

Imprint Publications
Board of Directors
Wednesday, 2016-06-01 at 7:00PM
Imprint Office

Chair	Jesse McGinnis
Secretary	Jessica Needham
Attendees	Andres Fuentes, Elizabeth Esnard, Meha Chauhan, Tristan Potter, Aliya Jandu, Laurie Tigert-Dumas, Nathan Tierney
Expected Absences	Mike Arsenault, Pat Merlihan, Laurie Tigert-Dumas

Open Session

Preliminaries

Meeting begins at 7:11, six members present. Business as usual.

Approval of the Agenda (Chair McGinnis)

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

Moved by Jesse, seconded. Unanimous.

Approval of the Minutes (Secretary)

2. **Motion:** Resolved, the Board approves the [public minutes for 2016-04-06](#).

Moved by Jessica Needham, seconded. Unanimous.

3. **Motion:** Resolved, the Board approves the public minutes for 2016-05-04.

Tabled approval of the last minutes. Can approve them over an email vote at a later date. Seconded, unanimous.

Reports & Updates

Board Reports

4. Officers
 - a. **Treasurer:** Meha currently does not have any additional information.
 - b. **Secretary:** The minutes will be uploaded and approved.
 - c. **Chair:** The redesign is finally launched. Aliya requested feedback on new design. The new website has to be public for fall by September 1st and the volunteers should be used to publishing on Wordpress by that point. Website should ideally launch by the next board meeting (July). No updates for the renovations. Previously the quote was to move into the new office half-way through Spring term. The renovations are moving.
5. Directors: Nothing.
6. Finance Committee: Skipped because of lack of reports.
7. HR Committee: Completed staff evaluations for 2015-2016, they went well overall. Goals were set. Forms will have to be redone overall. A job evaluation of the Executive Editor will need to be done, as it has been one year since the last one.

Staff Reports

8. Executive Editor
9. Advertising Manager
10. Finance Manager

No reports submitted. Reports will be emailed at a later date for the original board meeting date.

General Orders

Annual Action Plan (Chair McGinnis)

11. **Motion:** Resolved, the Board approves the [Annual Action Plan](#) for 2016-2017.

Board members were assigned to their roles. All roles were assigned except for 3.9, which was tabled. The special projects should be broken into achievable goals for the next meeting in a similar fashion as the other goals.

Moved by Jesse, seconded. Unanimous.

Digital Media (Director Fuentes)

Motion: Resolved, the Board form an ad-hoc committee of [Director Fuentes](#), [Secretary Needham](#), [Chair McGinnis](#), and the Executive Editor to develop a plan for producing timely online content and report back at the July meeting.

Shift towards breaking news being released within twenty-four hours. Looking at potential story assignments and moving towards a model where certain people are assigned stories, re-alignment in ed board, and potential monetary reward for 24 hour story production. Looking to implement in the Fall to coincide with the rebranding and Quetzal release.

This committee would focus on setting up the editorial team to be able to commit to regular updating. Slack will be set up for board members to contribute.

Moved by Andres, seconded. Unanimous.

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

1. **Motion:** Resolved, the Board completes a first reading of the new [Policy 14, Honoraria](#), [Policy 22, Staff Bonuses](#), and [Policy 23, Staff Feedback and Evaluations](#).
2. NEXT: [Policy 21, Advertising](#)
3. **Discussion:** 5 minute timebox to determine progress:
[Policy rewrites:](#) 9 (Grievances), 15 (Editorial Standards)

Moved by Jesse, seconded. Unanimous. Grievances will be handled by Andres.

New policies:

New Business

15. As required.

Tristan will be gone during the fall.

Review of Redesign

- Front needs to pop colour wise since it's not very eye-catching. The ad is currently the brightest part of the front page and that needs to change.

- Arts and life cover was nice and opinions was really clean.
- The walls of text was daunting and rather boring. This was a very text heavy paper.
- No thumbtacks in the campus bulletin though it does look nicer than before.
- Cleaner design compared to before.
- Colours seemed darker overall and muted. Is that a printer issue?
- Potential to move the bottom bar to the top of the page.
- OVERALL: Good but needs more colour.

General Orders

Entering Closed Session (Chair McGinnis)

16. **Motion:** Resolved, the board moves into Camera.

Board moves into camera. Moved by Jesse, seconded. Unanimous.

Move to stay in camera, seconded. Unanimous. Adjourn at 9:06pm.