

Imprint Publications
Board of Directors

Wednesday, 2015-11-02 at 6:00PM
SLC 2143

Chair	Jesse McGinnis
Secretary	Megan Nourse
Attendees	Aliya Kanani, Pat Merlihan, Laurie Tigert-Dumas, Mike Arsenault, Erin and Elizabeth (Guests)
Expected Absences	Verity Martin

Open Session

called to order at 6:07 pm

Preliminaries

Approval of the Agenda (Chair McGinnis)

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

Approval of the Minutes (Secretary Nourse)

2. **Motion:** Resolved, the Board approves the the public [minutes for 2015-10-05](#), and tables the public minutes for 2015-09-05.
Mike seconds, consent approval

Approval of New Directors (Chair McGinnis)

1. **Motion:** Resolved, the Board appoints Erin Taylor as a student director to the Board of Directors until March 31, 2016.

In her 4A term, has been with Imprint since her first year
Co-op student, where she has gained professional skills
post grad - looking into grad school
Not remaining in waterloo post-grad

2. **Motion:** Resolved, the Board appoints Elizabeth Esnard as a student director to the Board of Directors until March 31, 2016.

4A - two years at Imprint
wants to pursue a career in publishing
Writing at test to become a CHartered HR professional - pursuing a career in HR
not remaining in waterloo post-grad

6:14 - Jesse moves to go into confidential, Megan Seconds, inviting staff to stay

6:23 Jesse moves to stay in Confidential session, Megan seconds, motion fails

Motion: Resolved, the Board appoints Erin Taylor and Elizabeth Esnard as a student directors to the Board of Directors until March 31, 2016.

Reports & Updates

Director Taylor and Esnard join meeting

Board Reports

1. Officers
 - a. Treasurer:
 - b. Secretary:
 - c. Chair: Branding
 - i. we're looking at new opportunities with our new space, Aliya looking into pricing for branding refresh
 1. modernize logos and typography
 - Pat: wasn't the redesign a rebrand?
 - Jesse: that was a print redesign
 - a. Aliya reached out to Zoe Kim about a quote
 - i. First quote (basic work, make a new logo)
 - ii. Second quote (Logo and all deliveries [website, rejig paper layout etc])
 - b. Randy: asks if we will consult volunteer base
 - c. Pat: Rebranding is a big job, too big for an outside person, what are we getting out of this money wise?
 - i. Megan: Zoe was a long time imprint volunteer, understands our culture, set the current design of the paper
 - ii. Jesse: this is one piece of the puzzle, rest we'll discuss in confidential
 - iii. Pat: it is challenging to take on a lot of change at once
 - iv. Erin: interested in being involved in design
2. Directors
3. Finance Committee
4. HR Committee
 - a. Completed sit-down with all staff around communication strategies
 - i. will schedule end of term check-ins soon
5. Space Committee

Staff Reports

1. Executive Editor
 - a. appointment scheduled to get Verity on as a signing authority
 - b. consulted lawyer three times this month, likely a larger bill than usual
 - i. letter regarding editorial volunteers being on BOD

- ii. opinion piece submitted that required lawyer review
- iii. lawyer reviewed the space
 - 1. Pat: says we should have a lawyer who specializes in nonprofits, says we should get someone local - would allow future board members to meet with and learn.
 - 2. Aliya thinks we may have had another lawyer, Randy will look through records to see which other lawyers we've worked with. Pat will get a few names of local lawyers
- 2. Advertising Manager
 - a. no updates other than reports
- 3. Finance Manager
 - a. audit is done - we're behind on provincial information on directors
 - b. accounting system now has budget info in it, Randy can give more efficient results
 - c. Credit system up and running
 - i. Aliya has used it three times, no complaints
 - d. Budget coming along
 - i. Jesse: we have to have a draft for December
 - 1. Randy says that's doable

Laurie needs print out of reports

General Orders

Core Hours (Executive Editor Kanani)

1. **Report:** As presented.
 - a. working out well, we should move forward with it (10-2 is working well)
 - b. we should update the office voicemail and website
 - c. Aliya is tasked with writing a policy
 - d. Elizabeth: How did refunds go?
 - i. difficult because Aliya was gone for most of it, we'll need to revisit the issue of refunds in the future.

Sales Phone (Chair McGinnis)

2. **Motion:** Resolved, the Board tasks Executive Editor with investigating the best way to implement an office cell phone or calling system for student workers for the 2016 budget.
 - a. Aliya: Best option is buying a prepaid phone (pay as you go)
 - i. Elizabeth: two types of phone cards
 - b. Should we just give them a stipend for phone use
 - i. we will have to revisit this conversation in the spring
 - ii. ad employees can submit digital version of phone bill
 - iii. Laurie will connect with Adam about how often he used his personal cell phone while working

Imprint Fee (Treasurer Martin)

1. **Motion:**
Whereas, our By-Laws Section 4.01 (a) specifies the Board must set the Imprint fee in its

November meeting, and

Whereas, our By-Laws Section 4.01 (b) specifies the Board may increase by CPI through a simple resolution, now, therefore, be it

Resolved, the Board approves maintaining the Imprint fee at \$4.30 for the 2016-2017 year.

- a. McGinnis: after this year we should be able to go to a CPI increase, this year it's in our best interest to not do an increase
 - i. Randy says we should go ahead with increase
 - ii. will be about 5 cents
 - iii. Mike: would students be upset about this?
 - iv. Liz: do we have data on how many refunds compared to fee increase
2. Whereas, our By-Laws Section 4.01 (a) specifies the Board must set the Imprint fee in its November meeting, and

Whereas, our By-Laws Section 4.01 (b) specifies the Board may increase by CPI through a simple resolution, now, therefore, be it

Resolved, the Board approves an Imprint fee of \$4.35 for the 2016-2017 year.

Jesse passes, Mike seconds, 6-0-0

Director Taylor leaves at 7:13

By-Laws, Policy, and Procedure Updates (Chair McGinnis)

3. **Discussion:** 10 minute timebox to determine progress:
 - a. **Jesse:** 6, 7
 - b. **Laurie:** Advertising
 - c. **Megan:** 13, 15
 - d. **Verity:** 4, 8, 14, 17

Canadian University Press Conference

4. **Discussion:** Ramona Leito to provide a verbal update about the Canadian University Press conference
 - a. Ramona joins meeting at 7:15
 - b. set budget of \$6500
 - c. With that, bake sale, costs, \$1,075 left over - most registered are in 4th year, we should use this money to send an additional volunteer in an earlier year - we should be able to afford 2 other delegates
 - d. Bake sales
 - e. Keep the CUP talks going longer than just the fall term -
 - i. potentially could make a post-cup video to send to all list
 - f. Aliya and Laurie did not register at early bird deadline as the schedule was not out
 - g. Ramona leaves at 7:24

New Business

5. As required.