

Board of Directors

Tuesday, 2014-10-01 at 5:00PM
Imprint Office

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

**Meeting called to order 5:47PM.
Secretary McFaul not present. President Grant steps in for Secretary.**

Open Session

Preliminaries

Approval of the Minutes (Secretary McFaul)

Motion: Resolved, the Board dispenses with the approval of the minutes for the previous meeting.

- **Moved by McGinnis, seconded by Gilchrist.**
- **Motion passes unanimously.**

General Orders

Printer Update

McGinnis: couldn't find any updated models

Gilchrist: concern with purchasing an older model; might not make ink for it after while

Investment Meeting

Grant: Tom not available for meeting; need to schedule a new meeting; will connect with Cathy/Jeremy to find a new time to schedule

Last Page Ad

Grant: advertiser is looking at purchasing the last page; this requires board approval; individual is looking for the opportunity to have it as black and white instead of full-colour

Grant: page is colour anyway; advertiser wants to pay half price and get black and white

Gilchrist: is there a likelihood that they won't take it if we don't offer the black and white?

Grant: believes this is unlikely; seems like they will advertise regardless, but are looking for a better deal

McGinnis: can offer inside pages in black and white; should not deviate from rate card

Tigert-Dumas: doesn't want to deviate from rate card, as this could set a precedent for the future

Motion: Resolved, the Board approves the use of the back page for an ad at the given rates

in the rate card.

- **Moved by McGinnis, seconded by Gilchrist.**
- **Motion passes unanimously.**

Community Boxes

Grant The summary from the Cord's emails is that pickup did not increase significantly on campus, and many boxes were damaged/vandalized

Tigert-Dumas: we have many locations in local businesses in all three cities; usually indoors, in racks

McFaul: main advantage to boxes as opposed to racks would be higher visibility

Grant: need to decide whether visibility in community is worth such a significant investment

Tigert-Dumas: Racks used to have signs, but they have been stolen; very frustrating

Gilchrist: This is a large investment; not necessarily a good return

Tigert-Dumas: Never have had problems with pointing advertisers to locations of racks

Board decides not to continue looking into community boxes.

Promotions Committee

Tigert-Dumas: We need to come up with promotions for the upcoming months; students have been asking for them, after the Orientation promotion was well-received; prizes for Orientation edition have almost all been picked up; would like to have someone from the Board talk to Ed Board to get ideas

McFaul: thinks this is a good idea, we may be able to find a member of Ed Board willing to run a particular promotion

Closed Session

General Orders

Entering Closed Session (President Grant)

Motion: Resolved, the Board moves into Camera.

- **Moved by Gilchrist, seconded by McGinnis**
- **Motion passes unanimously.**

See Confidential Session Minutes.

Meeting adjourned ~6:45PM.