

Imprint

# Board of Directors

Tuesday, 2014-05-26 at 6:00PM

Imprint Office

<b>Chair</b>	Gabrielle Grant
<b>Secretary</b>	Elizabeth McFaul
<b>Expected Attendees</b>	Gabrielle Grant, Elizabeth McFaul, Jeremy Gilchrist (phone in), Michelle Sterba, Cathy Bolger, Aliya Kanani, Jesse McGinnis (late)
<b>Excused Absences</b>	Laurie Tigert-Dumas

**Called to order 6:10PM.**

## Open Session

### Preliminaries

*Remarks from the Chair*

*Approval of the Agenda (Secretary McFaul)*

**Motion: Resolved, the Board approves the agenda for this meeting.**

**Moved by McFaul, seconded by Sterba.**

Amended to add "Feds Planner Advertising".

**Motion: Resolved, the Board approves the agenda for this meeting.**

**Moved by McFaul, seconded by Sterba.**

Amendment passes unanimously.

**Motion passes unanimously.**

*Approval of the Minutes (Secretary McFaul)*

**Motion: Resolved, the Board approves the minutes from the 12th of May.**

**Moved by McFaul, seconded by Gilchrist.**

Bolger: Correct Bolger in the minutes.

**Motion passes unanimously.**

### Staff Reports & Updates

*Editor in Chief*

5. No discussion.

*General Manager*

6. No discussion.

*Advertising Manager*

### *Feds Planner*

Bolger: Unknown effectiveness.

Jeremy: What purpose?

Bolger: To promote pick up.

Kanani: On the first day of the month of publication, there's a notice to pick up your copy of Imprint.

Grant: \$156 for three, if we place five we get a sixth one free.

Gilchrist: no issue with this; promotes visibility

Kanani: 13,000 first year and upper year students; deadline is May 30th.

Grant: makes sense; good visibility

Gilchrist: shows that we are supporting Feds

Kanani: Ben and Laurie discussions on increasing Feds advertising in Imprint; good chance to reciprocate

**Motion: Approve \$300 for advertising in the Feds Student Planner.**

**Moved by McFaul, seconded by Sterba.**

**Motion passes unanimously.**

### *Colour Printing Budget*

Kanani: made money on the last paper; no colour ads in that paper but still printed two pages of colour

Bolger: last summer, we lost money on a number of papers

Kanani: 12 or 16 last summer; had she known that we were losing money, would have made different decisions

Kanani: would rather have a nice looking 12 than a black/white 16.

Grant: resolved; Jeremy will look into it further

Bolger: emailed Courtland; no response.

## General Orders

### *International Work Study Position (Secretary McFaul)*

McFaul: will be interviewing this week; four applicants

### *Potential Printing Companies (Advertising Manager)*

Grant: have the quotes been forwarded?

Gilchrist: hasn't had a chance to look at it yet; will get back to us this week

Grant: push this discussion to next meeting

### *Server Projects Status (President Grant)*

Grant: did you get a chance to find out the University's system?

McGinnis: not able to find a good contact; needs to come to campus and talk to Tracy or Logan

Grant: will look at finalizing the RFP

McGinnis: need to remove the template sections; focus on the important pieces

McGinnis: as it's currently written, it's hard to find the important parts; companies are less likely to apply

Bolger: why haven't; probably your best in-house source

Grant: haven't touched it yet; will talk to him about it

Bolger: here Monday and Wednesday mornings; Wednesday evenings

Gilchrist exited meeting.

### *Committee Structure (President Grant)*

Sterba: do you have more information on how it worked?

Kanani: met once every other week; Stephen chaired it; only four meetings then never again; suggestion was one main committee all about Imprint improvement; do everything through that

Grant: main thing is to get volunteers; key to start early

Kanani: if you combined all the old committees, you would have ~10 volunteers

Grant: will need to submit a report every meeting; anything that needs to be voted on; review PnP about requirements; media passes for Frosh week to talk about Imprint

Sterba: Mandate for the committee will be getting name out there; maybe redesigning, increase pick up rate

Sterba: could also include office atmosphere improvements

Grant: maybe making people more aware of where the office is

McFaul: if there's something that doesn't fit within the committee, we can separate it out into a new committee

Grant: do we need to start the CUP committee this early?

Sterba: worried about burnout of volunteers

Grant: CUP is one of our biggest expenses; don't see the biggest return from it and some people are complaining about it

Kanani: got CUP reports and held workshops this year;

Grant: there are concerns with the expense; although it is in Ottawa in this year, there is still a \$700/pp fee for the conference itself

Kanani: grateful for opportunity, but we could cut the EIC first

Bolger: would say the opposite since they are a consistent person in the office

McFaul: in theory, EIC could hold similar workshops, and we could then send no one else

Grant: could consider restricting repeat people to ensure that everyone gets the opportunity

**Motion: Strike a committee for promotions, office improvements, and marketing; chaired by Michelle.**

**Moved by Elizabeth, seconded by Sterba.**

**Motion passes unanimously.**

### *Long Range Plan (Secretary McFaul)*

McFaul: have we started thinking about how to approach this?

Grant: haven't been able to meet properly as a board; need to start it soon; groundwork needs to be done before the end of the summer

Grant: schedule a separate meeting for this, since it will take a long time

Bolger: is this the strategic plan Jesse refers to? will it also consider assets?

Grant: it will include assets but it will look also at restructuring; organizational needs within the changing industry and climate. We have been behind on technology, and that's somewhere where we need to change with technology and industry (eg. social media); where imprint stands how we can adapt with the current climate.

Bolger: First, look at mission statement; changes to that will take the longest amount of time in order to get it legal.

McFaul: Ideally, we don't want to change the Letters Patent (via the mission statement). However, it is usually vague in order to provide flexibility.

Grant: We'll look into the mission statement, but we'll set aside a meeting just for this

## New Business

### *Email and Credit Card on Contract*

McGinnis: from the staff meeting today, discussion on whether or not to add credit card and email. We discussed how credit card information has complications; and we need start thinking about how we feel about this.

Bolger: This would only be activated at 90 days overdue; addresses how some of our advertisers don't take us seriously. Laurie brought up the issue of privacy/confidentiality; as she is not sure how clients would react.

McGinnis: mostly we need to make sure how we will store the numbers; not put ourselves at reputational or legal risk; need to look into this further before we decide

Grant: only familiar with server-side and online aspects; usually another company holds the information

McFaul: what about using cheques instead of credit cards?

Bolger: clients as supposed to prepay, but the problem is that we have some clients that are lient (especially long-term clients), and others that work through email.

McGinnis: let's brainstorm this and talk about it next meeting

Grant: good to have Laurie here for this discussion

### *New Website*

McGinnis: Aliya would like to consider switching the website to Wordpress. I talked to Aliya earlier today to set up a better workflow; and we would getting like to move on this quickly. The idea is that we'd figure out the migration after we have the new site up and running, since we don't have numbers on archived data.

McGinnis: the benefits of better workflow outweighs the costs; need to figure out the workflow, but I can probably build the basic requirements; data migration is a separate issue.

Grant: Jesse and I are going to sit down to hash this out, and figure out how to approach this.

Aliya and Elizabeth have volunteered to migrate the data.

McGinnis: need to figure out workflow, plan, design then implement

### *HR Training*

McGinnis: need to find a time; ideally between 8:30-4:30PM; Jesse will send a doodle. Since they can't do official HR training, it will be more of a Q&A and general information session.

McFaul: can help build a set of questions around what we need to know.

**Motion to adjourn.**

**Moved by Sterba, seconded by McFaul.**

**Adjourned 7:08PM.**