Board Meeting Agenda – October 11th, 2013

Time: 7:30PM

Call to order: 7:36PM

Present: Cathy Bolger, Aliya Kanani, Stephen Kearse, Ron Chui, Ron Kielstra, Laurie Tigert-

Dumas, Mitchell Belford

Absent: Courtland Livesley-James (sends regrets)

1. Approval of Past Minutes

Motion: Ron K Second: Ron Chui

Vote: 3-0-0 Passed, Ron K Abstains

2. Approval of Agenda

Motion to approve made by: Ron K Seconded by: Ron Chui

Vote: 3-0-0 Passed, Ron K Abstains

3. Reports

-APM Report

- Rouge contacted Laurie Monday, November 11th. The delivery of reports and paperwork has always been late. A meeting is planned for November and rectifying this will be on the agenda. Their payments are made three times a year and their next payment is scheduled for in November. Cathy is being tasked to sit down with Rouge and go over a better payment schedule and get things sorted out and more defined. We would like a more transparent payment tracking system to ensure we are aware of when and where money is to be coming and going.
 - Cathy is to reach out to Rouge and City Media to clarify payment schedule and financial detail
- City Media is able to track the hits for each of our clients and we would like to request the file for all of our clients (Ad list does essentially this).

Ron: then how exactly are we making money off of City Media?

- With 2 months completed customers are appreciating hearing these numbers and a few of them are noticing more "traffic". Imprint did surpass City Media's expectations each month.
- Ron: National Income Revenue is down from last year, Laurie can you comment? Laurie: Western was doing campaigns last year; Conestoga came in last year and will be in this year, but not until later. There has just been change here.
 - -Laurie can provide Year-over-year data for customers and data information with 24-hour notice.
 - -Board will from now on be requesting this from Laurie and giving the requested notice
 - -A plan to look at and remedy the decreased revenues needs to be discussed
- Laurie had to do work and papers for the bake sale, regarding health and safety information for the bake sale the CUP committee is having.

-GM Report (Cathy Bolger)

- Student Fees (refunds)
 - -FEDS president update (see below)
- YTD Financial Date Attached (16 issues into year out of 33)
 - -big issue is that we are waiting for Campus Plus to come through. If this comes through favorably then we will be in a decent position
 - -Overall though we are sitting in a seemingly unfavorable position. Going forward the campus plus as well as keeping a tighter newspaper in terms of printing and cost saving
 - We are looking at keeping the Newspaper to 20 pages to minimize costs, this means higher quality articles, and everyone is on board
- Capital Assets Proposal Purchase of Mac for APM
 - -Xiaobo has put together a proposal for a 19"
 - -Board Motion to approve a 21.5" inch iMac for a max price of \$1500 (after tax)

o Motion by: Ron K Seconded: Stephen K

Vote: 3-0-0 passed, Ron K: abstain

-Purchase to be made when it makes the most sense

- Investments: Proposal to decrease the amount invested in portfolio with CLL, allowing us to have a separate more liquid and easily accessible amount of money elsewhere for use in times of need -The turnaround for getting money out of our BMO investments is quick and we should be able to access this within a business day
 - -Mitch: Will speak with BMO and look into the transaction costs associated with this VS a mutual fund and ensure everything is liquid and easily accessible on the needed notice
 - Imprint's operating cycle is such that during the summer months when revenues are down we often utilize a portion of our investment and replace it at the end of the Spring term, this is why we had the separate account when with CIBC. Imprint operates fairly lean until the Fall student fees come in.
 - -Cathy will sit down with BMO advisors to discuss our investments and alternatives to solve this issue and clarify whether our current strategy will meet our needs.
- Training: Laurie is receiving Sales Training, Stephen & Aliya are receiving conflict management training (budget for this)
 - -Cathy will be receiving training from Aliya throughout December on the Macs
 - -Ron K: item to pay closer attention to and provide more detail on next year's budget would be staff training, conferences, and volunteer training

-President's Report

- Regrets for not sending out a formal report
 - Oct: recently diagnosed with a medical condition and has since reevaluated his time commitments and between work, exercise, and eating has been working to get Imprint back on a priority list

- -Has spoken with everyone and it is evident that people really just need to get back on the same page and on what priorities are going forward
- -Ron's Priorities: computer strategy to have proposal by January 1st, email system (proposals, etc) to be implemented in April is current timeline, in order to minimize disruption to Imprint
- Proudction printing dates and frequency we would like to discuss in near future
- -Rate Card needs to be approved by March 1st, discussion on this will be priority in the new year. Current RateCard is in effect until the end August.
- Budget needs to be done before Christmas holidays (60 days before AGM), and therefore Production date ideas, and other things affecting budgets, need to be discussed before draft budget is produced

- EIC Report

- Staff Lunch (Budget) Hailey is on top of this
- Xiaobo, Systems' administrator, is doing well in his position. He needs to get his paperwork in ASAP. He needs to track his hours properly
- Honoraria needs to be approved soon in order for Aliya to go forward with this
- Board of Directors needs to discuss a date for the Imprint office to close

-Committee Reports

- Promotions Committee (SWAG, New Chair- RON CHUI)
 - -Orders need to be in within the next few weeks in order to get them by exam period for students
 - -Next meeting is to be scheduled for next week
 - -RON K: do we have any way of tracking the effect of our promotions? Year-Over-Year changes in pickup need to be looked at in order to evaluate this
 - -Ads Promotions discussion from prior meeting is still being dealt with.
 - Should the thank you to the prize donors be taken from promotional budget or be inserted into the budget as an in-house ad? the ad in the paper that is not a promotion but does come from promotions budget but the benefit from the sponsors needs to be added back to the budget.
 - QUESTION: do we take this out of advertising revenue and insert it as editorial?
 - -Laurie will speak with the auditors or other newsprint people as to how this should be dealt with.
 - -Chui and Cathy will meet in order to discuss further on Wednesday

4. Business Arising from the Minutes

- Status of New Computers + Server (Ron Kielstra)
 - o Ron C & K have discussed a way to divide up the work and goals
 - Ron K and Xiaobo have been discussing this. They would like to sit down with Cathy in order to discuss a timeline, budgeting, etc
 - Email: we currently have wireless but would like to include some wired servers for sending digital media (photos, etc)
 - Macs currently work on OS server, backup server clearly works onto old server but is slow in doing so. The goal is to move all backup to the OS server in order to speed up the process.

- Status of Computer Proposal We have a proposal and need to get the Macs locked ASAP. There is a need for these, though we have safeguards in place nothing is perfect and the more protection over our assets the better. The Board's recommendation is for the lock from MacLocks website in the proposal (http://www.maclocks.com/imac-locks/imac-security-cable-lock.html)
- Special Projects position this did not go through for the Fall term, but what are we looking at in terms of extra help going into the Winter 2014 term
 - o Budgets, preparing for AGM, and other ad-hoc board initiatives are on the list of tasks for this student
 - o Cathy: we have been accepted for this work-study and not used it. If we apply we have to ensure we use the opportunity for sure, and not look ruin the opportunity for Imprint in the future by creating a poor track record
 - o Specific job description will be developed for this position (to be done for December)
 - Approval of position will not be until December, and we hope to have our job description posted as soon as approval occurs

• Financing of CUP Committee

- o Ron K has requested to have CUP financials for the past 5 years available to help with budgeting efforts
- o General Budget is not currently well laid-out for the CUP committee, currently the \$10,000 which is budgeted comes from the conferences budget line
- o -Ron K: I have looked at past CUP proposals, specifically 2010 when it was in Edmonton as well. It was at that time \$8,000 for 9 people. Ron K believes that \$9,000 from Imprint is reasonable and whatever comes from other sponsors, promotions, and donations will be added onto that
 - -Lauren: not fair to be put into the position with such short notice. She has been put into an unfair position with inconsistent information/
 - -Ron: given previous years the \$9,000 seems reasonable?
 - -Lauren: 7 people have been chosen to go. The \$200 upfront payment from participants immediately made 2-3 people back down from going.
 - -Ron: given that in the past the deposit is generally always paid back, it may be advised that we may decide to go with no deposit in order to not deter participants. We should ask for \$200 cheques not to be cashed and that would be given back once participants return from Edmonton. --Ron addressing Lauren: would you be okay with a \$9,000 budget and then
 - -Final: anything that is spent will first come out of money on top of our \$9,000 and what is leftover will be maintained for next year's CUP
- O Motion to strike past motions for budget, and \$9,000 to be allotted to the CUP committee, with promotions on top of that, contingent on a \$200 cheque from all participants (not to be cashed) and to be given back to participants after the CUP conference. The cheque would only be cashed if participants back out after flights are booked, any excess will be added to next year with the funds not being distributed afterwards to participants.

Motion by: Ron K Seconded: Mitchell

Vote: 3-0-0, passed, Ron K abstains

4. New Business

- Review Document of Board of Directors objectives for the remainder of this board's term
 Board has a document, not yet finalized, of their future objectives that we have all been working on
- Cord Fundraising Efforts looking for community donations
- Training for full-time staff:
 - -Chamber of Commerce Events
 - -Professional Training (GM Report): Mac training in December
- Reading week issue alternative printing proposal

Companies who have paid for ads would like to see those ads featured that week

- The Board of Directors has decided there would be a reading week issue this year
- This will be an item, as well as the production cycle and ratecard, that is discussed for next year
- Imprint Fee Increase (WPIRG situation)Courtland's Proposal proving the need for the increase to be presented at next meeting
 - Motion to defer the imprint fee increase discussion from November 2013, to December 2013.
 Motion by Ron K, Seconded by: Stephen K
 Vote: 3-0-0, passed. Ron K abstains
 - o -Cathy: have you heard back from FEDS regarding the process?
 - O It has come to our attention that Imprint, though being affiliated with FEDS, actually goes to the Board of Governors independently to raise the Imprint Fee. Through research we found that it is not necessary to go through Feds in order to get represented to the Board of Governors. Therefore, it looks like there is no FEDS referendum necessary because Imprint is an independent corporation, not a FEDS club.
 - o RON K will be speaking to Dennis Huber to determine the process and discuss the above findings. The document we present in December will outline the process, the amount we are looking to raise the fee to, and finally the reasoning and evidence of why we need this increase
- Review of asset disposal activity (old computer equipment, etc)
 - Monitors and towers are being sold for \$20 and \$75 to employees and volunteers respectively, and for \$30 to \$100 for those outside Imprint
- Updates on Campus Plus Proceedings 45 Days post-October 23rd there will be updates and a decision on this
- Salesforce License update form GM & APM
 - -The license is being changed from SalesForce to SalesForce contact manager. The cost for the past software was is \$1000/year, this was much more than Imprint required for its day-to-day business, and the new software will be \$120/year.

- Career Focus Grant description of what this is about, possibility of hiring full-time -Grant existing to hire someone with needed skills, but we cannot afford to pay for in the current budget. This grant is structured to pay approximately half of the costs of this position
 - We are looking for someone who would assist with IT issues and web-design for Imprint
- Set future meeting dates to the end of April
 - We are looking to provide a schedule to the full-time staff to be fairer to them, and allow greater communication between the board and staff.
 - Motion to approve future Board of Directors meeting for the following, which may be modified with 2 weeks notice:

Monday, February 10th @ 7:30 PM (2 week cycle due to reading week)

Monday, February 24th, @ 7:30 PM Monday, March 17th, @ 7:30 PM Monday, April 7th, @ 7:30 PM Monday, April 28th, @ 7:30 PM

Motion to approve meeting dates for 2014 Winter Term: Motion by: Ron K Seconded: Ron Chui

Vote: 3-0-0, passed. Abstained: Ron K

o Motion to schedule the Imprint Annual General Meeting (AGM) for

Monday, February 24th @ 1:30 PM

Motion by: Ron K Seconded: Ron Chui

Vote: 3-0-0 passed, Ron K Abstained

Staff Lunch

- There is currently \$8350 for both staff lunched. The list is currently at 60 people, but we will increase this to 70 people to account for any additions
- O Budget: The lunch budget for last term was \$42.50 per person. We would like to go with the same amount per person this term which works out to \$2,975 for the term

Motion to approve \$2975 for the fall staff lunch by: Ron K

Seconded by: Ron Chui, Vote: 3-0-0, passed. Abstain: Ron K

• Board Members have received fees from long distance phone calls; future business meetings will address these costs once amounts are known.

5. Adjournment – 11:22 PM

Motion to adjourn made by: Ron K Seconded by: Ron Chui

Vote: 3-0-0 passed, Ron K Abstains