

Imprint Publications

Board of Directors

Monday, 2017-08-14 at 5:30PM

Imprint Publications

Chair	Andres Agustin Fuentes Martinez
Secretary	Joe Giuffre
Attendees	Rameesha Qazi, Tristan Potter, Andres Agustin Fuentes Martinez, Ramona Leitao, Paula de Villavicencio
Expected Absences	Ann Marie Shackelford, Laurie Tigert-Dumas, Nathan Tierney,

Open Session

Preliminaries

Approval of the Agenda (Chair Fuentes)

1. Motion: Resolved, the Board approves the agenda for this meeting.
No changes proposed
Moved By Ramona Leitao, Seconded. Passed Unanimously

Approval of the Minutes (Secretary)

1. Motion: Resolved, the Board approves the public minutes for [2017-07-12](#).
Moved by Paula, seconded. Passed Unanimously.

Reports & Updates

Board Reports

1. Officers
 - a. Chair
Office Management, Committee work is bulk of current work. HR and Strategic Plan is priorities at the moment. Multi-Publication future potential is an ongoing effort- potential business publication of noted interest, to be updated as things go.
 - a. Treasurer
Primary item of note; finance report.
 - a. Secretary

Continued effort to publicize board minutes on board website.

1. Directors
2. Finance Committee

APM job description updated within committee, software of interest examined but more investigation required.

1. HR Committee

1. Strategic Plan Committee

Soon, meeting setting concrete dates will be posted and assigned, with examinations to come next Board Meeting.

Staff Reports

1. Executive Editor

Report notes sending out notices for editorial board, but relative lateness is noted by board. Board Chair or other director may attend in place of EE for meeting with Pamela Smith. Connections to FEDS, marketing executives prioritized, but specifics to be determined later. Editorial board is to do bulk of networking.

1. Advertising and Production Manager

No Report submitted by time of meeting, will to come.

1. Finance Manager

Nothing of note, more discussion below.

General Orders

Resignation of Kimberly Newhouse (Chair Fuentes)

1. Motion: Resolved, the Board accepts the resignation of Kimberly Newhouse from her at-large position on Board.

Moved by Rameesha, seconded. Moved Unanimously.

Revenue Discussion (Chair Fuentes)

1. Discussion: Revenue shortfall discussion

Income at below 25 percent budgeted expectations for Spring term; advertising revenue noted cause of undercut. Upon forwarding of Advertising Managers report, further discussions and questions will follow. 12 July 2017 printed paper was printed with zero ads. This in particular is of noted interest and will be followed up with Advertising manager. New low for ad revenue, especially online, is of noted concern.

Larger-scale decisions and a plan of action involving performance enhancement are among major forces suggested. However, previous steps taken to bolster Ad department also including these things. Ad department has been bolstered with part-time staff. Question list formed to present to Ad manager, with emphasis on tracking businesses reached out to.

Waterloo revenue is additionally noted, with concerns to be presented to Pamela Smith in meeting.

Orientation Issue revenue not being included in Spring Term budget noted.