

# Board of Directors

Tuesday, 2014-10-28 at 5:00PM  
SLC 2017

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

**Meeting called to order 5:45PM.**

## 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 Sterba, seconded by Gilchrist.**
- **Motion passes unanimously.**

### General Orders

#### *Reports*

- Bolger proposes using marketing student from Conestoga
  - Would be a coop/internship for the student; possibly free for us
- Getting Mac Mini moved to server room, so things don't keep getting dislodged and knocked offline, etc.
- User account problems
  - McFaul asks why we have unique accounts if we are having so many issues with them.
    - Low levels of personalized items being stored on the accounts
    - Suggests minimizing the amount of user accounts to make things more manageable
  - Kanani: one account can't be logged into more than one place at a time
  - Staff will take this discussion offline to determine if there are other options
- New printer has been approved (\$500) and is in place.
- 41,000 views for online ads; great!
  - If these numbers continue, we could see some revenue growth from these ads.
- CUP Committee
  - Elected a chair for the CUP Committee (Ramona)

- Strategic Plan Process
  - Board completed their session
  - Focus on branding and readership
  - Being able to look at other media; engaging readers;
  - Will be coming back to Board with a more firm plan
  - Still to connect with: volunteers & at-large

### *Staff Lunch*

#### **Motion: Approve staff lunch for the Fall 2014 term, location TBD.**

- **Moved by Gilchrist, seconded by Sterba.**
  - Kanani: Location hasn't been decided yet; waiting on budget to know what to look into; volunteer coordinator has been researching various options
  - Gilchrist: Budget of \$3000
- **Motion passes unanimously.**

### *City Media*

#### **Motion: Approve the City Media Contract**

- **Moved by McFaul, seconded by Sterba.**
  - Tigert-Dumas: Looks standard; Rouge was much more complicated
  - Grant: One issue from Jesse through email that needs to be addressed
  - Grant: will get feedback on Jesse's question, and provided nothing comes up, will sign the contract
- **Motion passes unanimously.**

### *Tech Soup*

- We have been approved for Tech Soup. General Manager is currently working on getting Gmail accounts set up.
- How are we going forward with email accounts? Are personal accounts sustainable?
  - McFaul suggests less accounts: accounts for each editor, columnists, not proofreaders, etc. to be more manageable
  - There is a question of what to do with reporters. Could we have a shared email or use their own [Waterloo email] rather than be given an email?
  - Handling protection of sources as a separate question
- Grant: Anything else we can apply for through Tech Soup?
  - McFaul: Lots of software and resources; just need to look into it

## Roundtable

### *Jeremy Gilchrist*

- Cathy and Jeremy had a meeting with Tom; discussed state of money and what to do with it
- \$80,000 sitting at our disposal
  - \$60,000 into a savings account at CIBC (contingency)
  - \$20,000 into investments
    - Jeremy recommended indexes
    - Tom recommended Horizons ETF (includes lots of tobacco, JJ, McDonalds, etc.)
    - In February, we are liquidating this and buying a larger-scale ETF
      - Similar companies; good, strong companies that move up
      - This needs a minimum investment of \$100,000
      - GICs had very poor returns
    - High-interest savings account at CIBC

**Motion: Approve the investment as discussed above.**

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

## Closed Session

### General Orders

*Entering Closed Session (President Grant)*

**Motion: Resolved, the Board moves into Camera.**

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

*Approval of the Minutes (Secretary McFaul)*

**Motion: Resolved, the Board approves the minutes from the last confidential session.**

- **Moved by Grant, seconded by Sterba.**
- **Motion passes unanimously.**

### *Board Communication*

Finding a way to keep Michelle in the loop

- Possibly a Skype conversation every week or so.

### *Discussion about EIC*

- Move towards branding, less on productions
- Logistical concerns
- How to fill the production gap (especially in terms of Managing Editor)

**Motion: The Board is considering Aliya Kanani for the 2015-2016 Editor-in-Chief role.**

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

**Motion: Stay in Confidential Session**

- **Moved by Gilchrist, seconded by McFaul.**
- **Motion fails.**

**Meeting adjourned.**