

LOUDON COMMUNICATIONS COUNCIL MINUTES OF OCTOBER 20, 2008 AT THE COMMUNITY BUILDING ON VILLAGE ROAD.

Meeting Attendees:

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| MaryAnn Steele | Jennifer Becker | Samantha French |
| Amanda Masse | Sherry Blanchard | Deb Kardaseski |
| Dorothy Mulkhey | Kris Tripp | Tricia Ingraham |

- I. Advertising Reports – Samantha French reported on the ads she has sold for the November issue. Discussion ensued regarding the advertiser who contacted Deb directly. Those present agreed that Samantha French, as our ad salesperson, would handle all ad sales, collection of payment and contact for their advertisements. This will ensure proper paperwork and payment in a consistent manner.
- II. Publication Coordinator – Deb Kardaseski reported on the articles she has received for the November issue. The issue will be a very full one with lots of general info news. MaryAnn had received a political candidate bio for submission which will not be included in accordance with our Articles of Agreement. Those present also discussed developing an ad sales policy which will be distributed to the advertisers giving them contact information and the policies. Also discussed was the paperwork and accounting difficulty and conflict caused by what were previously known as house accounts. More discussion ensued about guarantee of publication for civic based organizations for “ads.” Some attendees felt that to guarantee publication, an organization should purchase an ad if it required special logos and layout work. Others felt this would create more of an issue with sales of “civic ads.” All those present are strongly encouraged to develop wording for an ad sales policy which would encompass these items discussed. Publication Coordinator Deb Kardaseski will work on a timeline for publication for the 2009 issues.
- III. Secretary’s Report – Amanda Masse had distributed the minutes of the September meeting via email and brought copies for those present. Those present reviewed the minutes. A motion was made by Jenn Becker to accept the September minutes as distributed; with a second by Tricia Ingraham, the September meeting minutes were accepted.
- IV. Treasurer’s Report – Treasurer Jennifer Becker distributed a complete Treasurer’s statement for the accounts as well as an ad sales and commission expense reports. In the Loudon Communications Council account the previous balance as of September 15, 2008 was \$15,130.56. There were credits of \$697.50 and debits of \$788.07 leaving a balance as of October 20, 2008 of \$15,039.99. In the town expense account the balance was \$8,379.01 as of September 15, 2008. There were debits of \$1,918.43, leaving an October 20, 2008 balance of \$6,460.58. Jenn noted that she had cleaned up the outstanding contract ad sales and paid the commissions on those ads. A motion was made by Amanda Masse to accept the treasurer’s reports as presented; with a second by Dorothy Mulkhey, the motion passed.
- V. Website Update – Sherry Blanchard reported that she has updated minutes and notices. Those present discussed the possibility of having the congressional delegation added to the info on the site. Sherry stated she would work on that. The site continues to be utilized and is functioning well.
- VI. Old Business
 - a. Direct-O-Mail –Pete Pitman has volunteered to pick up and appropriately distribute *The Loudon Ledgers* on a monthly basis. Thank you Mr. Pitman!

- b. First Class Mailing – Deb is mailing 14 a month now. Those present discussed sending out a second letter to those who have not made a donation notifying them that they will no longer receive the mailing. The cost to mail first class is now \$1.17 per issue.

VII. New Business –

- a. Official Annual Meeting Announcement – The Loudon Communications Council Annual Meeting will be held on Monday, November 17, 2008. Amanda will send out the announcement to the Concord Monitor and Sherry to update on the website.
- b. Annual Division Of Charitable Trust Report Signing – Amanda Masse made a motion to authorize Treasurer Jennifer Becker to sign the annual Division of Charitable Trust report on behalf of the Loudon Communications Council; with a second by Sherry Blanchard the motion passed. Jenn will be in contact with Attorney Tom McCue to finish up this report and submit by the deadline.
- c. Authorize Payment of Filing Fee – Kris Tripp made a motion to authorize Treasurer Jennifer Becker to pay the \$75 filing fee to the NH Division of Charitable Trusts; with a second by Tricia Ingraham the motion passed.
- d. Town Report Write-up – The annual write up for the town report is due in January. Amanda will forward to all directors what was written in the past. Suggestions for this year's write up are encouraged.
- e. Review of Draft Budget & town budget request for 2009-2010 budget – Amanda Masse had distributed to those present a draft budget. Treasurer Jennifer Becker will work further on this to submit with our town budget request letter. MaryAnn Steele and Jenn will work together on the letter which will be submitted along with the budget request. The letter will state a significant decrease in ad sales revenue given the status of the economy. The Loudon Ledger continues to be a comprehensive source of news for all townspeople and submissions for inclusion increase each issue. The cost per household remains low.
- f. Nominating Report – Those present received a copy of the report. This report will be voted on at the Annual Meeting in November.
- g. Other new business- there was none at the time.

A motion was made by MaryAnn Steele to adjourn, with a second by Sherry Blanchard, the meeting adjourned at 7:45 p.m. The next meeting of The Loudon Communications Council, which will be the Annual Meeting, will be held on Monday, November 17, 2008 at 6:30 p.m. at The Community Building in the village.

Respectfully Submitted,
Amanda Masse, Secretary
Loudon Communications Council