

Board Meeting Agenda – January 28th, 2014

Time: 7:00 PM

Call to order: 7:08 PM

Present: Ron Chui, Stephen Kearsse, Aliya Kanani, Cathy Bolger, Laurie Tigert-Dumas, Ron Kielstrsa (via telephone), Mitchell Belford

Absent: Courtland Livesley-James

Not attending:

1. Approval of Past Minutes

Motion: Stephen Kearsse

Second: Ron Chui

Vote: 3,0,0 passed

2. Approval of Agenda

Motion: Ron Chui

Second: Stephen Kearsse

Vote: 3,0,0 passed

3. Reports

GM Report

- Insurance
 - Information received at CUP from Aliya regarding this
 - Ontario Community Newspaper Association offers subsidized insurance
- CUP
 - Great success, Imprint was recognized on the Student Success Office website (great promotion)
 - Would be good to know next year's location for budgeting purposes
- OPC Membership
 - There are other student newspaper with membership (Queens and Laurier) who are members, perhaps it would be worth reaching out to them regarding the investment
- Asset Disposal – still holding towers
- Asset (iMac) security – still working on better securing them
- Imprint recently lost a past alumni and an In Memoriam has been created on Imprint's site. Looking at putting together a way to better track past Imprinters
- Campus Plus has finished proceedings involving financial statements receipts and disbursements and a notice will be received within the next few months
- Refunds: 272 refunds have been given for the Winter term
- Cathy will give Laurie the budget, once approved, as well as last year's financial statements once approved
- Courtland: For AGM, if Courtland would like the auditor to come in and go over the financials that can happen, or you can go over them yourself
- For AGM, how does the board nominations want votes to be held?

APM Report

- High school students finishing their term January 24th, Thank-You package given
- Work-Study advertising sales student started January 20th
- A driver for the distribution team is still needed for this term, Laurie will be filling the void until this position is filled
- City Media customer view charts did well for month of December
- Rate card drafts are underway and will be sent out shortly
- AGM booklet press quote has been sent out with APM report this week, production deadline is February 6th so it can be printed and in the New Stands two weeks prior to AGM date
 - Stephen will be sending Laurie the Ad for the AGM
 - Board will be meeting to go over AGM logistical details
- Promotions Committee
 - Stephen's Distribution Debrief Report (Jan 11th)
 - Distribution statistics compared Year-Over-Year for the past three Fall semesters. There has been consistency with the rhythms of an academic semester, with an average of 55% pickup rate (having more to do with struggles in print media than Imprint)
 - In the past two semesters, however the distribution has fluctuated more with the content and visuals of the cover story in terms of interest by the student body.
 - A better use of time and energy would be putting these types of stories into social media in coming months as that is how people receive their news
 - Redoing Imprint's front entrance

4. New Business

- AGM Business
 - Cathy: For AGM, if Courtland would like the auditor to come in and go over the financials that can happen, or you can go over them yourself
 - For AGM, how does the board nominations want votes to be held? To be determined
- Press Quotes
 - Concerns with quality of some of the printers from in the past
 - Motion to approve continuation CanWeb as Imprint's official printer for 2014-2015
Motion: Stephen Kearse Second: Ron Chui
Vote: 3-0-1, passed. Ron K Abstains

5. Business Arising From Minutes

- Budget Discussion for 2014-2015

- Still looking to make vote on Board expenses for 2014, decision to be made when applicable members, CLJ and Cathy, are present and have made input
 - Determine if we would like to set aside money for special projects in the 2014-2015

- Stephen Kearse has proposed to increase the Board's expenses budget for next term due to this year's expenses that were incurred during Board meetings. The increase is proposed to \$1,000 with stipulations that Board dinners are kept to between \$200 and \$400, and the Board attempts to use online means of communications for meetings whenever possible.

-Work-Study Application (job description updates)

- What is the progress on this?
Decided again for this term that we are getting around to it too late and that it needs to be well thought out right from the beginning with a job description and specific projects that will be covered by the incumbent

-Career Focus Grant (IT/Media position)

- Ron K still would like to know how much this person would make and how it could affect our budget

5. Motion to Adjourn – 8:08 PM

Motion by: Stephen Kearse

Seconded: Mitchell Belford

Vote: 3-0-0, passed