

SPJ Georgia Pro Chapter Board Meeting Minutes of the Meeting

Date and time: March 4, 2014 approx 6:45 p.m.

Venue: Commerce Club at 191 Peachtree St, Atlanta GA

Members present: Jason Meucci, Adina Solomon, Sharon Duntun, Ruksana Hussain

Members absent: Devika Rao

Order of Business

Approval of Feb. 3 SPJ Georgia Board meeting minutes – *approved by all members present*

Meeting posting and open meetings – *Open records to be shared by Sharon, more discussion on this at next meeting in April*

Financial Report

Chase Bank account open – *Sharon has the lead on this*

Check signers – *Sharon, Adina and Ruksana/ checks for amounts under \$50 do not require co-signers*

Debit card – *Adina has the card and Sharon has the password*

Order checks/receipt book/rubber stamp – *Sharon to action once chapter has more monies*

Financial report each month – *Ruksana to provide update on GoogleDrive before monthly meeting*

Reimbursement statement to Region 3: conference call with Michael Koretzky – *Sharon*

Developing a budget - *topic for April Board meeting*

Membership Report – Sharon to check on chapter report

New members since 2/3/2014: Letter sent to SPJ members in Georgia – *Jason to connect with CBS news anchor Stephanie Fisher about joining SPJGA. For access to chapter membership directory, individually contact Tara Puckey.*

More prominence about membership in SPeachJ – *new members will be mentioned right on top in the monthly newsletter, highlight one member a month, also add new member Twitter handles*

Charter membership certificates given at gatherings/meetings – *Certificate idea vetoed, new ideas brainstormed, exploring idea of business card holder, further discussion at next meeting. Adina to add a separate website section for charter members to be highlighted*

Wanting to help: How do we get members busy who want to help?

Katie Strangis, Debbie VanTuyll, Phelps Hawkins, Dana Blackenhorn – *Sharon to connect with members interested in helping. Areas discussed were help with recruiting more members, ideas on events they would like as new members of the group, other organizations local to their area that SPJGA could partner with, contact list of university SPJ chapters, possibly an extra hand helping Adina with social media efforts*

Membership follow-up procedures – *Sharon to share detailed doc on Google Drive*

Expanding to new Georgia regions - map

Savannah, Augusta and central Georgia – contacts made

Bridgeman's meeting in Eatonton and suggestions/representatives for area -

breaking up the state according to government statistics – *Sharon to work on next steps*

Consensus was to accept offers of help at this time to establish chapters across the state and these can be consolidated at a later time

Communications

Social media – Need more action on Twitter. Engage the site with particular topic.

Anyone to be featured on SPJ Georgia Facebook? Who is assigned?

Adina would like more ideas for Twitter, each board member to provide her with at least two posts a week

SPeachJ newsletter

Carolyn Carlson survey report to DC Press Club with SPJ president - *Sharon*

Column or Q&A

Permanent published in SPeachJ

Member highlight - Board member bios

Adina to create doc on Google Drive for board members to sign up for writing newsletter column in upcoming months

Networking

Next gathering or meetings

Postpone March 22 meeting? Karen and Ron Bridgemans want to sponsor a “Nuts & Bolts” workshop for community newspaper journalists in April in

Eatonton. Meeting place arrangements in works, speakers, AV equipment

available. Have box lunch. \$12. Board approval. Give some dates.

Sharon to discuss

Next Atlanta meeting on March 22 or another date? Downtown? Midtown?

Theme?

Adina did FB and Twitter poll, results to be discussed

Working with youth

Aberrance Quarterly meeting - *Sharon*

VOX meeting - *Devika*

University SPJ student chapters: scholarship to national convention – *topic for April*

Board meeting

PGS – scholarship to national convention - *topic for April Board meeting*

Highlight a young journalist, outside of Atlanta, community newsroom - *topic for April*

Board meeting

Marketing

Newsrooms memberships

Emails: Reaching out and follow-through/Business cards – *Devika has them printed and will mail out to us individually*

Who are you targeting for membership right now? – *other newsroom, freelancers, topic for April Board meeting*

Do we need another survey developed? – *review the first survey/results, topic for April Board meeting*

Resources available on SPJ.org – *presentation at future chapter meeting*

Bylaws work, possibly once a quarter amendments – *Sharon to take national bylaws and adjust to GA, all board members will review*

Green Eye Shade Awards – *Carolyn Carlson is the point of contact but not considering awards at this time, first focus is establishing GA Pro chapter*

Also discussed – Important to identify what separates SPJ from APC, how to complement each other, Jason to speak with Courtney of APC if possible at the Poynter social media series.

Next meeting scheduled for April 1, 2014 – Jason to confirm meeting room availability at Roam else Ruksana to organize at Chocolate or Apres Diem

###