

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

Spring Board Meeting: Sunday, 5/06/07

The Gideon Putnam Resort and Spa – Saratoga Springs, N.Y

Members Present: President – Bill Farrell, Bonnie Christian (COB), Julie Cardinali (1st), Bill Sara (Treas.), Nancy Breault (Sec.), Steve Piersa, Michelle Giorgianni, Elaine Kirsch, Carol Alka, and Mark Roggen.

Meeting started at 9:20 AM

Bill Sara was appointed parliamentarian.

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

M/S/P – Sara/Alka

Attachment (1.)

Communication:

1. Bonnie reviewed the Past President responses regarding this year's conference. Invitations were sent to all, but unfortunately; all responding (Arket Lewis – health, Harry Ruske, Frank Gennarelli-wife had surgery, Ron Anderson-unable, Brian Donovan-health, George Sullivan, Chet Valenti, and Barry Hughs) were unable to attend this year. David Parkhurst will try to attend.

Attachment (2.)

Officer Reports:

Julie Cardinali 1st V.P.

Bill's report outlined this year's roster of speakers, along with related expenses. Everything is all set. Final expenses will be calculated at the end of the conference or thereafter.

Hotel arrangements have been made for all speakers.

Attachment (3.)

Steve Piersa (for Phil Hudson) 2nd V.P.

Steve's report recapped this year's conference details. Total attendees = 91

43 Regular/5 Guests = 48 – 17 Newspapers

28 Associate/7 Guests = 35 --28 Associate Businesses

11 Speakers/2 Guests = 8

6 Past Presidents (still current)

*Passport Book-type vendor game: three grand prizes (All Gift Certificates: \$150/\$100/

\$75)

Mark Roggen suggested adding sponsorship addition right into registration form. MACMA and Texas both do it w/great success.

Attachment (4.)

Nancy L. Breault Secretary

Nancy's report consisted of:

--Fall Board Meeting Notes

--Current Paid Membership:

80 Regular/38 Associate ----- 118 Total (1 yr) Memberships x \$50

Total Revenue = \$5,900.00

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

--Conference Planning (individual) Duties

--Conference Fact Sheet

--2007 Conference (Saratoga – Gideon Putnam) feedback form

--NYSCMA, INC. BOARD OF DIRECTORS/COMMITTEE CHAIRPEOPLE ROSTER

--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 (1.)

Bill Sara Treasurer

Bill reviewed his report.

Our current balance on hand is \$49,284.37 and is balanced with our checking account statement of 4/06/07 and our savings account statement of 3/31/07. This figure represents a decrease of \$4,797.83 from the same time period a year ago. Although we are showing a fairly substantial decrease we are actually about even compared to a year ago because in last year's total a significant deposit for the 2006 conference was posted just prior to 04/06/06 and this year the initial deposit for the 2007 conference was posted after 04/06/07.

Steve Piersa (our board auditor) reviewed Bill's report. Bill's report was off by (.60) which will be adjusted.

M/P/S Piersa/Farrell

Committee Reports:

Carrier Recognition/New Membership:

Elaine Kirsch reported that we have:

11 New Regular Members:

Guy Ussery – Cortland Standard
Brian Zarelli – Daily Gazette, Schenectady
Kip Wormley- FingerLakes Times, Geneva
Steve Miller – Ithaca Journal, Ithaca
Al Gentler – The Daily Star, Oneonta
Bud Unger – The Citizen, Auburn
Urij Tabuntshikow – The Times Union, Albany
Mark Vinciguerra – The Times Union, Albany
Rocco Calabrese – The Times Union, Albany
Jarrod Lash – The Times Union, Albany
Ken Burnett – The Wall Street Union, Princeton

2 New Associate members:

Heather Cedri – Felfab, Ltd.
Jeff Fubin – Southern Tier News Company, Inc.

M/S/P Sara/Cardinali

Attachment (5.)

Training:

Bill Sara mentioned that he had been in contact w/Matt Lang (from The Auburn Citizen) who had been our director of training. Matt's position has been changed at The Citizen, but he hopes to stay involved through Mark Kukelia, who is now the new director at The Citizen.

Unfortunately, due to the change, there was no training offered for the fall of 2006 for the association.

Paul Felicissimo will now take over the Training Director's position.
Assisting Paul will be Bonnie Christian (vacating the COB position) and Sean Spielvogel, as well as Mark Vinciguerra (back on the board and now in Albany).

Bulletin/Ad Billing:

Carol Alka has some concerns with the distribution of the Bulletin.

Watertown is unable to print the Bulletin.

Carol tried to e-mail the last version of the Bulletin, but unfortunately, obstacles prevented her from doing that successfully. Only ½ of the members e-mailed received the e-mail, the others' were returned.

The group agreed we should try to direct all members to our current communication format – the website. Other associations use their website as a communication tool.

Michelle began her (initial) report w/the suggestion of the Bulletin being posted to the website quarterly.

She already posts it after each mailing and will continue to do so.

In all other communications, folks from the board will continue to promote the Bulletin communication via the website.

Michelle will set up coordinating w/Carol as a PDF on the website:

“BULLETIN NOW AVAILABLE VIA THIS LINK”

As a back up, Julie will price out to be outsourced for future mailings (some feel the need to have the Bulletin mailed quarterly).

Syracuse will print and mail out the 2007 Post-Conference Bulletin (this one will be the last one printed and mailed – for now).

The Board of Directors talked about how to promote membership and the benefits of conference attendance and training:

Starting with 2008:

NAA/NYNPA – Recap of conference/training – the benefits

Julie will introduce the new concept of NYSCMA, INC. membership benefits:

A Spring Conference Buyer’s Guide

A Fall Buyer’s Guide

This package will also include website advertising.

Sponsors will receive premium spots on the website.

**Mark mentioned that one of our fellow associations already practices the suggestions brought forth in the aforementioned.

Along with the above mentioned ideas, we all agreed that rate changes will need to be approved – Julie and Michelle will try to come up w/rates for the vote and post conference meeting.

Website:

Michelle continued by reviewing her webpage report for 2006-2007:

Expenses:

Web page maintenance 5/2006--4/2007	\$104.34
Domain Name	\$ 9.20
Web Hosting Fee	<u>\$ 43.76</u>
Total Expenses:	\$157.30

Website expenses dropped considerably for the past year (down \$334.00 from \$491.30). Most can be attributed to the new inexpensive web host "Godaddy.com".

Michelle also mentioned that she will work on keeping the e-mail list updated.

Attachment (7.)

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 37 advertisers participated. Income and Expenses are as follows:

Advertising Income-	\$9,795.00
Expenses-(Printing)	-\$3,290.00
Layout Stipend-	<u>-\$ 400.00</u>
<i>Profit-</i>	<i>\$6,105.00</i>

Advertising pages for 2007 totaled 41.75, and increase of 4 ½ pages from 2006. Revenue increased \$1,096.43.

Michelle will continue to oversee the website and the buyer's guide. She will oversee the billing and revenues structure (with Julie's assistance) and come up with a new rate structure.

Michelle's itemized spreadsheets were submitted with her reports. Checks received to date (5/2007) total \$5,980. All remaining advertisers will be billed.

Attachment (8.)

NAA Report:

Paul Felicissimo was not present so Bill Farrell read his report. Paul will be here for the conference and is finishing his presentation.

The NAA spring board meeting took place on Sunday, January 28th in conjunction with the 2007 marketing conference. At the meeting progress was reviewed on standing committees.

Paul chaired the sectional summit meeting again this year. He presented the idea of creating a web based calendar to which we could all attach dates for conferences and other key events.

The web page is now a reality. Aside from the calendar we have included links to each sectional's website, contact information for each sectional and a link to download the sectional power point presentation. The sectional site will be able to be accessed from the NAA website as a link from the circulation page.

To access go to the NAA website: www.NAA.org
From the home page, click on the circulation tab; go to the bottom of the left hand rail. There you will see a link titled:

"Circulation Sectional Information".

Clicking on that title will get you to that site. To keep this site effective it is very important that we keep it updated and fresh. Paul will work with Mark Vinciguerra (NYSCMA'S new NAA Director) on making sure that we communicate all key dates for addition to the calendar as soon as they are determined.

Mark has moved into the NYSCMA INC. sectional rep position and Paul has transitioned into the Training Director's position.

They will work hand in hand together to coordinate training for all members as well as planning future conferences along with the conference planning team.

A Fall ABC training session is currently being planned.

Attachments (9.)

Promotion Awards:

Christine Smith was not present. Carol Alka read her report recapping promotion entries for this year (2007):

2007 – 37 entries from 7 newspapers
2006 – 65 entries from 13 newspapers
2005 – 51 entries from 12 newspapers
2004 – 51 entries from 14 newspapers

Six newspapers that participated in 2006 did not send in entries this year.

Participating Newspapers:

Albany Times Union

Finger Lakes Times

The Cortland Standard
The Democrat & Chronicle
The Journal News
The Observer
The Post-Standard
Watertown Daily Times
The Post Journal

The Daily News-Batavia
The Ithaca Journal
The Observer Dispatch
The Post-Star
The Poughkeepsie Journal
Times Herald Record

Awards to be announced Tuesday (May 8th) at the luncheon – top winner from each category will be asked to give a short presentation about their promotion.

Christine was unable to produce the booklet this year due to time constraint. However, all of the pictures of each entry have been saved on the association camera (and in power point format) and a booklet can be produced from that file at a future date.

Attachment (10.)

Advertiser Representative:

Mark Roggen wanted to remind everyone that the Hospitality Suite, which will be hosted by Prime Time Promotions and Kaspar Sho-Rack will be in Suite 428.

A flyer that was prepared before hand had incomplete information, so Mark asked that all board members actively promote the Hospitality Suite.

Vendor tables and electricity have been ordered, and he's worked closely with Renee and the hotel to accommodate all advertisers.

He will be available for the set up.

New Business:

New Board Member suggestions were discussed –

*Bonnie already does the certificates for the Carrier Recognition Program, so she volunteered to continue to do certificates w/Elaine Kirsch (director of Carrier of the year position). Bonnie has also graciously agreed to continue as a chairperson assisting in training efforts.

*Mark Vinciguerra is back in New York (Albany Times Union). He will work closely w/Paul Felicissimo transitioning into the NAA Board of Director's position. He will also work closely with Paul to coordinate our goal of joining future conferences with NYNAME.

*Paul is already working on setting up a Fall AND Spring training session. We are already planning on setting up a training session (Syracuse again) for ABC as we did last year.

The location is central, and the session is very appropriate w/the changing rules. Nancy will assist Paul w/ the location arrangements.

*Steve Piersa will work closely w/Phil Hudson (in Middletown) in the Auditing/Conference Planning Directors position (assisting Phil with the 1st VP duties). He will also work with Phil to complete the By Laws update that Phil began in 2006.

*Dennis Donoghue has been nominated to fill the 2nd VP position. Dennis has been very involved in all facets of NYSCMA, INC. in training as well as conference attendance and participation. Dennis will be a welcome addition!

*Carol Alka (Public Relations & Partnerships Director's position) will work closely with Julie, Mark Roggen (our Advertiser Representative), and Michelle to transition the quarterly Bulletin into two Buyer's Guides. We will offer one (standard) Buyer's Guide for the Spring Conference, as well as a Fall Buyer's Guide. This will begin in the fall of 2008.

All Board members were asked to participate in providing content for the Buyer's Guides.

Mark mentioned that he thought the Buyer's Guide should be sectionalized, offering 2 Indexes:

1. Alphabetize
2. Content

Another topic discussed:

API/NAA Scholarship that we have been working on offering to the membership: Paul will update the membership during his NAA update during the conference.

For the 2008 conference:

*Suggested sites – The Gideon again, Canandaigua, Lake George is nice; however, it has gotten very expensive for us.

*Suggested topics:

- Cost Reduction
- Revenue Gain
- Boosting Circulation

What do we need to offer in presenters (speakers)?

What pool of speakers do we have to choose from?

Let's use our network – NYNPA – Diane Kennedy has been very supportive of our association. She has (in the past) put together roundtables of 25+ speakers.

It was agreed that we would consult her (along with NAA) to gather the best pool of speakers abreast of industry concerns going forward.

Meeting Adjourned at 11:30 AM.

M/S/P – Sara/Piersa