

Imprint Publications  
**Board of Directors**

Tuesday, 2018-02-13 at 6:00PM

Imprint Publications

<b>Chair</b>	Verity Martin
<b>Secretary</b>	Joe Giuffre
<b>Attendees</b>	Paula de Villavicencio, Tristan Potter, Andres Agustin Fuentes Martinez, Verity Martin, Joe Giuffre, Rameesha Qazi
<b>Expected Absences</b>	

## Open Session

### Preliminaries

#### *Approval of the Agenda (Chair Martin)*

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

#### *Approval of the Minutes (Secretary)*

2. **Motion:** Resolved, the Board approves the public minutes for 2018-01-10.

### Reports & Updates

#### *Board Reports*

3. Officers
  - a. Chair
  - b. Treasurer
  - c. Secretary
- Will Update November minutes for precise CPI increase
4. Directors
5. HR Committee (*Chair Martin*)  
Minor issues addressed, Preparing for term and annual reviews for full time staff.
6. Long-range Plan Committee (*Committee Chair, Director de Villavicencio*)  
To be addressed below.

## CEO Report (Director Fuentes)

Next board meeting can expect printing press examples to examine, but all potential options for publishers will be within the same expected price range, so budget will not be affected.

New publication rollout noted as going exceptionally well, particularly in terms of funding. Endowment funds for faculties will be approached regarding online.

New revenue streams to be examined including Apple and Android 'Newsstand', separate advertising revenue can be attained by selling specifically for these. All publications can be considered, other than Quetzal for fit.

Relationship with new, local, bookbinder is being established. Discounts potentially within reach for Bound volumes or cranded notebooks, to be considered for gift, potentially Longer range plans will be addressed.

## General Orders

### *Budget (Chair Martin)*

7. **Motion:** Resolved, the board approves the budget for 2018-2019(60 minutes)

Chair Martin motions. Director Villavilencio seconds. Passes Unanimously.

Increases in wages will not effect Imprint substantially, slightly fewer hours for work study, if anything will be affected. Budgeted local advertising is subject of some skepticism but Ads Manager confident in numbers, particularly with increase in foot traffic around local advertisers. Quetzal budget low to reflect activity. Press costs reflected as slightly higher initially for McLaren Press costs being higher. Additionally, Finance and Editorial costs unchanged. Technology finei at the moment, but potential need for future replacements. Board Special Projects cause of higher allocated budget- Readership survey, New office, Finalizing previous rebrand implementation across the campus. 'Central' Expenses reflect increases in utility costs. Editorial will not increase. Advertising has gone up in some areas, internet advertising especially, and a bump caused by CKM, which will be reviewed. Budgeting for one insert, as it is a diminishing source.

Deficit not of particular concern, as one time expenses have made up significant portion of expenses, a chosen investment.

Motion to add work study position of potential Social Media Manager. Chair Martin proposes. Director Potter Seconds. Passes Unanimously.

### *AGM Agenda and Logistics (Chair Martin)*

8. **Discussion:** (5 minutes)

Carl Pollock Building will be the building meeting is hosted, quorum of 15 required.

### *Board Recruitment (Chair Martin)*

9. **Discussion:** (5 minutes)

Advertising in part for Board members conducted. Several people noted as interested.

### *Marketing and Social Media (Chair Martin)*

10. **Discussion:** (20 minutes) How to strengthen brand awareness and social media presence.
11. Working Sales and Marketing Manager Job Description  
<https://docs.google.com/document/d/19d2W72e28R4HDjVfNcXEBqgE5xuTOrPNRqZpOrVoAxA/edit?usp=sharing>

Ads and Production Manager job description noted for update and modernization. Imprint as an organization needs more marketing to convey proper brand image, especially on social media levels. Web skills are noted priority, discussions have been had to workshop potential necessities.

Paid position of Social Media staff member is a potential topic discussion. Editorial assistant position of potential consideration- if moved towards writing, some extra use possible. University of Waterloo Work Study position can be applied to assist with potential costs. With potential additions of new journals, attention may be required. New work study seems prioritized and effort will be made to attempt to get to it.

### *Strategic Plan 2018-2021(Director Fuentes)*

12. **Motion:** Resolved, the Board approves the [2018-2021 strategic plan objectives and performance indicators](#). (20 minutes)  
Director Villavillencio motions to approve. Chair Martin Seconds. Passes Unanimously.

## Closed Session

### General Orders

#### *Entering Closed Session (Chair Martin)*

13. **Motion:** Resolved, the board moves into Camera.  
Motioned by Chair Martin. Seconded. Passes Unanimously.

#### *Approval of the Minutes (Secretary)*

14. **Motion:** Resolved, the Board approves the confidential minutes for 2018-01-10.  
Motioned by Chair Martin. Seconded. Passes Unanimously.

### New Business

15. As Required.