

## **7/13/06 board meeting follow-ups**

- *Larry Walker* – how many hits does TDNA website receive?
- *Patrick Birmingham* – what do vendors/public want on our website?
- *Patrick Birmingham* – how many papers have taken editorial positions on shield law?
- *Nelson Clyde IV* – TDNA to look at their new investment policy 4
- *Darrell Coleman* – add market reach and internet traffic to circulation report
- *Gary Borders* – would TPA be willing to take over combined TPA/TDNA job bank?
- Annual Meeting ideas:
  - foster sense of camaraderie & exchange of ideas ... get synergy/meeting structure ideas from:
    - NAA's 60 ideas in 60 minutes
    - Inland interactive breakout sessions
    - SNPA's key executive conference in San Antonio (where everybody introduced to everybody else)
    - Midwest ad group
  - appeal to more than publishers with program platforms for advertising, circulation, editorial, etc.
  - consider moving convention to a different month
  - speaker suggestions:
    - Greg Harman from Belden in California
    - Cox VP from Arizona

## **11/30/06 board meeting follow-ups**

- *Jeremy Halbreich* – look into joining TPA's health plan
- *Doug Toney* – change references to “net profit” in budget materials to “surplus revenue”

- *Jeremy Halbreich* – contact newspaper corporations who have researched copiers for their recommendations (Larry Walker, Belinda Gaudet, Jeremy Halbreich, Nelson Clyde IV)
- *Jeremy Halbreich* – schedule and organize task force on online membership (Olaf Frandsen (chairman), Patrick Birmingham, Nelson Clyde IV, Doug Toney, Jeremy Halbreich)

**07/19/07 board meeting follow-ups:**

Thompson said that a committee already appointed at the last board meeting would get together later this year to assess the monthly circulation report and suggested data changes.

**12/07/07 board meeting follow-ups:**

- \_\_\_ New Award Committee:  
Birmingham, Oliver, Toney
- \_\_\_ Online Memberships Task Force:  
Frandsen-Chairman, Birmingham,  
Clyde, Toney, Halbreich
- \_\_\_ Copier purchase research, contact  
Gaudet, Halbreich, Clyde, Stephenson
- \_\_\_ add market reach & internet traffic to  
Circulation Report?
- \_\_\_ RECRUIT ASSOCIATE MEMBERS
- \_\_\_ banner ads on website

(re: legal notices??) Toney said there should be a mechanism whereby newspapers will automatically notify TDNA if they do get subpoenas so that TDNA can keep its records current. Whalen said he would do that in order to be armed and ready when the next legislative session starts.