

# Board Meeting Agenda – March 21<sup>st</sup>, 2014

Time: 2:00 PM

Call to order: 2:04 PM

Present: Ronald Kielstra, Ronald Chui, Stephen Kearse, Mitchell Belford, Cathy Bolger, Laurie Tigert-Dumas, Gabby Grant, Jeremy Gilchrist

Absent: Courtland Livesley-James

Not attending:

## 1. Approval of Past Minutes

Motion: Ron Kielstra

Second: Stephen Kearse

Vote: 3-0-1, Passes. Ron K abstains

## 2. Approval of Agenda

Motion: Ron K

Second: Ron Chui

Vote: 3-0-1, Passes. Ron K Abstains

## 3. Reports

### GM Report

- Discussion on Imprint's Assets on Balance Sheet
  - \$100,000 currently in checking account that we need to look at our burn rate and decide if we will invest more into BMO in the time being
  - Cathy recommends not moving any cash as our burn rate typically is ~\$30,000 per month and we will not receive substantial income until June
- Discussion on Cost of each issue spreadsheet
  - This is now available on a by-issue, rather than on a monthly basis
- Consideration of work study positions for spring semester 2014
  - Motion to hire the systems administrator, volunteer coordinator, and sales assistant in work-study positions for an amount averaging at \$200
  - Motion: Ron K                      Second: Stephen K
  - Vote: 3-0-1, passes. Ron K abstains

### APM Report

- Discussion on the APM's Databases
  - Ron K: Large drop with Feds revenue, what have we been doing to counteract this with Feds?
  - Laurie and Aliya have been meeting with Feds representatives and trying to get as much as possible. They are hoping to have greater presence in semester's end
  - Feds' has been Imprint's largest revenue stream on campus for years and this year advertising has drastically decreased. Laurie and Aliya are meeting with the ads executives there in order to close this gap as much as possible
- The high school co-op student is doing well, interested in editorial side and has therefore been working with Aliya in that respect with her contributions being published weekly

- Imprint's work-study employee has surpassed her \$1,000 advertising quota for this Winter 2014 term. This is good news as she has paid for her services to Imprint.
- Laurie and Aliya will be traveling to London, ON to CityMedia to see firsthand how/what they are doing for Imprint (Gabby G will be joining them)
- Discussion is needed between April and July on the topics of newspaper promotion for fall term and winter term, readership contests, and frosh third section production that is inserted into frosh kits. Would like to see a summary from Ron Chui
  - More structure and initiatives will be taken going forward, Ron Chui and Stephen will put together a report of activities over the past year so they can hit the ground running in the new year
- What is Imprint's financial/editorial mandate for the summer months? It may be time to put serious time and thought into the entire workflow for this time of year. Laurie has provided her view of the issues at hand and possible suggestions.
  - This is part of a larger discussion involving summer printing; it is difficult to think about decreasing summer printing, as it is a time where there has always been a loss. We have some income coming in from the campus plus settlement making a difference this summer. We need to think going forward regarding printing schedule in summer 2015 and beyond.
  - Debate between a 4 paper cycle and a 5 paper cycle (every three weeks), based on surveying of other university and local newspapers
  - Motion to approve a printing schedule for the 2014-15 calendar year the print dates align with previous dates the only difference is that beginning May 8<sup>th</sup> until July 31<sup>st</sup> the print schedule will move to tri-weekly:  
 Motion: Ron K                      Seconded: Ron Chui  
 Vote: 3-0-1, passes. Ron K Abstains
- Will Imprint be attending the Ontario Community Newspaper Association Conference (OCNA)?
  - There is some interest in going, looking to send 2-3 people currently at a cost of \$150 per plate
  - Hotel costs could be a factor as well, but there is someone who lives there and attendees could stay there. Otherwise, looking at attendees paying for their own accommodations.
  - Board needs to look for space in the budget before any commitment is made, which we believe there is. Cathy believes that there is merit in going to it
  - Motion to approve to expenditure for 3 people at a cost of \$450 people:  
 Motion: Ron K                      Seconded: Ron Chui  
 Vote: 3-0-1, passes. Ron K abstains
- Rate Card Discussion
  - Publication dates need to be changed as discussed
  - Some changes in wording and layout on some graphics/tables
  - The contract with CityMedia needs to be approved prior to rate cards in future years as this is built into our pricing strategy
  - Motion to approve the national rate card with discussed changes in printing dates:  
 Motion: Ron K                      Seconded: Mitchell B  
 Vote: 3-0-1, passes. Ron K abstains
  - Motion to approve the local rate card pending the finalized local advertising rates being confirmed as discussed to incorporate a \$10 flat web-advertising fee.

Motion: Ron K                      Seconded: Stephen Kearse  
Vote: 3-0-1, passes. Ron K Abstains

- BIA Flyers discussion (Business Improvement Area)
  - Uptown, Stratford, Kitchener, Cambridge
  - Information looks good, changes to campuses from campus', fonts could be changed
  - Motion to approve the BIA Flyers  
Motion: Ron K                      Seconded: Ron Chui  
Vote: 3-0-1, passes. Ron K Abstains
- Canweb quote is ordinary and what we expect. The rate card printing fee from Canweb is as expected.
  - Motion to approve the quote of \$980.00 to print the rate card quotes and advertising sheets  
Motion: Ron K                      Seconded: Stephen K  
Vote: 3-0-1, passes. Ron K abstains

#### EIC Report

- Preparation for staff lunch is underway and updates will come shortly
- System administrator is working well, being able to fix issues remotely
- EIC thoughts on restructuring
  - I would advise against eliminating spring/summer papers completely. The spring term production cycle is the only opportunity for the incoming EIC to learn and prepare for weekly publications starting in September.
  - Imprint should not be eliminating the few paid student positions it provides. We exist for students and it was learnt at CUP that Imprint provides fewer paid student opportunities than many other papers.
  - If Imprint continues to print in the summer (but fewer editions) a new EIC could prepare for fall/winter terms, and experiment with workflow and process (which is nearly impossible to do during fall/winter terms).
  - EIC could also begin developing a workflow for more regular online content in between publications of papers.

#### President's Report

- GMAIL is held up in the legal process, it is underway and has been agreed upon but just has to be approved by legal department
- There are 3 applications for the 2 open Board positions for the coming year

#### 4. New Business

- Campus Plus Update – Received an update March 7th stating that the funds will be ready for distribution in the next month
  - The Ontario has received word on the actual amount they will be receiving, Imprint is waiting to hear an exact amount as well
- Server Update by Ron K
  - Ron Chui: RFP is in process for a server to run the show on that, we would like this completed with bids by mid-April for a vote
  - RFP to be structured with an initial set-up cost and then a continuous maintenance cost

- Board of Directors nominations – issues will be individually addressed with candidates to stress that these board positions cannot have editorial influence. This is looking to be handled by the next board of directors meetings.
- Next board of directors meeting to be held on April 7<sup>th</sup>.

**6. Motion to Adjourn – 4:42 PM**

- Motion by: Ron K  
Vote: 3-0-1, passes. Ron K abstains.
- Seconded: Ron Chui