

Board of Directors

Wednesday, 2017-02-08 at 6:00PM

Imprint Office

Chair	Jesse McGinnis
Secretary	Tristan Potter
Attendees	Ann Shackelford, Laurie Tigert-Dumas, Andres Fuentes, Pat Merlihan
Absences	Heather Bone, Fahimul Bari
Expected Absences	Jessica Needham, Nathan Tierney

Open Session

Call to order at 18:12. A quorum is present.

Preliminaries

Preliminaries (Chair McGinnis)

1. **Motion:** Resolved, the Board appoints Tristan Potter as the acting secretary for the meeting.
Chair Jesse McGinnis. Seconded. No discussion.
Carries unanimously.

Approval of the Agenda (Chair McGinnis)

2. **Motion:** Resolved, the Board approves the agenda for this meeting.
Chair Jesse McGinnis. Seconded. Note that there is a new item from what was originally sent out, namely a discussion and potential motion on item 12 (Volunteer Conference).
Carries unanimously.

Approval of the Minutes (Secretary)

3. **Motion:** Resolved, the Board approves the [public minutes for 2016-12-07](#).
Andres Fuentes. Seconded. No discussion.
Carries unanimously.
4. **Motion:** Resolved, the Board approves the [public minutes for 2017-01-11](#).
Tristan Potter. Seconded. No discussion.
Carries unanimously.

Reports & Updates

Board Reports

5. Officers
 - a. AGM Prep is going well.
 - b. Record article seemed in our favour, hit a tone we are comfortable with.
6. Directors

- a. Pat Merlihan formally submitted his resignation, effective as of the AGM. He is helping to look for a replacement (advisory member).
- 7. Finance Committee
 - a. The budget is made. Was distributed via email and approved by Board, to be received by the AGM.
- 8. HR Committee
 - a. No major updates, continuing Ann's transition.
 - b. Working with Aliya to build more transition documents, first time transitioning this new position.
 - c. Ramona Leito resigned.

Staff Reports

- 9. Executive Editor
 - a. Ongoing training
 - b. New workshops
 - c. Tim Harrower Workshop – Tentatively Scheduled Saturday, March 18, 2017
- 10. Advertising Manager
 - a. Notify proxy voters of the one-proxy-per-person rule
 - b. Request feedback on new rate-card
 - c. To bring in samples for top three press quotes.
- 11. Finance Manager
 - a. Audit isn't done yet. Slightly worrying. May need to look into a new auditor.
 - b. Graphs and budget presentation for AGM.
 - c. Not a lot of movement on banking issue. Looking into maybe two accounts, CIBC for convenience and overflow in another bank.
 - d. Larger-than-usual amounts of HST. Board would like to know why.

General Orders

Volunteer Conference (Editor Shackelford)

- 12. **Discussion:** (10 minutes) Plan for conference this term.
 - a. <\$10 per person for food.
 - b. Ann consulting on conference options.
 - c. Specific invites to student and community papers.
 - d. Looking for about
 - e. Sounds good

Feds Relationship (Chair McGinnis)

- 13. **Discussion:** (30 minutes) How can we better build an ongoing relationship with Feds? What other groups on campus should we be building ongoing relationships with?
 - a. Discussion on Facebook post on comments from Team Reboot.
 - i. To be edited.
 - b. Relationship building with other campus groups, especially media groups like MathNews, Iron Warrior, and college papers.
 - c. Feds Council presentation.
 - i. Tristan to reach out to Chris to reach out to Jesse
 - d. Refund survey data
 - i. Prepare an analysis on the refund survey.
 - e. Strong communication lines
 - i. Monthly meetings with Feds President, can be expanded if more people are interested in attending (on Imprint or Feds side). Use Community Development line, get Chris to pay for his half (ethical consideration).

CIBC Account Update (Treasurer Bari)

14. **Discussion:** (15 minutes) Account type and associated costs. Are there better options?
Tabled.

AGM Presentation Highlights (Chair McGinnis)

15. **Discussion:** (30 minutes) What do we want to highlight in our presentation at the AGM?
 - Photos of the new office
 - New website
 - New EE
 - Upcoming conference
 - Moving to more broad support for media on campus
 - Awards (find out on Feb 14) (Ontario and National) Layout and Story for National

New Business

16. **Motion:** To create the Public Relations Committee to direct and advise on the public messaging of Imprint Publications and its subsidiaries (e.g. Imprint, Quetzal).
The membership of this committee includes the:
 - a. Creative Director(s) of Imprint,
 - b. Executive Editor,
 - c. Chair of the Board of Directors, and
 - d. One other member of the Board of Directors, appointed by the Board of Directors.Tristan Potter. Seconded. Carries unanimously.
17. **Motion:** To appoint Andres as the at-large Director of the Public Relations Committee.
Andres Fuentes. Seconded. Carries unanimously.
18. **Motion:** To task the Public Relations Committee with amending the Standing Committee Policy to make a standing committee with the same purpose.
Chair Jesse McGinnis. Seconded. Carries unanimously.
19. **Discussion:** Readership survey
 - a. This should be done soon, Ann to look into details so we can run this in the near future.
 - b. Incentives to be decided.

Closed Session

General Orders

Entering Closed Session (Chair McGinnis)

1. **Motion:** Resolved, the board moves into Camera.
Chair Jesse McGinnis. Seconded. Carries unanimously.

Adjournment

20. **Motion:** Resolved, the board moves into Camera.
Chair Jesse McGinnis. Seconded. Fails unanimously.
21. **Motion:** Adjournment at 9:57 PM.