



BOD Conference Meeting 5/15/2020

GSDCA SPECIAL BOARD MEETING MINUTES

Via Telephone Conference May 15, 2020, 5:00pm PST AGENDA

Call-in information for members to use for our board meeting - 1-712-770-4010 Code 220853#

In Attendance:

Deb Stern, Patty Korsch, Gail Stiefferman, Pamela O'Dell, Larry Rock, John Ayotte, John Bemont, Steve Bloom, Lew Bunch, Frank Fasano, Laura Gilbert, Morton Goldfarb, Erin Nellis.

1. AGENDA-Discussion and resolution of "specials" to be made available to GSDCA members for the online only issues, (June, 2020 and July 2020), of the Review. Carole Schultz, editor of The Review, will join us for this discussion.

Deb thanked membership for their passion regarding the decision to offer an online Review only for Jun and July. She went on to note that the May issue only had 36 pages. The cost is not just the \$36/membership but relies on advertising to cover the cost of printing, postage and the editor. The Review belongs to the membership and if we want to continue offering the current production, we need the membership to advertise to keep it as it is. She reminded us that many magazines are no longer in print giving examples of National Dog clubs which have either gone to online only, bi-monthly, quarterly or a newsletter. We have to decide as a membership the future of our GSDCA Review. Deb also stated that she had talked to numerous members that will advertise.

Lew spoke up as Marketing Chairman, he had reached out to Carole, our Review editor to discuss specials and an alternative to the approved motion to limit the June and July Combined issue to online only. He stated that the Marketing committee has reached out to members receiving commitments for placing ads. He asked the BOD if we would consider a combined June/July printed and online issue. This would allow that the traditional July ROM Sires issue to stay in print. Lew Bunch made a motion that we amend our motion passed to offer the June and July Review Issues on Online Only and consider combining the June-July issue in print. 2<sup>nd</sup> Gail Stiefferman. PASSED Unanimously.

Larry Rock brought up that this discussion to reconsider the approved motion was not on the agenda. Pamela O'Dell noted that we could make the motion to "Suspend the Rules and deviate from the Agenda". No motion was made, but it was determined that the additional discussion and decisions are necessary due to the timing of ad cutoff for the Jun/Jul issue if we are going to print.

Lew Bunch went on to discuss specials for the combined issue asking for a 15% discount for ads. Carole Schultz as Review Editor was Requested to join the meeting. During discussion Carole

stated that she would be ok with 15%. Deb suggested that we go to 25%. Lew asked Carole about going 25% and Carole stated that 25% may be aggressive and not cover the costs if we do not have the advertising necessary to cover the printing/postage. Frank suggested that we offer a 15% discount. There was additional discussion that that may not be enough to incent the members to take out an ad. Deb reiterated that the Review belongs to the membership and advertising, not articles cover the costs of the magazine. Pamela asked if 20% would work. Lew asked Carole if that could work if we got the advertising. Frank made the motion to discount the advertising for the Combined June/July issue and the August issue by 20% of regular price. 2<sup>nd</sup> Lew Bunch. PASSED Unanimously.

Lew went on to suggest that it may be time to create a committee to take an in-depth look at the future of the Review magazine. The BOD agreed.

Erin Nellis asked for a meeting offline with Lew and Carole to visit the impact to the Budget as it was going to be presented and this action changes the budget that will be presented at the Regular meeting.

The Board moved to closed session to continue discussions regarding personnel issues.

Motion to Adjourn after the Closed Session made by Pamela O'Dell, 2<sup>nd</sup> Gail Stiefferman.  
PASSED Unanimously.

Respectfully,

Pamela O'Dell, GSDCA Recording Secretary