

SPJ Madison Monthly Business Meeting

6 p.m., Monday, April 2, 2018

Next Door Brewing Co., [2439 Atwood Ave., Madison](#)

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

Not present: Rebecca Wasieleski

1. Call to order: President Mark Pitsch called the meeting to order at 7:05 p.m.
2. Leadership elections: Secretary Breann Schossow steps down from her position. Sam Martino nominates Briana Reilly as secretary. Motions made for Lauren Fuhrmann to continue in her role as vice president/treasurer; and Mark Pitsch to continue as president. All are seconded by Breann Schossow. The board approves the nominations via voice vote.
3. Treasurer's Report: Vice President Lauren Fuhrmann did not have the checkbook in the lead up to the meeting, so no treasurer's report available.
4. Membership Report: President Mark Pitsch reports there are 26 active members paid in full, and 17 lapsed members. Pitsch notes such lapses often happen at the start of a new membership year. Pitsch suggests someone be in charge of monitoring membership and outreach to lapsed members. Breann Schossow asks if there's a selling point the club can tout to get members involved or incentivize lapsed members to renew. Vice President Lauren Fuhrmann suggests the club take advantage of the upcoming discounted membership drive. Sam Martino raises suggestion of listing the group's accomplishments, workshops, important highlights, the mission statement and more. Fuhrmann raises the possibility of a free membership raffle or subsidizing memberships on a certain day (i.e. \$15 off). Pitsch questions whether that's a fairness issue, while Nick Heynen says it should be an incentive for new members only. Fuhrmann suggests incentivizing membership with \$5 or \$10 giftcards from Next Door, Vintage or adding incentives at those places if an SPJ card is shown. Martino says he will talk to Next Door about the possibility. Fuhrmann suggests a punch card we create for a number of different beer pubs or coffee shops. Fuhrmann notes we can hold events at the places members have punch cards. Pitsch suggests continuing the conversation in Slack. Suggestions of businesses to reach out to include: Argus, Cargo Coffee, Michelangelo's, Colectivo, Espresso Royale, the Mason. Schossow, Heynen and Briana Reilly say they'll continue the discussion in Slack and each take two businesses. Martino again commits to reaching out to Next Door.
5. President's Report
  - o John Patrick Hunter First Amendment Award: Sam Martino says he's received three newswriting entries: one from The Badger Herald on campus speech; one from Media Milwaukee on concussions; and one Marquette Tribune editorial on sexual assault. Martino says of the three, only The Badger Herald entry meets the criteria. Martino asks members whether the other two entries should be recognized. President Mark Pitsch, Nick Heynen and others suggest to disqualify those entries.
  - o Watchdog Award Winner: President Mark Pitsch says the Watchdog Award winner this year is Raquel Rutledge of the Milwaukee Journal Sentinel.
  - o Scripps Leadership Seminar (Indiana, TBD): President Mark Pitsch says there's no update on the event date.
  - o Excellence in Journalism, September 2018: President Mark Pitsch notes the event is in Baltimore this year, and Breann Schossow is attending.
  - o Journalism Trivia Recap: Breann Schossow suggests holding another trivia event in the summer at Argus. President Mark Pitsch says he'd rather do it in fall, and adds the club doesn't need to be loyal to Argus. Nick Heynen says there's an interest in the Madison journalism community for social events. Vice

President Lauren Fuhrmann notes that gatherings need to have a purpose, and says the club should schedule a summer picnic. Heynen suggests looking into Olbrich Beer Garden as a possible location.

- Annual report: Breann Schossow stil working on it.
6. Upcoming events:
    - WNA convention (April 12-13): Vice President Lauren Fuhrmann and Sam Martino say they can help manager the booth. President Mark Pitsch suggests selling taster glasses. Martino says the club should skip notebooks and have laptop stickers available. Fuhrmann says she's used Sticker Mule. 100 two-inch by two-inch stickers cost \$69, and there's free shipping with a four-day turnaround.
    - Happy Hour with Justin Gillis, UW-Madison science writer in residence (April 23): Briana Reilly says she'll make the Facebook event this week, send out emails a week in advance and a reminder the day of.
    - WCIJ 10<sup>th</sup> anniversary (Sept. 6): Vice President Lauren Fuhrmann mentions potential opportunity for an SPJ sponsorship, says the fund wouldn't be too costly.
  7. WNA convention casino night award: Vice President Lauren Fuhrmann suggests combining tasters, T-shirts and any stickers we might have. President Mark Pitsch says gift cards can be included. Fuhrmann suggests a one-year membership in addition to four tasters (at a cost of \$75). Sam Martino will add one new book to the package.
  8. Madison Civics Club: Briana Reilly reports having a meeting with Civics Club member Greg Iaccarino, where he suggested partnering on future events. President Mark Pitsch says an SPJ speaker could open for one of their four annual meetings. Otherwise, SPJ could take advantage of a big-name speaker the Civics Club brings in, he says.
  9. Summer Picnic: Members agree to shot for Aug. 15-30. President Mark Pitsch suggests a Sunday afternoon event. Vice President Lauren Fuhrman suggests 3-9 p.m. on Aug. 19. Briana Reilly says she'll check on the availability of Madison parks for that date. Members suggest finding venues with shelter, such at James Madison Park or McFarland.
  10. Summer Beer Happy Hour night: Suggestion to hold an outdoor event at the start of summer. Briana Reilly says she will check in with Olbrich Beer Garden.
  11. July 4 run: Sam Martino says he'd like to work with the Cap Times to create a plaque for the run and hold an awards ceremony following the run, with SPJ as the sponsor. He says the inaugural event would be scheduled for next July 4. He suggests Vilas Park as a possible venue, and says SPJ should partner with a group to plan the run. Among the things SPJ would need to do in preparation is: get a permit and reserve the park. Vice President Lauren Fuhrmann raises concerns about tapping out Cap Times' funds, says Dave Zweiful wrote a Watchdog Award check out of his own pocket. Nick Heynen says it would be a fun event and good to have our name on.
  12. Reimbursements: Briana Reilly reimbursed \$50 for Argus Bar Trivia Night venue fee. Mark Pitsch reimbursed \$90, including: \$60 in prize money; \$20 for bartender tip; and \$10 for beers for the trivia master. Breann Schossow motions to accept, seconded by Sam Martino. Members approve via voice vote.
  13. Approval of Rebecca Wasieleski's resignation: Breann Schossow makes a motion; Vice President Lauren Fuhrmann seconds. All approve via voice vote.
  14. New Business:
    - Breann Schossow says she will have three website samples ready for members to look at by the next meeting. All three are test versions of the WordPress site.
  15. Adjourn: Sam Martino motions to adjourn, Breann Schossow seconds. Approved via voice vote, meeting adjourns at 8:30 p.m.