

SPJ Madison Monthly Business Meeting
6 p.m., Monday, June 4, 2018
Next Door Brewing Co., 2439 Atwood Ave., Madison

Members Present: President Mark Pitsch; Vice President Lauren Fuhrmann; Secretary Briana Reilly; and Executive Board Members Sam Martino and Breann Schossow.

1. Call to order: President Mark Pitsch called the meeting to order at 6:20 p.m.
2. Approval of minutes: Executive Board member Sam Martino makes motion to approve minutes after President Mark Pitsch requests a phrasing change. Vice President Lauren Fuhrmann seconds.
3. Treasurer's Report: Vice President Lauren Fuhrmann says there's been no activity over the month save for a \$10 reimbursement to Secretary Briana Reilly. President Mark Pitsch says he has yet to deposit the \$250 check from WCIJ. Executive Board member Sam Martino notes WNA will refund SPJ \$62.50 for the Patrick Hunter Award.
4. Membership Report: No update from President Mark Pitsch.
5. President's Report:
 - Excellence in Journalism, September 2018: Executive Board member Breann Schossow says she's planning to attend but adds she needs to get work approval before she can commit.
 - WCCA: President Mark Pitsch says he's made his nominations to the WCCA.
6. Upcoming Events:
 - June 7 happy hour: Secretary Briana Reilly says the event is no longer happening, noting with the Capitol press corps' recent bar gathering celebrating Molly Beck's new post at the Journal Sentinel, there wasn't much appetite for doing another happy hour so soon.
 - Aug. 19 summer picnic: Secretary Briana Reilly says she'll write a "save the date" email and create a Facebook event. President Mark Pitsch volunteers to send the email. Pitsch and Vice President Lauren Fuhrmann advise Reilly to highlight the easy parking, kid-friendly space of the park. Fuhrmann suggests the club purchase meat to be grilled. Executive Board member Breann Schossow suggests members or attendees bring coolers or other devices to keep food cold.
 - WCIJ 10th annual celebration in September: President Mark Pitsch issues a reminder about the event.
7. Next meeting: Members agree on July 18. President Mark Pitsch and Executive Board member Breann Schossow agree Working Draft is a good location. Members agree it'll be the last meeting before the second week of September.
8. Membership gift: Suggestion of a creation of punch cards with six punch spaces: two for beer, two for coffee and two for pastries. Vice President Lauren Fuhrmann suggests use of Canva, a free site, to design the punch cards, and offers to collaborate on a vision for them. Executive Board member Breann Schossow says she's open to the idea of punch cards, noting it's hard to give people a reason to pay for memberships. Fuhrmann also suggests reaching out to Stone Creek Coffee, on East Washington, as a potential partner.

9. New Board members: Vice President Lauren Fuhrmann says she's talked to Emily Neinfeldt at SPJ and notes Nina Kravinsky at WORT would be good too, as well as WisContext's Hayley Sperling, who she says would be good at the social media side of things. Secretary Briana Reilly suggests Maija Inveiss at Madison Magazine, while Sam Martino raises Andrea Behling at that publication as a possibility too. Both note having a representative from a magazine would be good. President Mark Pitsch recommends Abby Becker, of the Capital Times, and Matt Geiger, of the Middleton Times-Tribune. Executive Board member Breann Schossow highlights Laura Pavin, of WPR.

10. Future planning: Executive Board member Breann Schossow suggests SPJ try to co-sponsor a governor debate, but President Mark Pitsch says the events were planned far more in advance than how the club typically plans things. Schossow then suggests an event after the November elections, a post-mortem on the midterms. Pitsch says the goal should be to appeal to a more general public, similar to the previous Act 10 event. He adds this should be made an automatic agenda item for future meetings and the club should begin promoting it in October, after securing the location in July. Pitsch notes there could be multiple other organizations hosting a panel on this topic.

11. Reimbursements: Secretary Briana Reilly requests \$180 for the summer picnic park reservation. Executive Board member Breann Schossow motions to accept, Vice President Lauren Fuhrmann seconds. Unanimous support follows.

12. Adjourn: Executive Board member Breann Schossow motions to adjourn, Sam Martino seconds. Approved via voice vote, meeting adjourns at 7:40 p.m.