AAN Board

Board Call May: Michael Hollett, Canadian member—Due Diligence

TMC move to AAN Foundation

If it goes bad, they find another foundation home

Send out Preliminary Strategy + Vision

AAN Board Wed afternoon--July

Foundation Board Thursday morning--July

Jane Jansen, marketing w/o budget

Need Jay or Steve

Preliminary Strategy + Vision—

Stages

(1) Impact Marketing integration

(2) TMC moves to the AAN Foundation

(3) Solutions Center integration

**AAN focus:**

Revenue Solutions—“Solutions Center”

--mobile ad platform with Ad Marvel

--Google vertical business sales—local search seo, sem (digital agencies)

cheap, white label websites for businesses

--Pricing engine—websites seo and sem (local search)

--national job board

**Impact Marketing**

--Tiffany pitches herself and gets PR/ speaking engagements—and for TMC

--Vocus deal—ask German if Tiffany can have the seat

--Fans

**Editorial Collaboration Project**

Montclair University

Panel: Innovating local news ecosystem

Ford Foundation, Eric Newton, Barbara Robb (poverty)

Final of Quixote Ask and the Report

Discuss Pesticide Project

Brand and trademark—reverse press conference

**Database Project**

Send Tiffany a list of what we’ve looked at. Call Eli from MoveOn

**VideoMatch.org**—

AAN Foundation:

Fiscally sponsor AAN members to get donations

Editorial Collaboration

PR/

Joint Meeting January/ February San Francisco

Feb 5, 6, 7

Keynotes together

Tracks

--Revenue

--Marketing

--Editorial

--open space tech

Half day biz meeting TMC

Promo code

Regular cost: $150

TMC Promo : $75

TMC Scholarship Fund

$18K worst case scenario cost

split this:

biz sponsors + exhibitors

foundation sponsors

keep separate:

AAN members

TMC members