

Board Meeting Minutes – June 21st, 2013

1. Call to Order (6:10 p.m.)

- Present: Stephen Kearse, Ron Kielstra, Aliya Kanani
- Absent: Courtland Livesley-James, Cathy Bolger (with regrets), Laurie Tigert-Dumas, Ronald Chui

2. Mark Champagne

- Ron: issues with curling of paper were never properly solved and solution (printing full colour on page 2) was not sustainable in the long run
 - Did not seem like the press was terribly concerned with solving the issue
 - Previous presses were able to solve things within a couple of weeks
 - Mark: tried every possible solution without incurring extra costs, put in extra time via personal visits, offered extra colour at no cost, seemed to help somewhat
 - Could not figure it out for the life of them, annoyed that something so out of their control lost them a job
 - Ron: Total sympathy, but those were the reasons and the decision has been made (by previous board)
 - Mark: recent changes in composition of newsprint across the industry is affecting the chemical processes and now we're not the only paper for whom it is happening.
 - Ron: Appreciate how hard they tried, perfectly willing to consider a proposal for next year if it comes
 - Mark: Kind of guy to stay in touch with clients whether or not business is being done. Anything else?
 - Ron: Not really. Price-wise, McLaren was good – especially when they forgot to invoice us for printing for three months.
 - Mark: Printing is a complex process, this stuff happens. Thanks for having me out.

- Chui arrived via G-chat at 6:18

3. Approval of Past Minutes (June 10th, 2013)

- Motion made by Stephen, seconded by Chui
- Vote: 2-0-0, passed

4. Approval of Agenda

- Modification: strike item 7.4 due to it having been fulfilled in June 10th, 2013 meeting
- Modification: item 4.0 attended to before arrival of Chui to save time

- Motion to approve agenda with modifications made by Stephen, seconded by Chui
- Vote: 2-0-0, passed

5. Reports

5.1 EIC Report – delivered by Aliya Kanani

- Institution of the social media editor position (filled by Robert Dziarmaga) has worked out fantastically – Facebook likes, Twitter re-tweets, and website traffic are all up
- Next task: creation of social media-centric contests (e.g. “Follow us on Facebook to win a prize!”)
- At Aliya’s request, Gabriela Grant (web editor) put “Breaking News Banner” onto website to compensate for inability to change three “top news” boxes
- Hailey Ramkaran hired as volunteer coordinator May 27, already updated photo board and created “hall of fame” for issue-by-issue recognition, tasked with tracking volunteer staff and their contributions over the term
- Caz Spidell hired as frosh editor June 8, needs to be trained in InDesign, but capable of handling job + managing editor duties
- Fully supports four-page insert going into orientation kits (organized by promotions committee)

5.2 GM Report – delivered by Stephen Kearse

- \$574.20 in fee refunds given back (174 x \$3.30), \$30,561.40 collected
- Auditor began working June 17 in SLC 1115 (Erin Franklin of MNP), projects drafts of financial statements by August, Imprint losses to date are \$26,000 (minus potential losses from Campus Plus bankruptcy)
- Unusual busyness in the office: full masthead, 8 paid staff, record number of office keys
- No problems with press deadlines, printing down by 16 pages compared to last year (through four issues); virtual tracking numbers: 9,340 visitors to website, 36 NFC/QR users
- All outstanding credit card receipts needed (including board transition dinner) and hiring committee reports for Winter 2013 needed

5.3 APM Report – delivered by Stephen Kearse

- Attended newspaper social in Toronto May 13 about Free Media, came away with mixed feelings. Imprint has no current affiliation, other newspapers are sceptical
- May 23 visit to CanWeb by Aliya, Erin Leach, and Laurie went quite well – even got Laurie interested in Macs
- Reports on new sales people: Rob Dziarmaga began May 27, Erin Leach began May 20, and Alyssa Gosse began June 10 – all have performed up to expectations and have been assigned regions for selling
- Meeting with Erin’s co-op advisor suggested possibility of selling ads for

company interview visits/info sessions

- Frosh issue is presently 24 pages (50/50 balance of ads and content)
- Two advertising agencies – CU Media and OCNA – have added Imprint to their national rate cards
- Campus Plus is “migrating” to Campus Network and they may attempt a comeback of sorts with the return of retired owner Cameron Killoran
- City Media contract has been e-mailed to Katherine Haines (owner)
- Meeting held with Michael Gardiner of Rouge Media morning of June 20
- Feds, UW Athletics, UW Retail, and Watcard businesses have all organized with Laurie

5.4 Committee Reports

- Promotions Committee: has yet to move beyond orientation week strategy, four-page insert is only concrete thing at the moment
- Office Re-Design: Lots of good brainstorming, no definitive goals as yet
- Revenue Committee: Nothing to report

6.0 Business Arising from the Minutes

6.1 Status of Hold on Capital Purchase Rollout

- Ron: No problem with continued purchase and configuration iMacs, but wants to hold off on integration of new server and migration from old server until Ian from Waterloo Networks gives him a definite proposal
- Motion to partially lift hold, allowing Xiaobo to continue purchases as outlined by Ron
- Made by Stephen, seconded by Chui
- Vote: 2-0-0, passed

6.2 State of Imprint Meeting

- Deferred until later

6.3 Treasurer Initiatives

- Deferred until later

6.4 Other Possible Goals

- Deferred until later

7.0 New Business

7.1 Orientation Kits Four-Page Insert

- \$642 total, \$150 to be saved by piggybacking on Cord delivery, costs will be covered by front and back page banner ads
- Note by Kielstra: Please make sure that we get a written contract with FOC and Feds for this endeavour so that they don't try to pass it off as a “handshake deal” and pull the rug out from under us.
- Motion to approve creation and financing of insert

- Made by Stephen, seconded by Chui
- Vote: 2-0-0, passed

7.2 Date Changes to City Media/MarketPlace Contract

- Original dates were for six- month period, Laurie suggests a full year
- Motion to approve date changes, to be followed by signature from Kielstra
- Made by Stephen, seconded by Chui
- Vote: 2-0-0, passed

7.3 Frosh Edition/Reading Week Distribution Numbers

- Deferred until frosh edition numbers are confirmed with Laurie and merits of reading week issue are discussed

8.0 In Camera

- In camera session not used

9.0 Adjournment

- Motion made by Stephen, seconded by Chui
- Vote: 2-0-0, passed at 6:40 p.m.