

HSRDC Third Quarterly Meeting Minutes Attachment G

Issue: Where'n'When is not paying for itself. We are currently losing an average of \$365/monthly issue.

HSRDC Exec Board Recommendations

- 1) Suspend By-Laws requiring Monthly Newsletter for period 1-1-2014 thru 12-31-2014. This will allow Newsletter to be published quarterly Jan. 2014, Apr. 2014 and Jul. 2014 as a transition to new format. Updates can be sent via email coordinator if needed.

Monthly	Quarterly	3 month \$	Quarterly \$
¼ page(\$24)	½ page(\$60)	72.00	60.00
½ page(\$60)	full page (\$120)	180.00	120.00

Current monthly income is \$700 and expenses are \$1,065 for printer and editor. This is a loss of \$365/month.

Quarterly income would be \$1,600 and expenses of \$1,500 for printer and editor. This is a net gain of \$100/quarter.

- 2) Resume monthly publications in Oct. 2014 in an online electronic format ONLY.
 - a. A printed copy can be mailed monthly for a subscription price of \$25.00/year.
 - b. Page Size will be 8 ½ x 11 inches
 - c. Ad space will increase due to larger page size. Everyone will get nearly twice as much space at a cheaper price.
 - i. 1/4 page is currently 3 x 3 inches (9 sq. in.) whereas the new size will be 3.75 x 5 inches (18 sq. in.) .
 - ii. 1/2 page will go from 3.75 x 6 (22.5 sq. in.) inches to 3.75 x 10 inches (37.5 sq. in.).
 - iii. Full page will go from 6 x 7.5 inches (45 sq. in.) to 7.5 x 11 inches (82.5 sq. in.).
 - d. Proposed Ad sizes and prices for member clubs will be
 - i. ¼ page \$20.00 (save \$4)
 - ii. ½ page \$35.00 (save \$25)
 - iii. Full page \$60.00 (save \$60)
 - e. Approximate income to HSRDC would be \$500/month.