

## Board of Directors

Wednesday, 2017-04-12 at 6:00PM

SLC 2134/35

<b>Chair</b>	Jesse McGinnis
<b>Secretary</b>	Tristan Potter
<b>Other Attendees</b>	Andres Fuentes, Fahimul Bari, Ann Shackelford, Laurie Tigert-Dumas, Nathan Tierney
<b>Absences</b>	Jessica Needham*, Heather Bone

\* Sends regrets

## Open Session

### Preliminaries

Jesse McGinnis called the meeting to order at 6:13 PM.

#### *Preliminaries (Chair McGinnis)*

1. **Motion:** Resolved, the Board appoints \_\_\_\_\_ as the acting secretary for the meeting.

Motioned by Andres Fuentes. Seconded.

Tristan Potter was nominated. The motion now reads:

Resolved, the Board appoints Tristan Potter as the acting secretary for the meeting.

Carries unanimously.

#### *Approval of the Agenda (Chair McGinnis)*

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

Motioned by Andres Fuentes. Seconded. Carries unanimously.

#### *Approval of the Minutes (Secretary)*

3. **Motion:** Resolved, the Board approves the [public minutes for 2017-03-08](#).

Motioned by Tristan Potter. Seconded. Carries unanimously.

## Reports & Updates

### *Board Reports*

4. Officers
  - a. Chair:
    - i. Feds Council meeting
      1. Went well.
    - ii. Organizing meeting outcomes
      1. Full committees were created for next year.
5. Directors
6. Finance Committee

## Staff Reports

8. [Executive Editor](#)
  - a. Staffing structure
    - i. Directors inquired about the rationale for having two Creative Directors.
    - ii. A review of the role and its responsibilities indicated that there was enough work for two people.
    - iii. Directors mentioned that the role was never supposed to take on a number of the responsibilities it had in the last year, especially social media.
    - iv. Moving forward, Directors would like to see Staff Structure changed prior to hiring.
9. [Advertising Manager](#)
  - a. Ads student position funding
    - i. The Ads Manager inquired as to whether the \$5000 per term for a student position was still allocated in the budget for the next fiscal year, as the position was profitable this year.
    - ii. Board expressed that it was interested in continuing to fund the position.
  - b. Coupon clipper
    - i. Coupons on Imprint's site, on own page.
    - ii. Board expressed general approval in trying this. Cautioned that it should never degrades the user experience of the website.
    - iii. Some directors also commented that we should collect data on this to track its profitability.
  - c. OCNA awards
    - i. Copying awards so that awardee can have their award and Imprint can also hang it in the office.
    - ii. There should be a budget line for this.
10. Finance Manager
  - a. Student fee actuals
    - i. We had a lot less fees than expected, likely due to bad forecasting in the prior year.
    - ii. Optimistic expense budgeting led to a large number of shortfalls.
    - iii. All expenses were under budget, revenues were also under budget. Revenue after expenses was in the black, expected to still be in the black after end of year expenses.

## Special Orders

[18:30] CKMS Waterloo radio partnership

11. **Presentation & Discussion:** (20 minutes)
  - a. Nat Persaud (President of CKMS), and
  - b. Care Schummer (Sales Manager, The Cord)
    - i. Could not attend, sends regrets but is open to answering any questions.

## General Orders

*Imprint By-Laws (Chair McGinnis)*

12. **Motion:** Resolved, the Board amends the by-laws, Section 6.02 (b) to strike “**voting**”, and, be it further,

Resolved, the Board amends the by-laws, Section 6.02 to insert a new (b), and renumber the sections accordingly:

The Board of Directors shall also include one (1) non-voting director from each publication of Imprint Publications to serve as an editorial link of

Moved by Jesse McGinnis. Seconded. Carries unanimously.

#### *Printing (AP Tigert-Dumas)*

13. **Motion:** Resolved, the Board selects \_\_\_\_\_ as our printing agency for the August 2017 - August 2018 term.

After much discussion, Board decided that they wanted more time to look at alternatives. The Ads Manager was asked to acquire samples from other prospective printers.

Motion to table to the next meeting of the Board.

Motioned by Jesse McGinnis. Seconded. Carries unanimously.

14. **Motion:** Resolved, the Board moves \$3,000 from \_\_\_\_\_ to change spring publications from monthly to bi-weekly.

An argument was made that the financial cost of running the paper bi-weekly instead of monthly would increase student opportunities at Imprint Publications and make it easier for events to be reported on in the paper.

Directors expressed discomfort at doing this on such short notice, indicating that they would prefer this to be a change to be implemented for May 2018, not the next month. Both from a budgetary and advertising standpoint.

Directors also mentioned that the fiscal situation should be considered, especially given that revenue during the summer is much lower. It was clarified that the Board is not concerned about finding the money, but on the alternatives the money could be spent on.

The perception of external organizations was brought up. The Ads Manager has made plans to do either and will adjust as necessary.

Moved by Jesse McGinnis. Seconded. Motion fails.

#### *Imprint Refunds (Chair McGinnis)*

15. **Discussion:** (20 minutes) Fee refund results and future plans.

Refund results were disappointing. 36% were fiscal reasons, 42% didn't read the paper, 4% got the refund because they got an email to, and a number expressed that they wanted an online paper or that they didn't print on campus.

Board would like to see better data on this, and expects the May 2017 refund data to include a set of common reasons that students may want to opt-out for, as well as some general data on Imprint Publications (to ensure students know what they are opting out of).

#### *Budget Adjustments (Chair McGinnis)*

16. **Motion:** Resolved, the Board moves \$80 from winter honoraria in the 2016-2017 budget to purchase a bound volume for Aliya Kanani.

Moved by Jesse McGinnis, seconded. Carries unanimously.

17. **Motion:** Resolved, the Board moves \$350 from winter honoraria in the 2016-2017 budget to purchase a tablet or laptop for refunds and general office use..

Moved by Jesse McGinnis, seconded. Carries unanimously.

18. **Motion:** Resolved, the Board tasks the budget committee with amending the 2017-2018 budget to accommodate the purchase of 3 licenses of Premier Pro.

Moved by Jesse McGinnis, seconded. Carries unanimously.

#### New Business

19. As Required.

## Closed Session

### General Orders

#### *Entering Closed Session (Chair McGinnis)*

20. **Motion:** Resolved, the board moves into Camera.  
Moved by Jesse McGinnis, seconded. Carries unanimously

#### *Approval of the Minutes (Secretary)*

21. **Motion:** Resolved, the Board approves the confidential minutes from 2017-03-08.

#### *CKMS Waterloo Radio Partnership (Chair McGinnis)*

22. **Motion:** Resolved, the Board approves an ad exchange with CKMS; and, be it further

Resolved, the Board approves the concept of partnering on ad-sales with CKMS contingent on an acceptable contract, to be negotiated by the Chair and incoming Chair with final approval from the Board.

#### *Advisory Directors (Chair McGinnis)*

23. **Motion:** Resolved, the Board appoints Kimberly Newhouse as Advisory Directors for the May 2017 - April 2019 term.

### New Business

24. As Required.

Motion to stay in camera.

Motion by Jesse McGinnis, seconded. Fails unanimously.

The agenda is exhausted.

The meeting adjourns at 9:06 PM.