

**Belt Media Collaborative**  
**Minutes from the 4<sup>th</sup> Quarter Meeting of the Board**  
December 13, 2019  
5:00PM

**Members present/attending:** Vicki Sitron (VS), Sean Decatur (SD), Dan Crissman (DC), Ryan Schnurr (RS)

**Members absent:** Jim Babcock (JB), Peter Debelak (PD)

**AGENDA**

- 1. Call to order (VS)**
- 2. Acknowledgement of proof of notice (VS):** Acknowledged by all present
- 3. Acknowledgement of quorum (VS):** Acknowledged by all present
- 4. Review and approval of 3<sup>rd</sup> Quarter minutes (DC):** Approved by all present
- 5. Executive Director Reports**
  - a. Q3 and Q4 reports discussion (RS)**
    - DC inquired about the Joyce Foundation grant rejection; according to RS, Joyce perceived the site to be too focused on commentary rather than journalism (despite the recent Best of Nonprofit News awards won by the magazine). RS to apply again, but to be mindful of the content visible on the site at the time of application review
    - VS requests a breakout of restricted vs. unrestricted funding on the next report, as many of the current grants are tied to specific stories
    - SD asks about current fundraising outlook vs. 2020 budget; RS confirms that current funding is sufficient for 2020 content and administrative plans
    - Referring to page view metrics, SD curious if there is a cash flow correlation with reader engagement; per RS, this is difficult to measure, but nostalgia pieces tend to lead to most engagement
    - Most read piece of 2019 was shared on social media by influencer; all note this may be a strategy to emulate in future

- DC asked about public-facing events; small panel/workshop planned in spring, sponsorship opportunities to be explored

#### **b. NewsMatch/fundraising update (RS)**

- RS reports last year we raised ~\$17,000 total in matchable funds; ahead of that this year with goal of ~\$20,000 (full match amount)
- RS has multiple emails planned on the last three days of December to maximize end-of-year giving push
- DC asks about the impact of 2019 Anthology collection as gift; RS to add question to member survey

#### **6. Old Business**

- None

#### **7. New Business**

- Potential editorial issue raised with recent opinion piece; all agree that overt political advocacy must be strictly avoided in light of nonprofit status

#### **8. Approximate next meeting date and location (RS)**

- Tabled for discussion with Board Chair (JB) about potential Cleveland meeting

#### **9. Adjournment (VS)**