

**Minutes of the Nov. 5, 2015, meeting
of the Journalism Association of Community Colleges Board of Directors**

Attending: President Patricia Stark, Santa Barbara City College; Northern California Faculty Rep Judy House, College of the Sequoias, Visalia; At-Large Rep Walter Hammerwold, American River College, Sacramento; Student Northern California Rep Joseph Daniels, American River College, Sacramento; Student Southern California Rep Evan Solano, Citrus College, Glendora; Four-Year Rep Dave Waddell, CSU Chico; Communications Director Alicia Edquist, Cerritos College. Norwalk; Joe Wirt, CNPA Services Inc. Absent: Industry Rep Joey Berumen, Los Angeles News Group.

Stark called the video-conferenced meeting to order at 4 p.m.

Minutes of the Oct. 1 meeting, incorporated herein by reference, were approved by directors.

Stark said the organization should address statewide contest categories that had low entry numbers. She also said on-the-spot contests would be opened up more to the use of Internet and online stylebooks. And she mentioned that the prospect of moving from printed contest entries for judges to digital files is a possibility. SoCal would try out the use of formatted judging sheets.

Stark related how she had annulled a SoCal adviser's pre-paid discount for early registrations above 20 people. And she said the conference rule of one chaperone per 20 students needed to be enforced.

She then explained that the JACC administrator would engage a CPA other than the one who had performed its past tax returns.

Stark proposed a "revisioning" workshop at the Central Coast to examine what JACC can and should do both practically and mission-wise. Hammerwold asked that the workshop agenda meet requirements for faculty to use Perkins-type educational funds.

House commended plans for the NorCal Conference, its program and content. She said signups were just over 200 including speakers and staff. Stark asked the student leaders to convey to their peers that the regional conferences were being re-coordinated and that they were works in progress.

Solano and Daniels suggested that judging criteria be made more prominent. Stark said there would be more oversight of the judging process. Daniels said he had prepared student roundtable topics for NorCal. He and Solano were prepared to escort and introduce speakers and to present awards at the close of conferences. Solano said student outreach through Facebook was paying off in enhanced interaction and idea-sharing among student editors.

Edquist said conference schedules were being posted and circulated among members via website and social media. She also mentioned that the Sched app would be used. She had told members that conference behavior policies will be signed on-site prior to attendees receiving an event badge. Stark asked Edquist to prepare to file JACC minutes on the website as they are produced.

Wirt said the JACC office was handling mail and bank and adding efficiency and quick response to all functions. Income and expenses are being tracked in real time. An operational view of JACC's functions will be kept current, he said. A profit-and-loss statement would be prepared prior to each board meeting. He gave numbers on conference and contest payments as tracked through the Wild Apricot interface. Event and contest preparations were proceeding, he said.

Wirt then explained to the board the profit-and-loss statement, the tax-extension request and an estimate of tax-preparation costs and potential penalties. After taxes are filed, the non-profit then has standing to grieve the penalties, he said.

Waddell asked about the need for copies of checks to perform past accounting and to create tax returns. Wirt said any wrongly categorized and uncategorized accounts would need to be referenced against bank records, and that some check copies might contain the only known detail for some expenditures.

Referring to the current P&L statement, Stark said she and other directors would appeal for gifts from donors to help reverse the projected deficit created by CPA fees and penalties.

Directors discussed various membership and fundraising ideas. Stark acknowledged the input and stressed that the most immediate task is to correct the deficit situation. Other visionary tasks, she said, should be addressed later.

Stark said she had appealed to SoCal advisers to fill the open director position.

She asked directors to approve the revised reimbursement policy. Hammerwold moved; Daniels seconded. Motion approved unanimously.

Stark called time and reminded the group that the next meeting would be at 4 p.m. Thursday, Dec. 3. She called adjournment at 5:30 p.m.

Respectfully submitted by Joe Wirt, CNPA Services Inc.