



**Minutes of the
Minnesota Newspaper Association Board of Directors
June 26, 2025
In conjunction with MNA Summer Board and Past Presidents meeting
Cannon Falls, MN**

Note: Minutes are unofficial until approved by the Board of Directors at their next regular meeting

Present: Justin Lessman, Jackson; Tara Brandl, Tracy; Steve Jameson, Mankato; Ted Almen, Kerkhoven; Kelly Boldan, Willmar; Tim Douglass, Glenwood; Bill Albrecht, APG; Crystal Miller, Albert Lea; member Rollin Bergman, Page One Publications, East Grand Forks; Lisa Hills, MNA.

Welcome and Call to Order: President Justin Lessman called the meeting to order at 9:30 a.m.

Minutes from the April 24, 2025, board meeting were unanimously approved on a **MOTION** by Boldan, second by Almen.

Lessman noted a member recently brought to his attention the fact that minutes of MNA Board of Directors meetings were not as easily accessible as they once were. A **MOTION** by Albrecht, **seconded** by Boldan, was approved to post unofficial board meeting minutes following each meeting in the Members Only section of the MNA website. A notice and link to the minutes will also appear in the *Bulletin*.

Executive Director's Report was given by Lisa Hills. Hills read an email from Reed Anfinson, longtime MNA legislative chair, resigning his position as chair of the committee. MNA board members and staff expressed their appreciation and gratitude for his years of dedicated service.

Hills also said there is a new emphasis on selling the building where MNA's office is located. She will keep everyone updated on its progress.

Finance Reports:

April and May disbursements, credit card statements and May staff expenses were reviewed and approved on a **MOTION** by Jameson, seconded by Miller.

The April and May finance reports were reviewed and presented by Tara Brandl. All financial reports were approved on a **MOTION** by Jameson, second by Douglass, passing unanimously.

The National Newspaper Association annual conference will be held in Minneapolis on Oct. 8-9, 2025. A \$750 sponsorship for the Great Idea Exchange from the MNI budget was approved on a **MOTION** by Jameson, seconded by Boldan. MNA will request a list of ideas presented at the session to share with MNA members in the *Bulletin*.

MNA received a request to make MNA's financials available to MNA members. The board agreed on a **MOTION** by Douglass, seconded by Brandl, that a notice will be added to the meeting minutes informing members that quarterly financial reports are available upon request by contacting Executive Director Lisa Hills or any MNA board member.

For the next MNA board meeting, Hills was asked to provide information about how many members have their dues deducted from ad sales along with a summary of MNA accounts receivable details so MNA board members can assist staff with contacting members with outstanding balances.

CJU updates and tuition costs were reviewed. **MOTION** by Jameson, seconded by Albrecht, to keep tuition the same as 2024.

Associate Membership Application: An application for associate digital membership from The Northern Neighbor was reviewed and unanimously approved on a **MOTION** by Jameson second by Douglass.

Convention and BNC

2026 convention plans are in progress. Jameson said reminders to review the BNC eligibility rules would be sent regularly to members. Jameson and Lessman will work on the reminder message. Hills reported BNC plaque cost will increase 25% this year due to tariffs.

Fundraising

The fundraising committee of Bill Albrecht, Steve Jameson and Kelly Boldan will develop a strategy to raise at least \$15,000 in donations at the next convention to replace the funds previously raised through the paddle raise and live auction. A call for additional committee volunteers will be published in the Bulletin.

Legislative and Supporting Local Journalism: Hills was excited to report MNA's bill tracking state advertising spending passed this session. Beginning February 2026, state agencies will be required to publicly report their total advertising expenditures, the percentage spent with local news organizations, and a breakdown by media type (print, digital, radio, television, etc.). MNA will analyze this data to help shape future advocacy.

MNA will continue to work with local government groups on public notice issues.

Hills reports there are several coalitions including Rebuild Local News and Press Forward that have been formed to lobby to support local journalism policy bills around the country. MNA will continue its work to develop a policy package aligned with member priorities.

New Initiatives

Lisa Schwarz offered two new project initiatives to consider: Start a Local News Succession Symposium. A suggestion was made to include programming that would educate bankers to better understand newspaper financing and cash flow.

Develop a house ad campaign promoting the value of local news featuring quotes from local celebrities.

Both ideas received positive support from the board of directors.

Summer Board and Past Presidents meeting 2026: Tara Brandl will be hosting the 2026 Summer Board Meeting in Marshall. Dates TBD

The meeting was adjourned on a **MOTION** by Boldan, second by Albrecht.

Respectfully submitted,

Lisa Hills

Executive Director

MNA and MNI quarterly financial reports are available to be reviewed by Active and Associate members in good standing upon request by contacting the MNA Executive Director or any MNA board member.