

**MSFCA Policy and Editing Committee Minutes**  
**September 16, 2009 11:00 am**  
**Edina Fire Station #1**

- Present:
  - B. Brown, R. Polzin, G. Esbensen, J. Hewitt, J. Rosendahl, J. Anderson, T. Farmer, T. Brace, J. Noah, M. Scheerer
- Meeting call to order at 11:05 am
- Minutes of the 7-14-09 meeting approved
- Magazine Budget reviewed and approved; as of 8-31-09, expenses exceed revenues by \$6587.23, primarily due to two unbudgeted items: the purchase of a new computer and software (\$4167.93) and 1 month of salary for two editors (\$2333.33). Expectations, due to projected ad sales, are that the magazine will end the year profitable.
- Old Business
  - Magazine issues
    - The Magazine printing costs were reviewed; our current printer is providing good service at the best price based on recent solicitation of printing bids. Discussion of soliciting bids annually.
    - The goal is to have magazine mailed by the 21<sup>st</sup> of the first month, this was discussed and the Editor thinks it is reasonable and achievable.
    - Ad sales update, sales are down slightly but meeting budget
    - Discussion on ad sales goals and quotas, currently not being meet.
    - Subscription renewals down 3.8% below budget
    - Organizational structure discussed and reviewed
    - Annual directory in October, ad sales are up for the directory.
    - Discussion on editor's graphic design fees. **Approved** that the MSFCA will charge \$50/hr for the graphic design of magazine advertisements and the fee will be paid to the MSFCA and the MSFCA will then pay the editor.
    - Discussion on printing Regional reports in the Magazine, it was decided not to post the Regional reports in the magazine because the Board is only receiving about 60% of the Regional reports.
    - Discussion on ways to improve editor's and committees expectations, agreed that frequent meetings is very helpful for both the editor and the committee. Editor is doing a super job!
- MSFCA policy manual:
  - Fundraising policy (Esbensen) - approved
  - Gift Acceptance policy (Polzin) - working
  - Investment policy (Scheerer) - approved
  - Transparency and Accountability policy (Hewitt) - approved
  - Minutes Policy (Anderson) – working
  - Approved polices will be forwarded to the Board of Directors, except for the investment policy, which will first go to the Finance Committee

- Website update, looks great and is being updated regularly
  - Webmaster given approval to use his best judgment on what can be posted on the website or mass distribution of emails
  - Website could use the most current minutes of MSFCA Committees
  - MSFDA website still down due to computer viruses
- New Business
  - A comprehensive review of all MSFCA communications systems discussed. M. Scheerer will write draft report of current communications and possible future recommendations and email to the committee for review.
  - Committee report for Fire Chief Magazine, M. Scheerer will draft report
  - Discussion on whether or not to post Regional meeting dates and location on the website or in the Magazine. Not recommended to post in the magazine. It was decided to table the issue and bring issue to the Board of Directors or discuss at the Board Retreat
- Next Meeting:
  - **November 17, 2009 10:30 am @ Hinckley Fire Department (not at the Casino)**