

Belt Media Collaborative
Minutes from the 2nd Quarter Meeting of the Board
June 24, 2020
4:00PM

Members present/attending: Jim Babcock (JB), Vicki Sitron (VS), Sean Decatur (SD), Dan Crissman (DC), Ryan Schnurr (RS / Executive Director)

Members absent: Peter Debelak (PD)

AGENDA

- 1. Call to order (JB)**
- 2. Acknowledgement of proof of notice (JB):** Acknowledged by all present
- 3. Acknowledgement of quorum (JB):** Acknowledged by all present
 - Per the organization bylaws, having missed consecutive meetings Peter Debelak (PD) is no longer a member of the board
- 4. Review and approval of 1st Quarter minutes (DC):** Approved by all present
- 5. Executive Director Reports**
 - a. Q1 and Q2 reports + discussion (RS)**
 - Many of the initiatives and potential funding sources discussed in the prior meeting have been affected by the COVID-19 pandemic
 - Google Ads grant applied for and received; RS projects an increase in traffic due to site updates and Google Ad grant.
 - b. Traffic/Analytics Discussion (RS)**
 - Readership rates show higher than usual fluctuation due to site cleanup meant to improve loading speeds
 - JB commends the quality of recent content and suggests more forward-looking focus for future pieces to increase reader engagement; VS and SD concur, but suggest balance with pieces that give historical context to the current moment

6. Old Business

- Discussion of print publication
 - RS and DC previously discussed production costs/specs, but tabled due to COVID-19 pandemic; DC approached Versa Press in Peoria, IL as possible printer
 - RS and DC suggest Winter 2021 as new target for first quarterly issue, to be tied to end-of-year funding drive

7. New Business

- Discussion of additional board members
 - All agree on the addition of 1 to 5 board members by next quarterly meeting; geography and demographics to be key factors in the search
 - RS to collect nominations from board members in the next 30 days
 - Voting for all board positions (President, Vice President, and Secretary) to be conducted at next meeting

8. Approximate next meeting date and location (JB)

- Zoom call scheduled for September 30, 2020 @ 4:00pm Eastern time

9. Adjournment (JB)