

Call to order: 7:01PM

Members Present: President Kevin Fuller, Vice President Matt Kuchar, Secretary Courtney Foster, Treasurer Maynard [over the phone] Past President Kouri Antinone, Directors Steve Mo Fye, Ken Hargis, Justin Cumely, Steve Satchwell joins late.

Also Present: General Manager, Hali Loving and, briefly, David Dabney from Griffin & Associates [rebranding consultant]

Introduction of Matt Kuchar, our new Vice President: Hi Matt!

Rebranding Presentation:

David thanks for letting G&A bid on our account and be a part of our rebranding process. David has experience in media, and art directing. He was an early employee of the Alibi and has a love for the Press Club. He's been on a few non-profit boards such as Keshet and Mother of Theater Co.

They are willing to forgo a lot of their fees for trade, like memberships, meeting places, etc. G&A want to build a relationship with us. They want to work with us.

Kevin asks what their expectations of us are, how can we be a better client to them, how many redesigns do we get?

They encourage us to set aside a few people on the board to head this up, though they do want large reaching opinions. G&A has a good understanding of our club and the history that comes with, and that's the starting point for him. However, the goal is to look towards building a brand that will appeal to a new audience.

Maynard—Where does he see the branding of the Press Club going? How do we grow through this? What is our message?

David has done a lot of tourism marketing but he wants to create authentic experiences. No prepackaged formulaic logos. We have soul, we have character and that's where we start.

Maynard agrees—we need to be professional, classic, but we want to attract more professionals, journalists, communicators and networkers. How do we make this happen?

David understands our concerns. He's focusing on history because that's what we have, but he wants to help us reach that professional base. He thinks that we need to do direct outreach to the press and that can help us with that.

Maynard reminds us that communication management is not rebranding. And that he is still wary about trade aspect of this deal. We need to know that this rebranding will show that we're a professional organization and not just a social club. He's heard people recently say things along the lines of: “we used to be a press club now we're a degenerate dive bar”. We need to change this with whatever rebranding we have, how can you help us with this?

David thinks we need to project a more professional and polished identity. We need to not appear to be thrown together and we need direct help on how we present ourself to the professional community. Granted, just branding alone will not do this, but it can start with image management.

Kouri says that she sees the merit in what David and G&A are bringing to the table but wonders if we should spend money to see a mock up before agreeing to this deal. It's a trust fall for us and

that's hard. We want to be modern but we're also a professional front. We've seen the work he's done but we need to see what he would actually do for us.

David tells us that this is an organic process and any model is a working model. As long as we can come to the table in good faith G&A will work on it over and over until we're happy. They want to build a relationship most importantly. He reminds us that they will all be members if we do this and so would be invested in the outcome.

Kevin asks for any other questions. With no more questions, the board thanks David for his time and says goodbye.

Brief break to read over meeting minutes.

Approval of Minutes:

Either Kevin or Courtney needs to make sure to send Ken the word documents for the minutes to correct them for the website.

Ken motions to approve May meeting minutes as they stand. Seconded by Steve Satchwell, motion passes.

Open discussion about David and his proposal:

Maynard says that from a financial standpoint, we should do it. But we should all be seriously thinking about where we're taking this organization and look at what we stand for in the big picture. Kevin agrees. We need to look into our branding and see how that effects who we reach. We don't want to be just a social club. We're a press club and we should act like it. Kouri agrees completely—we are a professional organization that gives license to political candidates, journalists, communicators, authors, and people in the industry first and foremost. Maynard has no objection as long as the rebranding conforms with our charter. Courtney moves that we accept David's/G&A's proposal. Seconded by Steve Fye and with no further discussion or opposition, motion has passed. Steve Fye will reach out to David and get this ball rolling.

President's Report: Nothing new to report.

Vice President's Report: Hi Matt! Wants us all to know that he's honored and excited to be a part of all of this to help us grow and flourish and become a part of something that's much bigger than all of us.

Treasurer's Report: Income for the month of June is about \$21k vs. the \$17k this month last year. Memberships, club rentals and donations are up, as is apartment rent income. Gross receipts tax are a little higher, but that makes sense with the income we're reporting. Overall expenses are down about \$6k from this month last year.

Secretary's Report: Courtney apologizes for any lapses or laziness in her duties as of late. Due to personal issues, she's let her responsibilities to the club fall lower on her priority list and promises to be more diligent and involved in the months to come.

Manager's Report: Hali paid \$927 to get pipes fixed because they were decaying. We should send a big thanks to Khalil for his service to the club. We will miss him.

Holly Byrd is our new bar tender/events manager. Holly has the idea of having bands and food trucks out here for August 12th. Maynard will be in town this week and would love to help. Holly needs access to all events and calendars etc. Ken will make that all happen by tomorrow.

Membership: New member list is coming around, all social. Kevin reminds everyone on the board to renew their memberships. We're around 220 members. Once we pass 250 we'll need to reevaluate. It's a difference between paying \$350 a year to \$2k a year for our liquor license but if we get a large influx of membership we should be okay.
Steve Fye moves to accept all new member prospects. Seconded by Ken, motion passes.

Web & Media: Nothing new to report. Ken will get art show info posted and touch base with Holly.

Social Media: Kristin being absent, nothing to report.

Art Committee: New artists coming in, lots of exciting things to look forward to but nothing pressing right now.

Buildings and Grounds: Chris is absent. Hali says there was an AC leak but it has been repaired as was the bar, pipes, and TV mount. Kouri would like to thank Josh Lovato for being so helpful.

Unfinished Business:

APC Rebranding—Steve Fye will reach out to David and work with Hali to figure out the payment. They will start, and present and we'll get their memberships rolling. Maynard says we do need a W-9 for them.

Liquor License Renewal—We'll have to put it together as is and get it out of here/submitted as we can so the sooner the better, we have a tight month to go. Board members need fingerprints, affidavits, and servers certificates on file. Without these things, a person is not allowed to serve on the board, we need everything by August 14th.

Thank you Kouri for all your efforts on this.

Smoking Policy Committee—Maynard is still working on this but will have something in the next few days. Without a doubt, this needs to be voted on.

New Business:

Events Committee—We alluded to this with Holly, is it a good thing to have a formal events committee? Hali wants to see how she does on her own before putting one in place. Courtney and Holly know each other and can easily work together. Steve Fye moves that we allow Holly a chance to show us what she can do before putting an official committee in place. Seconded by many, motion passes. Though we do want to make it clear that the board is here to help her if she needs it.

Other—Kevin would like us to think about mayoral elections and Weekly Alibi would love to be a partner. Ken agrees we should do a meet and greet. Courtney urges Kevin to reach out to her and August March to plan this. Courtney will find a solid date.

Steve Fye move to adjourn the meeting. Seconded by Ken, motion passes. Adjourned at 8:43PM