

SPJ Georgia Board Meeting Minutes

Thursday, March 8, 2018, 8-9 PM via Conference Call

Roll Call: Everyone was present except for Lou Phelps, who has resigned as both secretary and board member. Members present: Haisten Willis, Ellen Eldrige, Mark Woolsey, Jay Suber, Danielle Douez, David Armstrong, Sharon Duntun (Asst. Dir., Region 3), Toni Stauffer, Larry Johnson. Stauffer served as temporary secretary for the meeting.

Note for incoming secretary: Minutes should be sent to the board no later than seven days before next meeting.

February Meeting Minutes: Approved 6-0. Jay abstained as he had not yet seen the minutes. Larry was not on the call yet.

Treasurer's Report: Photography event reimbursement approved and reimbursement check is expected soon. Two transactions over the last month with check to Lou for reimbursement and then a deposit in February. Balance is roughly \$3,100.

Freelance Committee: Date being moved for freelance job fair from May 5 to August 18 at AJC headquarters. Freelancer lunch meet was held earlier today, with seven attending. **Next Committee meeting is Wed. March 28, 7:30 PM.** Starbucks 330 Piedmont Road Northeast (Near Lindbergh Marta station). **Mark**-Can we use AJC's cafeteria? **Ellen** thinks it will be fine and she'll let them know. **Haisten** was able to book a CPA for the event. **Mark** will reconfirm for Al Smith, expert on using social media to job hunt and operate a small business. He's pretty sure Smith will be able to attend.

Social Media. Conference call Friday, March 9 at 10 A.M. Haisten says social media chair Kimeko McCoy is doing a great job. She's helping to organize an event with photographer Kevin Lyles. **Photo Night: March 28th 6 PM @ Industrious (675 Ponce De Leon Ave NE #8500, Atlanta, GA 30308)**

Diversity Committee: Larry is organizing a Media and the Muslim Community event this fall.

Bylaws Committee: Jay is waiting on other materials. He asked for them to be snail mailed—deadline for starting is May 1. He has a project and can't do anything until April. Mail is coming from Sharon. Suggesting incremental changes (Jay) and is open to input. Only suggested change has been student member to board of directors being one year instead of two.

Press release suggestion: Use of non-binding guideline to be used for issuing releases from the board.

Sharon: Sunshine week is next week. Is this the same format?

Haisten: A crafted statement may be released next week by e-mail by me to the board for approval before sending to the public. For future reference, we need to get the policy down and organize a distribution list. Press releases will go to our members, SPJ national, and relevant media outlets.

Region 3 Conference: Update from **Sharon.** Promoting to all journalists. SPJ National is sending a Facebook trainer to Charleston to train us on tools. Bob Sullivan is keynote speaker. Frank LoMonte of the Student Press Law Center will be there. There will be panels for freelancers and for editors who hire freelancers. Mark of Excellence awards will be given. We are still waiting to find out who won in Georgia. Google docs will have instructions. Scheduling is still in flux.

Natl Education Committee has started a program for high school students. Trying to partner journalists up with each state to spend an hour talking to classes. Sharon and Ellen are doing some. Rome needs someone. They will contact the volunteer directly. Sharon, while not coordinating, is helping to find volunteers. She will send Haisten the info. She is hoping for a story on what we are doing in Georgia—possibly from an intern.

Financial Assistance for Conference: Toni asked for assistance to attend the Charleston conference. Ellen contested. Debate over budgeting and ethics ensued. Larry said we should move forward and Ellen said we need to establish a

budget. It should be done in the guidelines. Will reimbursement be approved for anyone else who can go? Ellen: It needs to be decided by the budget committee and brought back to the board for a vote. General agreement: we need more discussion on this. **Vote:** Reimbursed for hotel and gas, if Toni can attend. **Vote was 7-0 in favor with Toni abstaining** Ellen may also be going. Motion expanded for Ellen's reimbursement. **Vote was 8-0 in favor.**

Mark: suggested that we check with other chapters and see what their practice is. Haisten affirmed.

Open Positions: The procedure is for the board to vote for Lou's replacement as secretary through the end of 2018. Kimeko McCoy has been asked. We are waiting on a response. Also, Lou's board position is open, but the new board member can also be the secretary. Adina Solomon is another possible candidate.

Discussion of ideas from January.

Haisten: Working to organize and centralize the chapter's affairs. Has set up a LastPass account to organize passwords for our various accounts. All accounts are now included and all passwords are stored in the chapter's LastPass account.

Also, he is pulling together a distribution list for press releases.

David: Membership campaign—networking. Working to develop a prospect list. Intends to craft e-mails. Making a pitch and then follow up with a phone call and more personalized pitch.

Ellen: Podcasting workshop. She talked to Shaun Powers of Georgia Public Broadcasting. Possibly to do it in June. It will be about training—for people already working as freelancers. May check with AJC podcaster. It will be an SPJ event with a GPB expert.

Other business:

Haisten: Lou had talked about teaming up with SPJ Florida chapter for Green Eyeshade Awards. Also, seeking corporate sponsors. Nothing else said on these ideas.

Danielle: Talked about hosting a Wikipedia editing-athon. She has found and connected with a local Wikipedia group based in Atlanta. She is trying to get in contact with the group's leader to see if they will partner. An edit-athon was hosted recently at Georgia Tech. Danielle is reaching out to her for help on setting up. Ours would have a journalism connection. Potential theme: Women in Journalism.

Next meeting April 14, Saturday at Alon's Bakery & Market in Dunwoody: 4505 Ashford Dunwoody Rd, Atlanta, GA 30346

Meeting adjourned at 9:18 PM.