
MEMBER-OWNED AND MEMBER-OPERATED SINCE 1965

The Albuquerque Press Club

201 HIGHLAND PARK CIRCLE SE
ALBUQUERQUE, NM 87102

505-243-8476
ABQPRESSCLUB.COM

February 8, 2021, 7:00pm

Regular Meeting- Called to order at 7:03pm

Board Members in Attendance: Laura Dunagan President, Justin Cumley Vice President, Lynn Embick Secretary, David Hayden, Adam Gates, Sarah Blanton, Steve Williams, Rip Williams, William Fitzpatrick

Absent Board Members: Maynard Cowan

Also in Attendance:

Reading and Approval of Minutes

- Motion to approve January 2021 regular meeting minutes by Rip. Seconded by Will. All approve. Motion passed.

Officers' Reports

- President— Laura Dunagan: Nothing to report
- Vice President— Justin Cumley: Nothing to report
- Treasurer— via Laura: Maynard will send PNL. Regular monthly bills paid and rentals as income for January.
- Secretary— Still to do: meet with Laura to go over yearly reports.

Manager's Report

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Committee Reports

- Buildings and Grounds - David Hayden
 - Still working on committee description. Will coordinate with Adam to clarify Buildings and Grounds and Property Management within the next two weeks.
- Web & Media - via Laura: Maynard has not had time to coordinate with Rip on email switchover. Still pending.
- Membership - Laura Dunagan
 - One new member application from December. Motion to approve by Adam. Seconded by David. All in favor. Motion passed.
 - 177 members, with a few renewals.
 - Renewal reminders delayed, instead request for donations going out in Feb newsletter.
- Social Media - Lynn Embick
 - No response except "likes" to the post to encourage WHPS board members
 - New member with public relations and journalistic background to support journalistic engagement and graphic/film promotion of Club

- Will would like to recognize the increase in recent quality of posts and member engagement
- Will be working to create a promotional video similar to others posted by the NM Bar and Nightclub Association.
- Newsletter - Lynn Embick
 - Met with Adam and came up with some common priorities for the newsletter. Would like to add a calendar of events, as it used to be included, is part of the outlined requirements in the Operations Manual, and will provide a precedent for members to look to when we do have more major events happening. Would still like to solicit additional opinion pieces from members, even though response in the past has been minimal. Monthly newsletter should include: President's address, Secretary's report, Calendar, Membership corner (since the Board has deviated from the past precedent of including personal contact info for networking, suggestions are highlighting a member-owned business or promote a member, getting to know our Board members). Adam also suggested that if we needed filler, historical bits about the building or Club would be engaging. Adam suggested a summary of financials, simple, total revenue, outgoing expenses, and net profit or loss. Laura to look into this a little more. All agreed that the newsletter should not be lengthy, whatever would fit in a front/back format. Aligns with previous newsletter expectations. It is difficult for Laura to work on formatting the newsletter at the beginning of the month, as it is also the end of the month for membership. Lynn worked at getting text into the Member Planet template, and will continue to work at formatting pictures. Laura to get Adam access as additional support.
 - The Member Planet template malfunctions continually, making it difficult to get the newsletter out in a timely manner. Rip offered to look at the code.
 - Rip will provide a paragraph about the WHPF board member solicitation by Wednesday.
 - Adam posed the question as to whether we should look into different formatting for the newsletter. Laura will garner advice from Rip/Maynard regarding code and go from there.
- Property Management - Adam Gates
 - Rents are current
 - Will get with David to define/update Building and Grounds and Property Management descriptions.
- Strategic Reopening - Steve Williams
 - Has created a spreadsheet that includes possible reopening tasks. Will get it onto the drive with access to Maynard and Rip to see if there are other categories that need to be added.
 - Rip offered to convert into Microsoft Project file in the future if Steve would like.

Unfinished Business

- NM bar and Nightclub campaign video (Laura). Social Media committee working on one for the Club. Laura suggests including the Press Club ghost.
- Parking situation (Laura). Still pending.
- Virtual Cocktail-Making Classes (Lynn). Solicited members through facebook and instagram to see what kind of interest there was using multiple polls and posts. Results: 13 likes, 7 yes, 2 maybe.
 - Not sure enough engagement to guarantee compensation for time through tipping.
 - Rip asked if volunteer time/money might be better spent.

- David encouraged Board members to share promotional posts with their own social contacts. Adam asked if non-member engagement would be a problem. All agreed that the original intent was to provide a perk to members.
- Laura referred to state statutes for club advertising: can advertise for special events to inform current members or solicit new members as guests of current members. Shall not include references to specific drinks or prices, but can advertise that we have a bar. Will pointed out that the intent was to discourage competition with full alcohol business license holders. Discussion ensued.
- Some of the issues raised included: no sales are involved, but would be referencing specific drinks; would have to be members only since random non-member participation would not be guaranteed to be guests of members; the event is not intended to advertise sales, but Rip pointed out that advertising includes promotion and attendance as well. Rip brought up that the Club has a history of strictly prohibiting mention of the bar. Laura pointed out that as our interpretation of the law has evolved, there has been some leniency of late.
- Adam motioned to table the discussion. Will seconded. All in favor. Lynn will report to Shaun and Stuart.
- Letter Campaign (Laura). At this point, leaving it up to members to pursue.
- Personal affidavits and fingerprints (Laura). Reminder to Board members to complete ASAP.

New Business

- Rip asked if there was a current strategy for renting facility/license to members. There is none. Issues with other entities in the state doing so. For future consideration: suggests promotional rentals as part of reopening strategy.

Motion to adjourn by Adam at 8:15. Seconded by Steve. All in favor. Meeting adjourned.