

## MNA Board of Directors Meeting Minutes

October 15, 2015

MNA Office - Minneapolis, MN

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**Present:** President Joni Harms – Worthington; Mike Jacobson – Paynesville; Chris Schultz – Howard Lake; Marge Winkelman- ECM; Mike Dalton – Cannon Falls; Karin Ramige Cornwell – Glencoe; Chris Knight-Virginia; Justin Lessman-Jackson; Pete Mohs – Pequot Lakes; Lisa Hills & Debbie Evans -MNA

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**Welcome and Call to Order** by President Harms at 12:50 p.m.

**Approval of Minutes** from the June 18, 2015, meeting on a **MOTION** by Mohs, seconded by Cornwell, unanimous.

**Executive Director Report** – Hills reported that MNA staff members are preparing for the 2016 convention. BNC entries for both the professional and college contests are up from the prior year. MNA sales efforts continue to focus on finding new business. Mark Anfinson and MNA lobbyist Sandy Neren have been meeting with interested parties concerning policy body cameras. MNA has also been working closely with Representative Joe Atkins and Sen. Jim Metzen to keep the spotlight on unclaimed property.

### **Finance Reports** – Jacobson

- A **MOTION** was made by Dalton, seconded by Schultz to approve MNA Disbursements & Staff Expenses for June-September. The disbursements and expenses were reviewed in detail prior to the meeting by the Finance Committee. The motion passed unanimously.
- Financial Statement & Balance Sheets for June - September were presented by Jacobson. The Financial reports were approved on a **MOTION** by Schultz, seconded by Dalton, unanimous.
- Evans presented the 2015 year-end financial projections.
- MNA fee structures for dues, network kitty rebates and legal hotline were reviewed. Hills and Evans will research the dues structures of other associations and share the results at the April 2016 MNA board meeting.

Hills reviewed the efforts from the MNA long range planning that are already in progress: developing a sustainable digital program; outreach to new members; planning for MNA's 150<sup>th</sup> anniversary; programming and public notice website.

### **Committee Reports**

**Advertising Committee:** Cornwell presented the report. The advertising committee discussion focus was on convention sessions and increasing ad sales.

- **MOTION** by Jacobson, seconded by Mohs to approve \$750 in prize money for the convention ad contest to be divided as \$500 1<sup>st</sup> place, \$250 2<sup>nd</sup> place prizes. The theme of the ad contest will be to design a logo and ads to promote MNA's 150<sup>th</sup> Anniversary.
- **Motion** by Jacobson, seconded by Winkelman to approve \$500 for the new and improved idea exchange during the convention. The session will be called, "Ideas on Tap."

The Advertising Committee Report was approved on a **MOTION** by Jacobson, seconded by Winkelman, passing unanimously.

**Journalism Education Committee:** Dalton presented the report. J.Ed. Committee members will develop a session at the MNA convention focused on social media. BNC entries are in the process of being judged by members of the Wisconsin Newspaper Association. Every college visits will continue to promote that newspapers being alive &

well and hold a promising future for young journalists. The report was accepted on a **MOTION** by Jacobson, seconded by Lessman, passing unanimously.

*Member Services Committee:* Schultz presented the report. The committee will conduct a survey asking about the statewide subscription and e-edition rates. Committee members will also work to develop a statewide wage survey to share with MNA members.

The report was accepted on a **MOTION** by Jacobson, seconded by Dalton passing unanimously.

*Daily Meeting:* Knight reported that the MNA Daily Newspaper Meeting in Minneapolis was well attended, several ideas on news and increasing revenue were shared. The program concluded with a tour of the Star Tribune and update by Mark Anfinson.

**The Meeting adjourned** on a **MOTION** by Jacobson.

Respectfully submitted,  
Lisa Hills