

**ConNotations Staff Meeting Agenda  
December 7, 2005**

**1. Distribution**

**a) Locations & Numbers**

Go over spreadsheet.

**2. Advertising**

**a) Report**

New ad sources?

Names/email addresses for regional conventions in order to work up mailing reminder list

**b) Current Advertisers Report**

**(See attached unpaid Invoices report)**

**PAID**

ConRunners - paid for Volume 15 Issue 6

Game Depot - paid thru Volume 16 Issue 1

HexaCon 16 - paid thru Volume 15 Issue 6

Ice Escape - paid for Volume 15 Issue 6

Leslie Fish - paid for Volume 15 Issue 6

Samurai Comics paid thru Volume 15 Issue 6

**OWE**

CopperCon 26 - Owes for Volume 15 Issue 6

Drawn to Heros - Owes for Volume 15 Issue 6

Imperial Outpost - paid for Volume 15 Issue 6

LepreCon 32 - paid for Volume 15 Issue 5 and 6

LepreCon Inc - Nebulas - paid for Volume 15 Issue 5 and 6

LepreCon Inc - Westercon Bid - paid for Volume 15 Issue 5 and 6

Michael Bauerlin - Owes for Volume 15 Issue 4, 5, 6

**c) Unpaid**

We have \$360 in unpaid advertising invoices

**3. ConNotations Contents**

**a) Front Page for 16.1 - Deadline January 15**

1) Interview with someone ?

**b) Current Columns**

Anime Column

Non-genre by Genre

Costume Closet

Pro Notes

Musical Notes

**4. Misc**

**a) Finances -(See attached)**

If all invoices are collected and all debts are paid CN will end the year with approx. \$350 in the account.

We began 2005 with \$1368.42

**5. Next Meetings**

**Wednesday, February 1, 2006**

**Wednesday, April 5, 2006**

## Unpaid Invoices - Advertising Invoices

12/7/2005 - ALL CASFS

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Customer	Date	Invoice #	Due Date	Aging	P.O. Num.	Amount	Total
CopperCon 26	11/11/2005	488	12/13/2005			40.00	40.00
Drawn To Heros	11/14/2005	491	12/14/2005			20.00	20.00
Imperial Outpost	11/13/2005	490	12/13/2005			30.00	30.00
LepreCon 32	9/26/2005	483	10/26/2005	42		70.00	70.00
LepreCon Inc - Nebu...	9/26/2005	484	10/26/2005	42		60.00	60.00
LepreCon Inc - West...	9/26/2005	485	10/26/2005	42		60.00	60.00
Michael Bauerlein	3/8/2005	469	4/7/2005	244		120.00	80.00
						Total	360.00

# ConNotations 2006 Funding Proposal

## ConNotations Cost Comparison

2003 Income	2004 Income	2005 Income
Ad Revenue \$4984.83 CASFS Funds: \$1200	Ad Revenue \$4550 CASFS Funds: \$1200	Ad Revenue \$2880 CASFS Funds: \$1200
<b>Total Income:</b> \$6184.83	<b>Total Income:</b> \$5750	<b>Total Income:</b> \$4080
2003 Costs	2004 Costs	2005 Costs
Print Cost: \$3481.88 Bulk Mail Costs: \$1487.98 Delivery: \$540 Supplies” \$313.77 Fees: \$150 Other*: \$200	Print Cost: \$3444.98 Bulk Mail Costs: \$1444.66 Delivery: \$555 Supplies” \$83.77 Fees: \$150 Other*: \$31	Print Cost \$3169.56 Bulk Mail Cost: \$1599.42 Delivery: \$600 Supplies: \$58.67 Fees: \$150 Other*:
<b>Total Costs:</b> \$6173.23 <b>Overage</b> = \$11.60	<b>Total Costs:</b> \$5709.41 <b>Overage</b> = \$40.59	<b>Total Costs:</b> \$5577.65 <b>Deficit</b> = (\$1497.65)

\* Other = Tear Sheet postage, bad debts, misc.

## Background

In 1998 CASFS funded ConNotations on a sliding scale for the first six issues, Volume 8 Issues 1 thru 4 and Volume 9 Issues 1 and 2. This was to allow ConNotations to work up a reputation for reliability and also to build up a buffer amount in the account for emergencies. The original concept was that there would be a \$1000 buffer in the account at all times to cover such unforeseeable problems as an issue with no advertising, without having to go to CASFS for extra funds.

Beginning with Volume 9 Issue 3 in 1999 CASFS Funding for ConNotations was \$250 per issue or \$1000 a year.. In 2001 when ConNotations went to 6 issues a year the funding increased to \$1200 a year which was a decrease in the per issue funding to \$200 per issue.

Each year, beginning in 1999, CASFS Funding plus advertising revenue has covered ConNotations costs either totally or with a small deficit of less than \$100. Until this year.

# ConNotations 2006 Funding Proposal

## What We Have Done To Increase Revenue

When it became obvious in 2003 that costs were increasing ConNotations raised its advertising rates for the first time in 5 years. The end result was that ad revenue remained somewhat static as the advertisers just took smaller ads.

We regularly contact new sources for advertising but we mostly have the same regular advertisers with few new ones.

## What We Have Done To Cut Costs

**Printing costs.** There is a minimum cost for the print run regardless of the number of copies run. We print between 3200 and 3500 copies. In 1998 the "set-up" charge for 3000 copies of a 24 page issue was \$350, in 2005 it is \$500 for 3200 copies of a 20 page issue..

I have received bids from printers in Phoenix with estimates between \$900-\$1100 per issue to print and most become disinterested when told the job is so small and only 6 times a year.

Conclusion: Payson is where ConNotations needs to keep getting its printing done. It is the cheapest and one of the few that will do so small a job.

**Delivery:** In 1998 it cost \$20 to send the masters to Payson and \$25 to bring the papers down from Payson to Phoenix, \$45 round trip. In 2004 the delivery services wanted \$100, in 2005 they wanted \$150 just to bring the papers down from Payson. If we still sent masters to Payson a round trip cost would be \$300. Currently CASFS members are picking up the papers for a \$100 expense reimbursement.

**Postage** - In 1998 we mailed to over 2000 households for an average cost of \$200. Currently we mail to approx 1500 households for an average cost of \$275.

We offer a PDF version of ConNotations on the web site within days of it being mailed.

We will be weeding out names more vigorously, cutting back on eligibility (last calendar year convention attendance instead of last two years) but realistically this is likely to cut postage only about \$25-\$50 an issue. If postage rates increase as we have been warned then the likelihood is that we will still be paying the same amount to mail fewer issues.

**Mail Permit:** In 1998 the mail permit was \$85. In 2005 the mail permit was \$150

**Supplies:** In 1998 we did a hard copy master to send to Payson for printing. This required 11x17 paper, paste up grids, cartridge for the printer, glue and tape. In 2004 we began sending the master to Payson electronically thus eliminating approximately \$200-\$300 in expenses annually.

**Number of issues:** We could return to a quarterly publication but the funding problems would remain much the same or worse since the quarterly schedule is less desirable for most of our advertisers.

For example, a quarterly schedule would mean a schedule of:

Jan/Feb/March - Issue 1 - mailed in late December

April/May/June - Issue 2 - mailed in late March

July/Aug/Sept - Issue 3 - mailed in late June

Oct/Nov/Dec - Issue 4 - mailed in late September

This means the last issue mailed prior to CopperCon would mail in late June and would be somewhat useless for last minute PR purposes.

## Conclusions

# ConNotations 2006 Funding Proposal

It would appear that ConNotations is at a cross roads and the CASFS membership needs to make some choices.

The first choice is, does CASFS want to continue printing ConNotations?

We can go to a totally online format that eliminates the need for any funding at all.

Plus: If ConNotations is totally online there will be no costs associated with it.

Negatives: CASFS By-laws require that CASFS produce a newsletter of some kind

If ConNotations went to a non-print version it would increase the publicity costs of CopperCon and HexaCon. Right now a full 6 issue run of PRs in ConNotations runs between \$420-\$525. If each convention mailed its own PRs each mailing would cost between \$200-\$400 depending on the number mailed and how much it cost to print them.

If, CASFS wants ConNotations to continue then there will need to be a radical increase in funding to catch up with the last few years of economic change. and then a continuing increase, perhaps 5%-10% yearly thereafter based on the ConNotations year end report.

Had ConNotations been getting an annual 5% increase in funding since 1998 then the current per issue stipend would be \$335 per issue instead of \$200 and while CN would still have run a deficit this year it would have been \$597.65 instead of \$1497.65 and would have been covered by the overages of previous years and still left \$1000 in the account.

A 5% increase each year would have been:

1999 - 4 issues @ \$1000 = \$250/issue  
2000 - 4 issues @ \$1050 = \$262.50/issue  
2001 - 6 issues @ \$1654 = \$275.66/issue  
2002 - 6 issues @ \$1736 = \$289.50/issue  
2003 - 6 issues @ \$1823 = \$303.83/issue  
2004 - 6 issues @ \$1914 = \$319/issue  
2005 - 6 issues @ \$2010 = \$335/issue  
2006 - 6 issues @ \$2110 = \$351.66

## Proposal

That CASFS increase the annual funding for ConNotations from its current rate of \$1200 per year to \$2100 a year for 6 issues.

Submitted by  
Stephanie L. Bannon  
ConNotations Editor

**ConNotations Staff Meeting Minutes  
December 7, 2005**

**Present:** Stephanie L Bannon, Richard Bolinski. Cathy Book, Craig L Dyer, Gary Swaty, Randall Whitlock

**1. Distribution**

**a) Locations & Numbers**

Go over spreadsheet.

**Action:** New store to add, Game Den

Need update from Lee on his drop numbers and sites

Cathy is going to talk to Bookmans about sending some to Tucson and Flagstaff

**2. Advertising**

**a) Report**

New ad sources?

Names/email addresses for regional conventions in order to work up mailing reminder list

**Action:** Cathy will have time in 2006 to pursue new advertising options.

**b) Current Advertisers Report**

**Action:** Those who have not paid are being followed up on. Future ads must be pre-paid

**c) Unpaid**

We have \$360 in unpaid advertising invoices

**3. ConNotations Contents**

**a) Front Page for 16.1 - Deadline January 15**

1) Interview with Diana Gabaldon

**b) Current Columns**

Non-genre by Genre - will be the filk guest

Costume Closet - tent disguise

Pro Notes

Musical Notes

**4. Misc**

**a) Finances -(See attached)**

If all invoices are collected and all debts are paid CN will end the year with approx. \$350 in the account.

We began 2005 with \$1368.42

**Action:** Much discussion which boils down to we need more CASFS funding. At the Friday CASFS meeting the attached proposal will be presented and we will ask for an increase to \$2100 in CASFS funding

**5. Next Meetings**

**Wednesday, February 1, 2006**

**Wednesday, April 5, 2006**