

Board of Directors

Tuesday, 2014-08-20 at 6:00PM
Imprint Office

Chair	Gabrielle Grant
Secretary	Elizabeth McFaul
Expected Attendees	Gabrielle Grant, Elizabeth McFaul, Jesse McGinnis, Jeremy Gilchrist (phone in), Michelle Sterba, Cathy Bolger, Aliya Kanani, Laurie Tigert-Dumas
Excused Absences	

Open Session

Preliminaries

Approval of the Agenda (Secretary McFaul)

1. **Motion:** Resolved, the Board approves the agenda for this meeting.

Approval of the Minutes (Secretary McFaul)

2. **Motion:** Resolved, the Board approves the minutes from the August 5th meeting.

Staff Reports & Updates

Reports

1. Editor in Chief
2. General Manager
3. Advertising Manager
4. Promotions Committee
5. PnP Committee

General Orders

City Media Presentation

1. Presentation.

Phil's Ad

2. **Motion:** The Board approves running of the Phils advertisement.

Draft Financial Statements

3. **Motion:** The Board approves the draft financial statements for 2014-2015.

Campus Network Contract

4. Discussion. See email for contract.
 - o Campus Network "online sales network is based on DoubleClick for Publishers-Small

Business, a free Google ad server that several campus publications are already using with great success. DFP-SB is both simple to use and very powerful, and will allow us to seamlessly integrate national and local online ad sales".

Music Festival Sponsorship

5. Update.
 - o Is this something Board needs to approve, or can Aliya/Laurie just run with it?

International Work Study

6. Discussion.
 - o Need to decide whether to continue the position, whether to change it or move it under someone else, whether to keep the same person.

Net Direct Proposal

7. **Motion:** The Board directs Laurie to look into the Net Direct Proposal, and tasks **SOMEONE** to determine if we can feasibly move to Google hosting, and compare the two opportunities.
 - o "The server is aging and is out of warranty and from an I.T. best practices standpoint represents an increasing risk. Additionally you may want to consider our remote monitoring service to that would help us preemptively identify issues issues and therefore reducing the chance of outages at Imprint."

Strategic Planning Session

8. Discussion.
 - o Please think about areas of strength, weaknesses, frustrations, and opportunities for Imprint. Consider whether your identified weaknesses, frustrations, and opportunities are short-term (within Board's year), medium-term (within two years), or long-term.

New Business

5. As Required.

Closed Session

General Orders

Entering Closed Session (President Grant)

14. **Motion:** Resolved, the board moves into Camera.

New Closed Session Business

15. As required.