

Imprint Publications  
Board of Directors

Wednesday, 2015-12-14 at 6:00PM  
SLC 2143

<b>Chair</b>	Jesse McGinnis
<b>Secretary</b>	Megan Nourse
<b>Attendees</b>	Pat Merlihan, Erin Taylor, Aliya Kanani, Laurie Tigert-Dumas, Randy Moore
<b>Expected Absences</b>	Verity Martin, Mike Arsenault, Elizabeth Esnard

## Open Session

Jesse calls meeting to order at 6:05pm, have quorum

### 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 2015-11-02](#), and tables the public minutes for [2015-09-14](#)  
Erin seconds, passes unanimously

### Reports & Updates

#### *Board Reports*

3. Officers
  - a. Treasurer:
  - b. Secretary: absent
  - c. Chair:
4. Directors
5. Finance Committee - nothing
6. HR Committee
  - a. Need to schedule end-of-term staff check-ins soon
7. Space Committee
  - a. Looking like construction won't begin until new year, which means we should have the start of the winter term in our current office
    - i. move will likely be early in winter term, will have 2 weeks notice before we have to move

Randy joins at 6:08

## *Staff Reports*

8. Executive Editor
  - a. Local lawyer - we used to use Carter and Associates (not local, specialized in non profits)
  - b. Previously used Amy, Appleby and Brennan - local, specialize in non profit
  - c. Does not think we need offsite storage
  - d. conducted volunteer satisfaction and diversity surveys - hard copies, Aliya will send digital results in the future
  - e. gave away 339 refunds this term, compared to 419 last term
    - i. will provide graph/chart with demographics
  - f. will close December 18
9. Advertising Manager
  - a. no updates other than report
  - b. rate cards going to print at end of winter term, board must approve before then
10. Finance Manager
  - a. Due to death in family, unable to fit in Imprint work in last few weeks

## Special Orders

### *Branding (Zoe Kim @ 18:30 - 19:00)*

11. **Discussion:** Review and discussion of branding priorities and direction
  - a. Do we have any changes to make to contract? Jesse has comments for after meeting
  - b. Deadline? Jesse says Spring term
  - c. Design brief - what's our vision
    - i. we need an imprint logo and imprint publications - should be cohesive
  - d. after design we'd get business cards, letterhead etc
  - e. Do we want to be similar to the UW branding?
    - i. It changes often
    - ii. we don't want to clash with them, but we want to stand alone, be independent
  - f. Deliverables: we will get illustrator/indesign files for business cards, letterhead etc - just indesign for logo
  - g. has 8 weeks to finish
  - h. Why are we re-branding? A new start, we're not the same Imprint we were 10 years ago, we want to show people that
  - i. Aliya will be main point of contact

Zoe leaves meeting at 6:55

## General Orders

### *General Meeting (Chair McGinnis)*

12. **Motion:**

Whereas, our Bylaws Section 5.01 (a) specifies that "the Annual General Meeting, shall be held no later than February 28 of each year," now, therefore be it

Resolved, the board calls for a General Meeting on 2016-02-24 at 14:00.

a. will be run similar to last year with presentations, less formal style  
Jesse moves, Megan seconds, passes unanimously

Want more advertising to student body

For January - ads in paper

Strategize at January meeting as to how we will make students aware of the meeting

Look into buying projector - Aliya will research

### *Board Meetings (Chair McGinnis)*

13. **Motion:** Resolved, the Board sets 2016-01-05, 2016-02-03, 2016-03-01, and 2016-04-06 as our regular meeting schedule for the remainder of the Board's term.

Jesse proposes 6pm alternating Tuesdays and Wednesdays, first week of the month

Tuesday the 5th, 6pm January

February 3rd, 6pm (Wednesday)

March 1st, 6pm (Tuesday)

April 6th, 6pm (Wednesday)

We will have a general meeting after the general meeting February 24th

Jesse moves, Megan seconds, passes unanimously

### *Core Hours (Executive Editor Kanani)*

14. **Motion:** Resolved, the Board completes a first reading of the distributed [Policy 20: Core Office Hours](#).

a. will send to all-list and post in office, board will approve at January meeting  
Megan moves, Erin seconds, passes unanimously

### *Draft Budget (Treasurer Martin)*

15. **Presentation:** budget overview to be jointly presented by Treasurer Martin and Finance Controller Moore.

16. **Motion:** Resolved, the Board approves the 2015-2016 budget as a draft budget for the 2016-2017 year.

Jesse moves, Megan seconds, passes unanimously

- Aliya wants to schedule budget planning with Randy, Laurie + one board rep (likely Jesse as he made last budget)
- We need draft budget before next meeting, which is January 5
  - with the holidays, there is little time before that to work on draft
  - may need to call special meeting to approve after Jan 5 or approve via email

### *Annual Plan (Chair McGinnis)*

17. **Discussion:** 10-minute timebox to review annual plan progress for Fall-Term.
- a. Readership survey will launch in spring
  - b. new budget is in progress

- c. surpassed twitter follower goal early!
- d. Likely don't need to meet 4.2 item
- e. Transition - all extra help is appreciated to make future transitions easier
- f. Erin and Liz need to take on at least 2 items each
  - i. Liz taking 3.7 and 3.9
  - ii. Erin 2.1

\*At the end of each meeting, board will talk about what happened that Erin should announce to volunteer base

18. **Discussion:** 15-minute timebox to reevaluate and prioritize winter term goals and ownership.

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

19. **Discussion:** 5 minute timebox to determine progress:

- a. Policy rewrites: 4, 6, 7, 13, 14, 15, 17
  - i. Megan 13, 15, 17
  - ii. Erin 7
  - iii. Liz 6
  - iv. Jesse 9 and 10
  - v. Verity 4

**7, 6, 10, 15 all need to be done before Jan 5th meeting**

- b. New policies: Advertising

### New Business

20. As required.

7:53 - Jesse motions to move in camera, Megan seconds, passes unanimously