards celebration recap, feedback
- Day of Service recap, feedback
- Conference Committee Update
- Programming Committee Update
- Financial Update
- Proposed 2018 Operating Budget (Jennifer and Chelsea)
- FOIA Taskforce updates