

SPJ meeting minutes (10/27/17)

Present at start of meeting: A. Evans, J. Fiorino, D. Popoloski, Y. Ruiz, M. Zuniga

Arrived after start: J. Loennecker, M. Castillo, N. Hirshon, S. Douglass

Absent: J. Corton, G. Jorge, C. Pierce, C. Torres, B. Borgenson, R. Doyle,

Meeting began at 1:02 p.m. with no quorum. Just open discussions until a quorum was present to officially begin the meeting and go through with any voting/motions.

- I. Approval of 10/27/17 minutes: Evans motioned, Popoloski seconded, vote passed.
- II. Next event: Ruth Reichl (Nov. 9) Thursday at 7:30 p.m.
 - A. Evans committed.
 - B. Popoloski, Fiorino, Douglass, and Castillo are unsure if they can attend.
 - C. Ruiz cannot make it.
- III. Next movie night: "Nightcrawler" (Nov. 14) Tuesday 8:00 p.m.
 - A. Location: more than likely a classroom.
 - B. Movie: Nightcrawler because that was next in the polls.
- IV. Open discussion about final Reality Check (Anthony DelMundo):
 - A. From now on everyone reports at 5 p.m.
 - B. No table for raffle and registration was setup
 - C. Fiorino and Evans sold tickets before beginning of the event and they believed it was a success. Evans will get back to the group about the final sales from raffle tickets alone.
 - D. Less tweeting at this reality check.
- V. Future Reality Checks:
 - A. Wednesday, January 17
 - B. Wednesday, February 7
 - C. Wednesday, March 7
- VI. Future raffles:
 - A. Despite the official number of sales being close to what we spent, we still believe the raffle is worth it.
 - B. The raffle tickets themselves will not need to be bought again for a great while.
 - C. In order to save money, we should raffle something we already own such as signed memorabilia as well as any spare t-shirts we may order.
- VII. SPJ Apparel

- A. Zuniga found a website to make custom sweatshirts and made four different brandings.
 - B. Hoodies cost \$21 without any lettering.
 - C. Fiorino suggested the logo on the front but Hirshon suggested a wordmark somewhere so people know what SPJ stands for.
 - D. Ruiz suggested long sleeve shirts for pricing and versatility reasons where people could wear a long sleeve shirt more than a hoodie.
 - E. Official decision on what to order specifically has been tabled until a future meeting.
 - F. Zuniga will work with the site's online assistance to make sure the logo is ready to go when we are ready to order.
- VIII. GoFundMe update:
- A. Evans reported the official number is \$534.
- IX. Maya Lin Event:
- A. Held on day of the meeting (Nov. 3) at 7:30 p.m.
- X. Tablecloth:
- A. Will be free via communications department at William Paterson. Last step is to send a high resolution picture to the department.
- XI. Future Events:
- A. Panel in December is still a possibility.
 - B. Open discussion about a de-stress event, where it would take place, who would host it, what advisors would be there.
 - C. SPJ exclusive event: end of the year party perhaps at Hirshon's or Prof. Birge's home. Small get-together where no business would be discussed and it would essentially be a reflection of the first semester of the WSPJ.
 - D. Community Service: Castillo wants to bring books to kids in Paterson, specifically the 8th grade. Wants to connect with them before they go to high school so they start thinking about the future and potentially even thinking about coming to William Paterson. Trip to the school would be Friday Dec. 1 at some point during the high school hours of 8-3.
- XII. Final Reports:
- A. President, Maynor Castillo: No further reports.
 - B. Vice President, Maria Zuniga: No further reports.
 - C. Secretary, John Fiorino: no further reports.
 - D. Treasurer, Alex Evans: Will get back to the group on the final amount of money made from raffle tickets.

E. Publicity Chair, Sara Douglass: Active presence on social media with future promotions.

XIII. Other Comments:

- A. Fiorino suggested to Douglass to link Twitter to Instagram so that when an Instagram post is sent out, the URL is on Twitter in a tweet as well. This will reach two audiences at once.
- B. Advisor, Nick Hirshon met with Jane Stein, who in charge of the Shea Center. She said that we are not allowed to do bake sales at the Shea Center, however we can attempt to fundraise in the spring when food critics come to campus.
- C. Ruiz suggested the idea of business cards so we can pass them out to people interested in SPJ or simply spread them around campus at other events.

XIV. Motion to adjourn: motioned by Fiorino, seconded by Popoloski, vote passed. Meeting adjourned at 1:58 p.m.

Minutes submitted by Fiorino.