

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

Spring Board Meeting: Sunday, 5/31/09
Canandaigua Inn On The Lake – Canandaigua, N.Y

Members Present: President – Phil Hudson, Julie Cardinali (COB), Dennis Donoghue (1stVP), Steve Piersa (2nd VP), Bill Sara (Treas.), Nancy Breault (Sec.), Fred Schmidt, Mark Vinciguerra, Christine Smith, and Mary Sawyer.

Meeting started at 9:20 AM

Bill Sara was appointed parliamentarian.

Nancy Breault emailed the fall board minutes prior to the meeting.

The fall board meeting minutes were approved.

M/S/P – Sara/Piersa

Attachment (1.)

Communication:

1. Bill Sara received a nice note from Tony Muscatello's (1987 Past President) wife, thanking us for a donation on Tony's behalf upon his passing.

Officer Reports:

Julie Cardinali Chairman of the Board

Julie's report included a copy the responses as a result of the letter sent to Past Presidents in March inviting them to our conference. The following Past Presidents responded:

- George Sullivan – Sends his best to all, however, he would be unable to attend.
- Joe Forsee – also unable to attend and would like a picture taken of all Past Presidents sent to him after the conference.
- Frank Gennarelli – also unable to attend, and sends his regards to all.
- Ron Anderson is our only retired Past President attending this year. H will be participating in one of the 'free time' events (fishing).

Attachment (2.)

Phil Hudson

President

Phil mentioned the joint conference planning committee's efforts this year and thanked all for their efforts. He will discuss more of his plans during the 'new business' portion of our meeting.

Dennis Donoghue

1st V.P.

Dennis had no official report this year. He thanked all committee members for their help in planning the conference with regards to the combining of the two groups (NYSCMA INC. AND NYNAME) and this year's efforts to development of the agenda and speakers. He especially wanted to thank Mark Vinciguerra. He will work closely with Doug Hill and Phil on the Master of Ceremonies duties and any other coordinating efforts that need to be done for this conference.

Steve Piersa

2nd V.P.

Steve read his report.

Our 2nd Vice President's duties continue to evolve, as this position has always been very intense during conference planning. He focused on solicitation of funds for sponsorship as well as items to be included in goody bags (which NYNAME members secured from the tourism bureau in Canandaigua) and items to be raffled off at sessions. We raised \$5,925 in sponsorship donations this year. This is an increase from last year.

*Vendor Passport Books are being used again, and completed booklets will be collected at the banquet. Four grand prizes will be given away:

Best Buy Gift Cards: (\$200/\$150/\$100/\$50) Total=\$500

For all of our Associate Members, a grand prize drawing will award one of the paid members attending the full conference (including the banquet) a weekend getaway at High Peaks Resort in Lake Placid.

Steve worked along with our Vendor Representative Mark Roggen to coordinate the Vendorama Cocktail hour, scheduled to be held on Monday evening from 6:30 – 7:30 PM.

We are grateful for the administrative assistance from NYNAME and NYNPA. Steve gave special thanks to Don Ferlazzo for printing the sponsorship signs, the name badges, conference registration and associate member tracking of funds.

Attachment (3.)

Nancy L. Breault

Secretary

Nancy's report consisted of:

--Fall Board Meeting Notes

--Current Paid Membership:

60 Regular/34 Associate ----- 94 Total (1 yr) Memberships x \$50

Total Expected Revenue = **\$4,700.00**

ALSO INCLUDED IN NANCY'S REPORT:

--NYSCMA INC./NYNAME Second Annual Agenda/Promotion of Joint Conference

--Conference Planning

--2009 Conference Registrations/Spreadsheet – Attendees/Activities, etc.

--2009 Conference (Canandaigua Inn) feedback form

--New Member List (Nancy will ask for vote)

--Regular/Associate/Honorary/Honorary Life Membership Lists (includes unpaid)

--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, and web site current.**

We have **12 new members** to be voted in this year.

Nancy read off the new members to be voted in:

6 New Regular Members:

Lynn Brown – Canandaigua Messenger Post Media

Gertrude Jock – The Malone Telegram

Christine Scriver – The Post-Star in Glens Falls

Nicole Losinno – Times Herald-Record in Middletown

John B. Johnson – Watertown Daily Times

Jeff Bacon – Finger Lakes Times

6 New Associate Members:

Robert Wilde – A La Carte/Press Pass

Michael Proebstle – iControl

Robert Jarjinian – Kaspar Sho-Rack

Javier Folgar – OSG Billing Services

Todd Wilson – PDI Plastics

Rich Brest – Rondino Promotions, Inc.

Attachment (1A.)

M/S/P – Sara/Cardinali

Bill Sara

Treasurer

Bill reviewed his report.

Our current balance on hand is \$54,868.37 and is balanced with our checking account statement of 4/06/09 and our savings account statement of 3/31/09. Our year over year balance based on our independent audit by C.P.A. Michael Law and subsequent tax filing indicates an increase of \$6,865.00.

Bill Farrell (our board auditor) could not be here, therefore, Phil Hudson filled in to reviewed Bill's report. Phil said all looks fine. Michael Law's report is also included; he now has his own firm. We were billed \$500 per year vs. the original rate of \$750.

M/P/S Piersa/Vinciguerra

Attachment (4 & 4A.)

Committee Reports:

Valor/Carrier Recognition:

Bonnie Christian was not present for the meeting, and no report was sent to recap Carrier Day for October 2008:

We had a handful of newspapers participate in our Carrier Recognition Program.

Bonnie would like to stay involved, however, in the future she will send the certificates to each newspaper and they will take care of framing them on their own.

We are continuing to award ANY newspaper that participates ONE POINT towards the NYSCMA INC. Future Leadership Scholarship Program.

Training:

Fred Schmidt was present for the meeting, however, had no formal report. Due to the changes over the past year (with Paul Felicissimo leaving) no training was planned or conducted. Fred will be contacting Gerald Reed, who is the Training Director for the Southern Sectional. He will be looking into the possibility of coordinating and offering webinars as a training tool.

Phil commented that we do need to look at the best viable option with regards to training our folks given the current industry challenges. More people can get involved if travel is not required.

Where do we go from here?

This topic will be discussed during the New Business portion of our meeting.

Buyer's Guide/Website:

Michelle was not present; however, Bill Sara distributed and reviewed her reports. Bill mentioned (and confirmed) that we are very lucky Michelle can continue her very important and large role – Development and billing for the Buyer's Guide; as well as overseeing our Website. Bill feels that Michelle could use help with this Directorship, and with the 2nd Buyer's Guide this year her work was doubled, requiring additional payment request for Michelle. Jim Collier also works at The Post-Star with Michelle, and he will be looking to take over the Website Directorship. In order to do that, he will need to purchase software for his computer.

A motion was made to do that and we all agreed and passed that motion.

M/S/P Sara/Hudson

Buyer's Guide:

Michelle reports that this year's Program and Buyer's Guide contained 48 pages (including covers and preprinted pages). A total of 23 advertisers (vs. 31 in 2008) participated providing a total of 25 ¼ pages (vs. 33 in 2008) of advertising.

Income and Expenses are as follows:

Advertising Income-	\$5,505.00*
Expenses - (Printing)	- \$1,503.01
Layout Stipend-	<u>- \$ 400.00</u>
Profit-	\$3,601.99*

**Does NOT include \$535.00 advertising revenue towards the Fall Buyer's Guide*

NYNAME did not wanted to participate this year and again, many long time advertisers did not advertise this year due to budget constraints.

Michelle's itemized spreadsheets were attached and checks received to date. All remaining advertisers will be billed.

Looking at the Buyer's Guides for Spring and Fall 2008, individually it appears that the profit was low. However, combining the two held us even with last year. Discussion on the feasibility of continuing a 2nd Buyer's Guide will take place during the New Business portion of our meeting.

Attachment (5.)

Website:

Report for 2008-2009:

Expenses:

Web page maintenance (\$20 hourly fee)	\$ 86.33
Domain Name	\$ 8.58
Web Hosting Fee (GoDaddy)	<u>\$ 27.96</u>
Total Expenses:	\$122.87

Website expenses are similar to where they have been in the past.

Jim Collier is going to take over the Website development completely. The purchase of the software – Microsoft Expression Web can be purchased for \$230.

Attachment (5a.)

NAA Report:

Mark Vinciguerra did not have a formal report, however, he stated that NAA is in flux right now. They are experiencing sweeping staff cuts. Many folks are gone and those remaining are taking on additional roles and responsibilities, much like many of our newspaper groups are doing. Considerable changes are coming. NAA functions primarily because of Publishers and Newspaper Ownership. Some programs are likely to go by the wayside, like awards programs and Carrier of the Year. These programs are likely to become more centered at the regional level (Sectionals). In the face of this change, many folks on the board feel more than ever those sectional organizations such as the NYSCMA INC. and NYNAME will become more important for the industry's future. More to come on that as additional information becomes available.

John Murray is looking to many newspaper members to assist him as he chairs a single copy work group.

Please continue to access the NAA website: www.NAA.org

Mark has been working hand in hand together to coordinate training for all members as well as planning this and all future conferences along with the conference planning team.

Mark worked diligently to secure many speakers for this year as well as last year's Annual Joint Advertising and Circulation Conferences.

Once again, we thank him for all of his successful efforts!

Promotion Awards/NYSCMA INC. Future Leadership Award:

Mary Sawyer read her report recapping promotion entries for this year (2009):

2009 – 34 entries from 7 newspapers
2008 – 57 entries from 11 newspapers
2007 – 37 entries from 7 newspapers
2006 – 65 entries from 13 newspapers
2005 – 51 entries from 12 newspapers

This is a decrease of 4 newspapers and 23 entries from the previous year. Lack of participation could be tied to several reasons. Cost efficiency was a priority this year, therefore, Mary used e-mail blasts on several occasions during the 3 months prior to the entry deadline.

Changing the rules to require an entry form on the front of the board helped immensely with the judging. The judges were impressed overall with the creativity of the entries.

Participating Newspapers (and points earned toward the FLS Award):

Schenectady Daily Gazette (1)	The Saratogian (0)
The Post-Standard (5)	The Daily News-Batavia (3)
The Observer Dispatch (4)	The Poughkeepsie Journal (0)
Albany Times Union (4)	Times Herald Record (4)
The Daily Star (5)	The Journal News (0)
Watertown Daily Times (3)	Glens Falls Post-Star (1)

Malone Telegram (1)
USA Today (1)
Messenger Post Media (1)
Ottaway Newspapers (1)

Dunkirk Observer (1)
Messenger Post Media (1)
Finger Lakes Times (1)
Buffalo News (0)

Awards to be announced Tuesday (June 2nd) at the Banquet – along with a streamlined PowerPoint presentation. Top winners from each category will be asked to give a short presentation about their promotion at Wednesday's Hot Ideas Breakfast.

Reminder – Newspapers receive 1 point for entries submitted, and 3 points for any newspaper submitting more than 3 entries. This has helped with participation. Mary will calculate and submit for the drawing for the Future Leaders Scholarship Award.

Total cost of the plaques and ribbons was \$174.56.

Attachment (6.)

Advertiser Representative:

Mark Roggen was not present and had no written report. We would like to thank Mark for his participation on the board and all of his efforts to bring all of us together. Mark has served a full two-year term as well as an additional term.

New Business:

Training Suggestions for 2009 – 2010:

Phil and Fred are looking for ideas from the group. Let's decide which way to go, and what works for New York State Newspapers. Southern (sectional) has Webinars on the Website.

Fred will put together a list of suggestions for Fall and Spring.

The legal issues are very high on our lists these days – more concerning. The Zinser group could be a possible training session regarding contractors.

NIE – Mary Miller usually covers training there.

ABC – Reporting is changing – rule changes – How will it effect NY Newspapers?

Fall Training – ABC Session - can happen through NAA, they can also cover legal issues.

2010 Conference Planning/Site selection:

There are a few sites folks are suggesting:

Ithaca

Canandaigua again

Saratoga

Also, we should consider shortening the conference by a day:

Sunday:

Activities (AM or PM), Board meetings, registration, President's Reception

Monday:

Full Business Day – Banquet

Tuesday:

½ day session with possibility of adding on a training session again

We should go back to 1 Buyer's Guide. Jim Collier (our new Website Director) can do a quarterly update. The group all agreed, therefore, *Bill Sara made a motion to:*

“Eliminate the 2nd Buyer's Guide and go back to one yearly, to be printed and distributed at the Annual Spring Conference.”

M/S/P: Sara/Cardinali

Is there a need to have a physical 'onsite' meeting, especially if we are returning to a familiar site? Can we do this in the form of a conference call? We really should consider this to save everyone from further expenditures.

We do, however, need to maintain the Spring and Fall Formal Board Meetings.

Regarding attendance for the Spring Conferences –

-What about other newspapers not attending, why are they NOT here?

- They can't afford \$800? What they get out of the conferences more than pays for their attendance fees – how can we get them to realize that? What do we need to do?

- Publishers need to get involved to help with that.

Mark asked all members to get involved w/the Linked NAA Website. Also, we have a link on our Website for NYNAME, they should have our link on theirs as well.

Additional New/Old Business:

The By Laws – They MUST be updated. Again, the last time they were updated was in 1994, when Bill Sara was President. Phil Hudson did make some progress last year, and was going to meet with Bill Farrell to complete the project. Phil will speak to Jim Collier and ask if he can send the electronic version to him (from the Website) and Phil will e-mail to the board members and have everyone proof read them, send them back to Jane, and she will put the corrections/updates in. Once that process has been completed, Phil will work with Jim to get the 'revised version' back on the Website.

Phil thanked everyone in advance for his or her cooperation and assistance in getting this very crucial project completed.

Meeting Adjourned at 11:41 AM.

M/S/P -- Sara/Cardinali