

MINUTES OF THE MNI BOARD OF DIRECTORS' MEETING
October 15, 2015
MNA Offices, Minneapolis.

Present: Mike Dalton, Joni Harms, Mike Jacobson (chairman), Chris Knight, Justin Lessman, Pete Mohs, Karin Ramige Cornwell, Chris Schultz, Marge Winkelman, directors; Debbie Evans, Lisa Hills, Sarah Jackson, and LuAnn Yattaw, MNA staff.

Absent: Keith Moyer, Jim Pumarlo

The meeting was called to order at 10:30 a.m. by Chairman Jacobson.

The minutes from the April 2015 board meeting were approved on a motion by Mohs, seconded by Harms, unanimous.

The MNI **financial statements and disbursements** for June - September were reviewed by Evans.

The MNI disbursement report was approved on a motion by Dalton, seconded by Winkelman, unanimous.

The MNI financial statements were approved on a motion by Mohs, seconded by Ramige Cornwell, unanimous.

MNI Contribution levels were reviewed by Yattaw:

- “Legacy Club” – donors pledge \$1500, a 3-year commitment, \$500/year.
- “10 % Due Donation” – donors give the total of 10% of their annual MNA membership dues to MNI.
- “Pages Program” – donors give the equivalent of one page of advertising at the open rate, once per year.
- “Founders Circle” – Donations of \$10,000 or more.
- “Memorials” - donations made in honor of those we’ve lost.
- MNI proudly accepts monetary and in-kind donations of any amount throughout the year, as well.

Fundraising and sponsorship programs for the 2016 MNA Convention were reviewed by Yattaw. Four trade show booths already sold. Both luncheon sponsorships have been purchased.

The **Wall of Wine** will once again be featured. This year, craft beer will be added. Anyone may donate bottles of wine (value of \$10 or greater) and packs of craft beer (value of \$10 or greater) for the Wall. Convention attendees can purchase the wine and beer – 2 for \$25.

The “Heads or Tails” fundraiser will be back for the 2016 Better Newspaper Contest Banquet.

The **Raffle** will also continue in 2016: Tickets are sold for \$20/each. Will be available to board members for pre-sale at December board meeting. Winner takes home \$500 cash.

On a motion by Winkelman, seconded by Schultz, the board unanimously approved the expenditure of \$500 for the raffle prize.

Yattaw presented a potential fundraising program to commemorate the 150th Anniversary of MNA, to be celebrated at the 2017 MNA Convention. The board voted unanimously to support staff pursuing the 150 year fundraiser on a motion by Mohs, seconded by Harms.

A review of 2015 MNI programs and initiatives was presented by Jackson including the Editors & Publishers Community Leadership Program, the Pohlads Internship program and MNI Training programs.

The meeting was adjourned on a motion by Harms, seconded by Mohs, unanimous.

Respectfully submitted,

Sarah Jackson
Program Director