

# Board Meeting Minutes

**Date: January 16, 2025**

## **Key Updates and Discussions**

### ***Role Assignments for Action Items***

- Christine discussed roles and responsibilities for adding action items to the agenda.
- Priska noted this was an outcome of the recent retreat.

### ***Financial Report***

- Christine posted the financial report in Slack.
- Highlighted difference between budget and DI.
- Some 2024 expenses are rolling into 2025.
- Finances are close to expectations for year-end.

### ***Fundraising***

- No updates on conference fundraising.
- Commitments:
  - APM confirmed support.
  - Confident in NPR sponsorship.
  - Exploring sponsorship from Poynter for conference training.
- Sloan grant documents received:
  - Sending applications for curriculum developers and students.
  - Full payment expected within this calendar year.
- Opened a new M&T bank account.
- Received federal agency feedback about wire fraud issues.

## ***Administration***

- Amended articles of incorporation need board review.
- IRS timeline: 9 months to assign an agent.
- Combining 501(c)(3) and 501(c)(6):
  - Motion called to approve amended articles.
  - Motion by Mary, seconded by Doug; all approved.
  - PMJA to transition to 501(c)(3) before merging organizations.
- Attorney suggestions for updated bylaws to be reviewed later.

## ***Membership***

- Past-due notices sent:
  - Positive response; many members paid dues to access audio tips and tricks workshop.
  - Outreach to primary contacts continues to address outstanding payments.

## ***Education Programs***

- Foundations in Public Media
  - Met with potential curriculum developers:
  - 14 contacted; 6 expressed interest.
- Focus groups provided feedback about program:
  - Emphasis on quality to justify pricing.
  - Ensure messaging avoids implying that the only for brand new to public media.
- First session of pilot scheduled for April 21<sup>st</sup>
- Audio tips and Tricks workshop: 103 sign-ups; 58 attended.
  - Plan to repurpose video content.
- Sloan RFP for "Opening Doors":
  - Proposals to be vetted before beginning curriculum development.

## ***Conference***

- Session Outreach:
  - Reminder for board members to reach out to speakers.
  - Christine noted virtual session organization beginning March.

- Virtual sessions planned before and also after the conference for popular topics.
- Mary proposed a weather/disasters session due to recent LA fires.
- Board members reminded to ensure session takeaways go beyond PPT.
- Speaker blurbs (200 words) requested to include in newsletter.
- Affinity groups finalized for conference inclusion.
- Awards Dinner:
  - 40th Anniversary Party at Kemper Museum.
  - Leo C. Lee Award winner confirmed; nominations for other awards ongoing.
  - Stations showcasing student work encouraged to share highlights.

### ***DEI Report***

- Upcoming LinkedIn and Blue Sky posts to support Press Forward Grant application.
- Met with partners to review LOI submission, some stemming from committee outreach.
- Diversity Committee:
  - "How I Got Here" series in development.
- Suggestions:
  - Encourage board members to promote initiatives on personal channels.

### ***Committee Reports***

- **Membership:**
  - Focus on member profile updates and raffle initiative.
  - Canceled Monday's meeting.
- **Bylaws:**
  - No recent activity.
- **DEI/Training and Education:**
  - Brainstormed speakers and moderators for "How I Got Here" series.
  - Potential for sharing short-form videos from talks.

### ***Additional Notes***

- Priska encouraged improved information sharing for collaboration.
- Slack usage and visibility improved.

- Emily noted that she needs to talk to Slack about non-profit discounts, after that there are many templates and ways we can more officially use the tool, once those things are sorted there are workflows that are things about nudges and pieces that can automate
- Promoting organization visibility through LinkedIn posts and member sharing of posts encouraged.