

N.Y.S.C.M.A., Inc.

Spring Board Meeting: 5/19/04

Turning Stone Casino Resort, Verona, N.Y

Members Present: President – Bonnie Christian, David Parkhurst (1<sup>st</sup>), Bob DiMatties (2<sup>nd</sup>), Bill Sara (Treas.), Nancy Breault (Sec.), Bill Farrell, Julie Cardinali, Michelle Giorgianni, Christine Smith, Shannon West, Elaine Kirsch, and Don Waterman.

Meeting started at 11:10 a.m. :

Bill Sara was appointed parliamentarian.

Nancy Breault emailed the fall board minutes and the minutes were approved as written.

M/S/P - Giorgianni/Sara

Attachment (1.)

Communication:

Bill Sara reported that he received a fax from MRI Co. stating that they would not be able to attend the conference due to an accident.

Bonnie asked if next year's proposed dates for the conference set at Sunday – Wednesday (5/15/05-5/18/05) were okay with everyone. All agreed.

Bonnie also got an e-mail from Kelly White (Research) showing that NYSCMA INC.'s website ranked 67.

Mark Balzano left The Leader-Herald in Gloversville.

Paul Glaeser is now consulting for The New York Post.

Officer Reports:

Bob DiMatties 1<sup>st</sup> V.P.

No formal report submitted.

Bob stated that the speakers were all set and all final arrangements have been made. He will submit a final report outlining expenses for all speakers. We saved money on the LDC and power point by using his paper's equipment.

Bob reminded everyone that in 1996 we held a conference in Niagara Falls on Grand Island. He would like to go back to that site, and chose the Holiday Inn Select, (as it is close to the casino on the American side), but a week later they closed the casino. He's looked at two other hotels for consideration. The Days Inn and The Quality Inn, which does not have a big enough conference area, but it does have a technology conference center across the street from the hotel. He asked the board members for their input; should we have the conference all in one spot (The Days Inn) or take the Quality Inn for the rooms and use the conference site and casino one block away?

Concern was raised for all three sites, as well as Niagara Falls itself, being so far west. We need to think of all papers, consider safety, and desirability of a site. Bob wants to keep the conference in Niagara Falls, and will follow-up with all hotels and get back to the board.

Bonnie reminded him that we need to make a decision soon to inform the membership and make arrangements, and we also need to make sure all members are comfortable with the chosen site.

David Parkhurst                      2<sup>nd</sup> V.P.

No formal report was submitted.

David reported that we were all set for registration. Rita and Nancy will sit with him for registration.

His formal report will be finished and submitted including all final numbers.

Nancy L. Breault              Secretary

Nancy's report consisted of:

--Membership billing info – 2003/2004 bills sent out (119 Regular/74 Associate) to a total of 193 members.

This year's billing offered a discounted rate for a two- year membership commitment.

Current Paid Membership:

41 Regular/25 Associate (2 yr) – 66 Total 2 yr Memberships x \$75 (\$2475.00 x 2 yrs)

51 Regular/19 Associate (1 yr) – 70 Total 1 yr Memberships x \$50 (\$3600.00)

2 Regular / 1 Associate (new) – 3 Total discounted Memberships (\$100 total)

**94 Regular/55 Associate = 139 Total Paid Memberships (74 Companies) - May 2004**

**Actual Revenue:**

(2003-2004) --- \$6,075.00

(2004-2005) --- \$2,475.00

Total Revenue: \$8,550.00

--Regular/Associate/Honorary/Honorary Life Membership Lists

--Conference Planning (individual) Duties

--Conference Fact Sheet

--2004 Conference (Turning Stone Casino) feedback form.

--Nancy requested that all members review the packet for membership information accuracy, and continue to contact her with any known changes to keep all information shared via reports, e-mail, web site, and Bulletin current.

Attachment (2.)

Bill Sara                      Treasurer

Bill reviewed his report.

Our current balance on hand is \$36,491.06 and is balanced with our checking account statement of 4/06/04 and our savings account statement of 3/31/04.

This figure represents an increase of \$7,851.97 from the same time period a year ago.

The majority of the increase can be attributed to advance collections booked for the conference and buyers guide, which appeared after the conference last year.

We have also collected two-year memberships this year instead of the usual one.

Don Waterman was appointed our official Auditor with Mark Balzano's resignation.

Don met with Bill at 9 am this morning to review the books.

Don reviewed the hard copies and bank statements. Don found the books to be in order.

He made one suggestion: the secretary should sign the expense check to the treasurer.

Bill then asked for a motion; to accept the treasurer's report and Don's audit on the books.

M/S/P - Parkhurst/Breault

Attachment (3.)

Bonnie Christian        President

Bonnie's reviewed her agenda.

She thanked everyone for the work done this past year. All positions volunteer their time to this association. She especially wanted to acknowledge Julie's efforts in successfully completing 4 Bulletins (our yearly goal) and getting them out to the membership.

Bonnie asked that everyone review all reports very carefully, as they contain a great deal of valuable information.

### **Committee Reports:**

#### **Carrier of the Year:**

Shannon West reviewed her report, recapping results from papers responding to her survey on Carrier Day.

Last year only 7 New York Newspapers participated. We asked for nominations of outstanding candidates (the paper's own criteria). A certificate, signed by our association's president, was sent to each nominee.

Suggestions included:

--Recognize longevity on a route (# of years to be determined by paper)

--Generic certificate (signed by the president) to be used as the paper sees fit

--Good Deed Award

--Include a DM Award (gather input from carriers/Circulation Manager)

Over the past several years' participation has steadily dwindled.

Paul and Lou did not want to choose between carriers, maybe that's the feeling all over. A consensus, however, was reached for Carrier Day this year:

Shannon will set up and conduct Carrier Day as follows:

1. Generic certificate with a cover letter (from the president) will be sent to NY Newspapers outlining the program.
2. The list of nominees will be sent to NYSCMA (Carrier Day Director)
3. The Association will publish the list of nominees in the Bulletin
4. Bulletin Director will overrun that edition's publication, sending all participants their own copy.

Don Waterman mentioned that NEACE runs a golf tournament to raise money for scholarship (\$1,000) programs. He can get more information to Shannon if we want to pursue that idea further.

All members present like the certificate idea with recognition in the Bulletin. It was agreed that Shannon would implement the above program for October 2004.

Attachment (5.)

#### Training:

Lou Saccocio was not present, and no formal report was submitted. David Parkhurst participated in the training session held at The Turning Stone prior to the conference, so he was able to provide training information in Lou's absence. David reported that 25 people showed up for the training. He would like to see more newspapers from around the state get involved in the training we provide, rather than set up one viewpoint from one speaker. Round tables work great, and he'd like to see more, even for the conferences. Once again, it was mentioned that we do have support from Diane Kennedy through NYNPA, for any training needs for the membership.

#### Bulletin:

Julie's report outlined this year's schedule, (4 Bulletins were produced) and her plan for 2004-2005.

She is on schedule to produce 4 Bulletins this year as well:

1. Post Conference/Summer Bulletin 2004 (July 2004)
2. Fall Bulletin 2004 (September-October to add Carrier Day insert)
3. Winter Bulletin 2005 (mid January 2005)
4. Pre-Conference 2005 (March/April 2005)

The overall process has been smoothed out, with Julie setting up the information, layout and billing. Buffalo used to do the printing, but that is no longer an option. The Journal News then picked up the printing.

Bonnie stated that she will continue to work with Julie to get the printing done.

Attachment (6.)

New Membership:

Elaine Kirsch's report outlined all new members to be voted in for the year 2003-2004.

15 Regular Members, 2 Associate Members, 2 Honorary Members, and 1 new Honorary Life Member.

Elaine read each member's name and submitted for the board's vote.

Attachment (7.)

M/S/P – Parkhurst/Christian

Website:

Michelle Giorgianni submitted her report outlining annual expenses and income for 2003/2004:

Expenses:

|                                |                 |
|--------------------------------|-----------------|
| Web page maintenance 2/03-4/04 | \$260.08        |
| Web Hosting Fee                | <u>\$251.35</u> |
| Total Expenses:                | \$511.43        |

Attachment (8.)

Buyer's Guide:

Michelle Giorgianni reports that this year's Program and Buyer's Guide contained 64 pages (including covers and preprinted pages). A total of 43 (+3 yr/yr) advertisers participated.

Income and Expenses are as follows:

|                     |                   |
|---------------------|-------------------|
| Advertising Income- | \$8,124.50        |
| Expenses-           | \$3,298.00        |
| Layout Stipend-     | <u>\$400.00</u>   |
| <b>Profit-</b>      | <b>\$4,426.50</b> |

Michelle's report included a proposal to increase the advertising rates (by 15%), as our last increase was for the 2001 issue. If approved, this would provide an additional \$1300 profit for the association.

Bill Sara stated that, as treasurer, he noticed that we are doing advertising for companies and not billing them. The deserved monies would pay for the printing of the Buyer's

Guide. We are now consistently producing 4 Bulletins so we can guarantee advertising there as well, and need payment for our services.

Advertisers should contact Elaine or Julie to advertise, and they will coordinate the billing along with Michelle for the billing combo rates.

Bill made a motion to accept the proposed rates for 2005 for the Buyer's Guide.

M/S/P – Sara/DiMatties

Attachment (9.)

NAA Report:

Paul Felicissimo was not present for the meeting, but submitted his formal report to Bonnie.

Bonnie recapped his report:

The board met in October for the fall board meeting. The agenda focused on final preparations for the annual marketing conference. In January, in conjunction with the conference, the board met again and the executive committee announced the priorities for 2004:

1. Acquisition and renewal marketing
2. Single Copy Marketing
3. Younger Readers/Emerging Markets
4. Recruitment, development and retention of talent
5. Insert process improvement
6. Telemarketing compliance and best practices
7. Pricing strategies

Project teams have been assigned to most of these priorities and they are already working on reports.

Paul's report included updates on the project and committees. Some highlights:

--Circulation federation memberships are up 63 or 5.2% yr/yr. Circulation remains the largest of the 6 NAA federations.

--The 2005 marketing conference will be held in Dallas in conjunction with NEXPO on 5/20-22. 2<sup>nd</sup> VP Rosie Cassidy is heading up the planning.

--A publication titled Subscriber Acquisition Concepts will be released shortly. This publication will serve as a tool for newspapers to use in the continued quest to diversify start pressure.

--The Insert process improvement committee put out a report late last year – Strengthening Advertiser Partnerships, A Path to Insert Process Improvement. This report is available to be downloaded from the NAA website at no cost.

Paul's report also included information on the Sectional Summit held on May 1<sup>st</sup> along with the spring board meeting in St. Louis.

There was 100% Attendance from all 13 Circulation sectionals (17 attendees total).

Paul co-chaired the summit again this year, which covered three main topics:

1. Membership
2. Realignment
3. Shared Information

Conference Planning and Execution will be a main topic for the 2005 summit, and Paul will be chairing that summit as well.

Paul's report included specifics pertaining to each sectional.

Attachment (10-11.)

Promotion Awards:

Bill Farrell reviewed his report.

The 2004 NYSCMA Promotion Awards generated 51 entries from 14 newspapers.

Last year we received 46 entries from 13 newspapers.

Bill suggested that we use some conference agenda time for winning ideas, possibly sometime during lunch. All agreed that was a good idea and Bill would follow up with winners, asking them to recap ideas and outcome of programs.

Attachment (12.)

Advertiser Representative:

Tom Broskey and Michael Kaczmarek were not present and no formal report was submitted.

*We broke for (a working) lunch at 11:30 a.m.*

**New Business:**

Bill Sara brought up the fact that the Constitution and By Laws has not been updated since 1994. There have been potentially 30 Board Meetings that are not reflected in hard copy or on the web, any new motions made since 1994 are not included anywhere except the laptop.

Bill proposed that the current incoming and outgoing Presidents coordinate to review for updating our By Laws.

Bonnie stated that she would work with Bob DiMatties and David Parkhurst to go through and review all of the meeting notes dating back to 1994 to update our information. Nancy will e-mail all notes from the laptop to them to review.

Bonnie presented the proposed roster for:

**2004-2005 NYSCMA BOARD OF DIRECTORS**

**AND COMMITTEE CHAIRPEOPLE**

Attachment (13.)

Christine Smith expressed an interest in becoming involved in Promotions.  
She will begin working with Bill Farrell.

Association Finances are in reasonably good shape.  
We are no longer seeing a \$3500-\$5000 loss a year for Carrier Day.

Meeting Adjourned at 12:55 p.m.

M/S/P – Parkhurst/Farrell