

Board of Directors

Tuesday, 2014-08-20 at 6:00PM

Imprint Office

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

Called to order 6:10PM.

Open Session

Preliminaries

Approval of the Agenda (Secretary McFaul)

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

Moved by McFaul, seconded by McGinnis.

Motion passes unanimously.

Approval of the Minutes (Secretary McFaul)

Motion: Resolved, the Board approves the minutes from the August 5th meeting.

Moved by Grant, seconded by McGinnis.

Motion passes unanimously.

Staff Reports & Updates

Reports

1. Editor in Chief
 - o Nothing to report.
 - o Frosh edition out to print, remaining 16 pages next week.
2. General Manager
 - o Feds Space Audit; still no words on the results
 - o Need to fix server; General Manager will update with costs
 - o Need to look into longer term IT solutions
3. Advertising Manager
 - o Nothing to report.
 - o Mobile ads: a start-up company is offering this; would this be competition with City Media?
 - President Grant to report back at next meeting: revenue, costs, level of effort, conflict with City Media
4. Promotions Committee
 - o Has not met yet.

5. PnP Committee
 - o Waiting until the Fall Term.

General Orders

City Media Presentation

Presentation.

- Catherine from City Media.
- Possibility bringing them in for national advertising on the website.
- Can have them do local posting for us; currently we
- Better managing of inventory (number of impression)
- \$15CPM (that's fairly high); industry range is \$2-25CPM
- Banner advertising is a dead market; they offer more products/services
 - o Long sale cycle
 - o Good product mix
- Looking for an 18 month contract (taking advantage of next year's Frosh week)
- They can use their sales team for local advertisements; 70-30
- Otherwise 50-50
- Would report quarterly
- Student newspapers: Fanshawe, The Cord, in conversations with Brock
 - o They have been with the Cord for at least a year
 - o Selling these products themselves (through a digital sales guy)
 - o Goes back to 50-50 revenue
- In redesign, we need to use standard ad sizes
 - o If we sell an ad, we would just email it to them and they put it on their ad server
- Cost per action as an opportunity (if we want to make more revenue)

Phil's Ad

Motion: The Board approves running of the Phils advertisement.

Moved by McGinnis, seconded by McFaul.

Bolger: may go against Imprint's policy about not running sexist ads

McFaul: It seems like a typical nightclub advertisement.

McGinnis: Good thing to bring to board when there are differing opinions; especially when there may or may not be legal risks

Bolger: confirmed that there is nothing illegal; concerns about sexism

Motion passes unanimously.

Draft Financial Statements

Motion: The Board approves the draft financial statements for 2014-2015.

Moved by McFaul, seconded by McGinnis.

McGinnis: why have the assets decreased?

Bolger: due to depreciation mostly; based on a three year cycle.

Grant: additional salaries are from the coop student last year.

Motion passes unanimously.

Campus Network Contract

McFaul: Campus Network "online sales network is based on DoubleClick for Publishers-Small Business, a free Google ad server that several campus publications are already using with great success. DFP-SB is both simple to use and very powerful, and will allow us to seamlessly integrate national and local online ad sales".

McGinnis: this seems extremely similar to City Media

Tigert-Dumas: always said that they would implement online ads; nothing has happened
Tigert-Dumas: recommends not pursuing the contract; company's proposal lacked specifics, lots of assumptions

International Work Study

McFaul: Need to decide whether to continue the position, whether to change it or move it under someone else, whether to keep the same person.

Bolger: happy to take on this individual

Grant: Decision to move position under Cathy

Net Direct Proposal

Advertising Manager to bring in Net Direct for more information about our system and their potential services.

Strategic Planning Session

Discussion about strategic planning process. Brainstorming session about the areas of strength, weaknesses, frustrations, and opportunities for Imprint.

Closed Session

Entering Closed Session (President Grant)

Motion: Resolved, the board moves into Camera.

Moved by Grant, seconded by McFaul.

Motion passes unanimously.

See Closed Session Minutes.