

Board of Directors

Wednesday, 2017-03-08 at 6:00PM

QNC 1506

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

Open Session

Called to order at 6:10 PM. A quorum was present.

Preliminaries

Preliminaries (Chair McGinnis)

1. **Motion:** Resolved, the Board appoints Tristan Potter as the acting secretary for the meeting.
Moved by Chair Jesse McGinnis, seconded. Caries unanimously.
2. **Motion:** Resolved, the Board receives Pat Merlinham's resignation.
Moved by Andres Fuentes, seconded. Carries unanimously.

Approval of the Agenda (Chair McGinnis)

3. **Motion:** Resolved, the Board approves the agenda for this meeting.
Chair Jesse McGinnis, seconded. Carries unanimously.

Approval of the Minutes (Secretary)

4. **Motion:** Resolved, the Board approves the [public minutes for 2017-02-08](#).
Chair Jesse McGinnis, seconded. Carries unanimously.

Reports & Updates

Board Reports

5. Officers
 - a. Report from Chair to be discussed later.
6. Directors
7. Finance Committee
 - a. Has not met.
8. HR Committee
 - a. No new business.

Staff Reports

9. [Executive Editor](#)
 - a. Workshop
 - i. Up and running as planned on Saturday March 18, 2017. Deadline to RSVP is Thursday March 9, 2017.
 - b. Quetzal Budget - Volunteer Appreciation
 - i. No current budget to have Quetzal included in Imprint's volunteer dinner. Last time Quetzal had their own dinner where they

- ii. Directors would like to have one volunteer appreciation for all volunteers of Imprint Publications, not one per publication.
- iii. Laurier Tigert-Dumas notified the board that there was enough money in the current budget to invite the Quetzal staff to the current appreciation event.
- c. Assistant Video Editor
 - i. Came up in an editorial board meeting, Video Editor is feeling over-worked and would like an assistant.
 - ii. Directors expressed concern that this seems like a structural change to support an individual, which could become problematic in the future.
 - iii. Ultimately this is the decision of the Executive Editor, however board advises care in making sure this is necessary. Other solutions include changing the video editor or having two people hold the title while the current workload is large.
 - iv. The Board reiterated that the Executive Editor should be watchful for areas of potential structural improvement, and communicate with Board about the needs of Imprint Publications.
- d. NYC HeForShe Press Conference
 - i. Tenuous link to our mandate, Imprint would love to but has no clear policy on this and feels that the trip is too last minute and exclusionary.

10. Advertising Manager

- a. Rate card-local and national
 - i. De-cluttered, made cleaner, updated dates to new year. No price changes.
 - ii. Board would like to take the advice of Pat Merlinham and investigate raising advertising rates. A motion will arise further in the meeting to allow the Advertising Manager to increase rates.
 - iii. Board expressed their support for all rate card vendors, and will make a motion to all the Advertising Manager to make the final decision on vendor.
 - iv. Board expressed their support for the changes.
- b. City Media discussion
 - i. A discussion on the worth of City Media as an ad offering.
 - ii. Google Analytics provides the only value that we are seeing from City Media, for free.
 - iii. The Advertising Manager and a volunteer will communicate with a technical specialist on implementing a better system to get the Advertising Manager the data she needs.
- c. Advisor position - Peter Brown, Kim Moser
- d. Marketing position
 - i. Hired new marketer
- e. Press quotes
 - i. More complications. Last run was sub-par.
 - ii. Investigating other options. Some discussion on quality of some of the options.
 - iii. Other options could be up to \$7000 more per year, liberal estimate at \$1000. We currently have a \$23,000 surplus on a liberal budget.
 - iv. No substantial overhead or risk in switching our paper to colour.
 - v. Board would like to see a run of our paper. Advertising Manager to ask for a free run from both.
- f. April 6th for Staff Appreciation Luncheon

11. Finance Manager

- a. Things are going smoothly. Will be a change in hosting as we are frequently going over our limits.

General Orders

Rate Card Increases (business arising from APM Report)

12. **Motion:** Resolved, the Board approves a rate increase of up to 3% to any advertising rate, with the exact percentage increase to be decided by the Advertising Manager.

Chair Jesse McGinnis, seconded. Carries unanimously.

Rate Card Printing (business arising from APM Report)

13. **Motion:** Resolved, the board approves all three proposed printing vendors for rate cards, with a final decision to be made by the Advertising Manager.

CKMS Waterloo radio partnership (APM Tigert-Dumas)

14. **Discussion:** (20 minutes) Partnering w/ CKMS.
- a. Board is interested in the scale / meaning of the numbers on the "Average Listeners Per Hour" graph.
 - b. Board would like more information on the exchange and the value.
 - c. What are the costs that this could bring? Imprint investigated podcasts previously and the workload involved ended up making it infeasible.
 - d. What is the on-campus interest, volunteer interest? Is this something that will be ongoing or a term-long item?
 - e. Lots of interest, need more information and to analyze the costs.

Feds Council (Chair McGinnis)

15. **Discussion:** (10 minutes) Requested to present to council this term. Discussions around what to present and focus on.
- a. What Imprint Publications can do for students, both at-large and as volunteers.
 - b. Percent refunds due to financial concerns.
 - c. Volunteer and award numbers. Alumni stories.
 - d. Online paper exists. Social media plug.
 - e. If successful, the upcoming workshop.

New Business

16. As Required.

Closed Session

General Orders

Entering Closed Session (Chair McGinnis)

17. **Motion:** Resolved, the board moves into Camera, inviting the Advertising Manager, the Executive Editor, and the incoming Directors to join.
Chair Jesse McGinnis, seconded. Carries unanimously.

Adjournment

18. **Motion:** Resolved, the Board adjourns at 8:35 PM.
Chair Jesse McGinnis, seconded. Carried unanimously.