

Board Meeting Minutes – July 10th, 2013

Time: 8:30 a.m.

1. Call to Order

- Called to order at 8:45 a.m.
- Present: Stephen K.W. Kearse, Ron Kielstra, Aliya Kanani, Laurie Tigert-Dumas, Ronald Chui (arrived at 9:08 via G-chat)
- Absent: Courtland Livesley-James, Cathy Bolger (sends regrets)

2. Approval of Past Minutes

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

3. Approval of Agenda

- Additon of Discussion of E-mail Domain Names to 6.0 (6.4) made by Stephen
- Motion to approve made by Stephen, seconded by Chui
- Vote: 2-0-0, passed

4. Reports

4.1 EIC Report (delivered by Aliya Kanani)

- Gabby has once again improved the website, introducing the ability to choose what goes into the three-story carousel on the homepage
- Caz has begun working as Frosh editor. He should be done the four-page insert by Wednesday, after which he will begin work on the Frosh Edition
- Hailey and Aliya have begun organizing the staff lunch and would appreciate all advice, guidance, and input from the board
- Contest for the July 12th issue: answer a question about a story in the paper, submit a ballot, and the randomly selected winner will get a \$25 East Side Mario's gift card.
- For the future, Cathy must inform Aliya of all volunteers who have an office key to avoid alcohol in office incidents
- Board will loop EIC in on alcohol in office issue

4.2 GM Report (delivered by Ron Kielstra)

- Re: computer motion, RK wants Waterloo Networks to create a proposal to make the back end user-friendly (i.e. not reliant on Xiaobo), about \$1500-2000

- Should have had the whole plan in place before we got the rollout going
- Will take time, but will be cheaper and better
- Laurie: Not sure that all iMacs will be ready for Frosh Edition, need to do test runs; Aliya: Four existing iMacs are up and running; Ron K.: Should be fine, files are the same
- Office Re-design Committee has no financial powers, no worries
- CRA is on the backs of NPOs these days and nothing to do about it
- Aliya will arrange to get clean slate on keys

4.3 APM Report (delivered by Laurie Tigert-Dumas)

- Discrepancies in budget spending, rather alarming
- Hope is that three sales reps can recoup advertising losses
- Frosh issue at 32 pages; to pay for colour, suggest saving colour from regular issues; don't fret about volunteers whining about colour
- Avoid dealing with Campus Network if Bob May is involved
- OCNA is offering ad service, which they haven't done for some time (sacrifice 15% of rate card money, receive all benefits)
- Ron has signed contract, Board must motion before it can be sent
- Last year's trial with Rouge Media didn't fully succeed in terms of benefit because of late start, so we're going to sign for a full year and leverage it fully
- Rouge Media contract has been signed, must be motioned as well
- Laurie provided financial statements for Reading Week, not sure why it might be a problem
- Ron: lack of volunteers prior due to schoolwork, during due to absence; go down to one big paper to accommodate?; will try to get it done before November

4.4 Committee Reports

4.4.1 Promotions (delivered by Stephen Kearse)

- Pens and note pads have been purchased to hand out with papers, cheaper pens purchased for clubs day giveaways, will be investing in swag (t-shirts and hats)
- 45 frosh editions will have googly eyes attached to them, each edition being marked in such a way that we know how to spot a fake
- First googly-eyed frosh edition brought in will win an iPod Touch; subsequent will be coupons + gift cards + swag

- How will promotion success be judged?
- Three people first two Fridays of each month, each have 50 pens, chart how many have been handed out
- Distribution rates and web traffic
- Deadline for four-page insert is July 19th
- \$150 has been spent on putting “Pick up Imprint” onto first Friday of each term in Feds handbooks

4.4.2 Office Re-Design

- Xiaobo wants to use WD- 40 on chairs
- Inventory report is forthcoming? Maybe just general discussion of what is junk and what is not

4.4.3 Revenue Committee

- Nothing to report

5.0 Business Arising From Minutes

5.1 Status of Hold on Capital Purchase Rollout – Server Component

- Discussed earlier in the meeting
- Want to reduce capital rollout to 16 to conserve budget space – needs a motion

5.2 Frosh Edition Distribution Numbers

- Cathy and Laurie were thinking 10,000, but Ron wants an idea of advertising revenue to make sure we won’t take a hit

5.3 Content and Setting of State of Imprint Meeting

- Hold next Thursday before event? Discuss over e-mail

5.4 Treasurer Initiatives

- Deferred due to Courtland’s absence

5.5 Other Possible Goals

5.5.1 Once-a-term town hall meetings

- Ron still interested, might have to wait until Fall

5.5.2 Review of CUP Membership Potential

- Still on the backburner, might not be prudent given Campus Plus problems and lack of BoD

5.5.3 Five-Year Plan

- By the end of our tenure, set up a five-year plan
- Welcome input from full-time staff
- Could be sparked by State of Imprint meeting

5.5.4 Merits of Reading Week Issue

- Discussed briefly already, thanks for revenue numbers
- If reduced to one, could be marketed at a special mid-term issue?
- Could make it special like Frosh or Misprint for volunteers' sake?
- Welcome input, have Laurie consult close advertisers

6.0 New Business

6.1 Reading of E-mail Motions into Minutes

- Approval of 2013-2014 Printer (CanWeb, August 1st to August 1st) – June 20th, 2013
 - Motion made by Stephen, seconded by Chui
- Staff lunch e-mail motion (please keep under \$2000 to save space in budget, ideally \$1500) – June 28th, 2013
 - Motion made by Stephen, seconded by Chui
 - Avoid spending extra (no steak, etc.), aim for cheapest restaurant and maybe one drink
 - Poll on an order of preference

6.2 Approval of Investments Access

- Deferred due to Courtland's absence

6.3 Campus Plus Creditors' Meeting

- Deferred due to Courtland's absence

6.4 E-mail Domain Name Change

- Ron wants a researched plan to make sure that this can be done cheaply and quickly

7.0 In Camera

- Session used

8.0 Adjournment

- Motion made by Stephen, seconded by Chui

- Vote: 2-0-0, passed at 9:56