

MNA Board of Directors Meeting Minutes

April 9 & 10, 2015

MNA Office - Minneapolis, MN

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

Welcome and Call to Order by President Harms at 10:00 a.m.

Minutes from the December 5 & 30, 2014 and January 28, 2015 meetings were approved with a **MOTION** by Jacobson, seconded by Dalton passing unanimously.

Executive Director Report – The Executive Director Report was given by Lisa Hills. Much effort has been spent on legislative issues including reinstating publication of unclaimed property and adding language to the foreclosure statute clarifying where foreclosure notices can be published and a number of Data Practices issues. Hills commended the MNA staff for their continued excellent service while MNA is working to fill two open positions.

New Member Applications – Schultz presented two new membership applications. An application for corporate sustaining membership from **The UpTake** was reviewed and accepted on a motion by Jacobson, seconded by Mohs, passing unanimously.

An application for Associate membership from the **Duluth Reader** was reviewed and accepted on a motion by Mohs, seconded by Dalton, passing unanimously.

Finance Reports – The finance reports were given by Debbie Evans and finance chairman Mike Jacobson. Disbursements & Staff Expenses for January-March were reviewed.

On a **MOTION** by Mohs, seconded by Harms, unanimous, the MNA Finance chair and Treasurer will review all disbursements and staff expenses prior to the meeting, the full board will see detail for disbursements over \$5,000.

MNA Disbursements were unanimously approved on a **MOTION** by Cornwell, seconded by Schultz.

MNA staff expenses were reviewed and unanimously approved on a **MOTION** by Harms, seconded by Cornwell.

The Financial Statement & Balance Sheets for January-March were presented. The reports were approved on a **MOTION** by Schultz, seconded by Winkelman.

Better Newspaper Contest & Convention Finances were reviewed by Evans. Convention attendance was up from the prior year.

The meeting was recessed until Friday, April 10, for long range planning with MNA board members and MNA staff members lead by Mirja Hanson.

The meeting was reconvened by President Harms at 10:15 a.m. following a legislative update from Sandy Neren.

On a **MOTION** by Winkelman, seconded by Knight, Mike Jacobson was appointed a trustee for MNA's Retirement Savings Program and Pete Mohs resignation as a trustee was accepted.

Committee Reports

The Advertising Committee report was given by Cornwell. The committee reviewed goals for 2015 which included continuing to work on an online network, producing more training and determining ways to simplify and support MNA's sales efforts.

On a **MOTION** by Jacobson, seconded by Mohs, unanimous, MNA can pursue asking members for a discounted rate to use when selling new business.

Advertising Committee Report was approved on a **MOTION** by Jacobson, seconded by Winkelman, passed.

The Digital Media Committee report was presented by Knight. The Digital Media Committee meeting had record attendance. A taskforce is being formed to become a resource for digital questions from MNA and its members. An online placement network through MNA's ad service will continue to be developed. Resurrecting the Digital Corner Q&A section in the weekly bulletin was also a priority. The Digital Media Committee Report was approved on a **MOTION** by Schultz, seconded by Winkelman passing unanimously.

The Member Services Committee report was presented by Schultz. The committee reviewed the post-convention survey responses. Several of the comments were about food quality and the length of the BNC awards. Options to shorten the BNC banquet while still recognizing all of the people who receive awards were discussed. The committee members reviewed the applications submitted for MNA membership.

MNA will be switching to an online registration process for the 2016 convention.

The Member Services Committee report was approved on a **MOTION** by Jacobson, seconded by Knight.

The Journalism Education Committee report was presented by Dalton. Member Visits to colleges has been successful and will continue. MNA's job site will be promoted to journalism schools. Suggestions for training sessions included How to produce video and a session on Ethics in Journalism. The J. Ed Committee Report was approved on a **MOTION** by Schultz, seconded by Ramige-Cornwell, passing unanimously.

Sarah Bauer updated board members on the MNPublicnotice.com website. More than 80 newspapers are uploading to the website. MNA will continue to encourage participation by all members. Next steps will include marketing the website.

Meeting adjourned at 11:40 a.m.

Respectfully submitted,
Lisa Hills