

Imprint Publications  
**Board of Directors**

Wednesday, 2018-03-07 at 5:30PM

Imprint Publications

<b>Chair</b>	Verity Martin
<b>Secretary</b>	Joe Giuffre
<b>Attendees</b>	Paula de Villavicencio, Andres Agustin Fuentes Martinez, Verity Martin, Joe Giuffre, Rameesha Qazi
<b>Expected Absences</b>	Tristan Potter

## Open Session

Called to order at 5:46 Pm.

### Preliminaries

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

1. **Motion:** Resolved, the Board approves the agenda for this meeting.  
Verity motions. Seconded by Joe. Passes unanimously.

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

1. **Motion:** Resolved, the Board approves the public minutes for 2018-02-13.  
Motioned by Verity. Seconded by Joe. Passes unanimously.

### Reports & Updates

#### *Board Reports*

1. Officers
  - a. Chair
  - b. Treasurer
  - c. Secretary
2. Directors
3. HR Committee (*Chair Martin*)

## *CEO Report (Director Fuentes)*

### General Orders

#### *2018-2019 Press (Director Fuentes)*

1. **Discussion:** (5 minutes)

Metroland press was a previous favourite, but they pulled out of the potential contract. Metroland is now available and samples were considered against current press, Atlantic. Atlantic's delivery issues in current term has been noted. Richter Web press a noted favourite for comparable price and seemingly improved definition and colour quality.

Verity moves to approve a switch for Imprint Publications printing press from Atlantic to Richter Web. Seconded by Paula. Seconded unanimously.

#### *Rate Card (Director Fuentes)*

1. **Discussion:** (5 minutes)

Discussion centred on Spring 2019 printing, and whether there will be 3 or 6 issues.

Print distribution is 7000 and 6000 right now, and Board determined that this number is sufficient, as opposed to a reduction in paper copies, as any cost savings (approx. \$50) would not be worth a potential hit to readership.

Discussion was had about potential price increase for advertising. 2% price increase to match inflation decided upon.

Web advertising is a particularly notable issue for Imprint. Prices are astronomically low for web advertising at the moment. Limitation of Web prices noted as possibly due to overall approach to wb operations. With this in mind, Imprint will raise web advertising by Imprint 125 weeks, 375 month, 750 term . Quetzal by 75, 250 month, 75 term. Classifieds will be cut.

Themed issues and according themed advertisements will be cut from rate card.

Verity moves to increase price rate of print advertising by 2 percent to match approximate inflation. Increase of Imprint Web and Quetzal both noted. Colour will rise by 2%. Seconded by Paula. Passes Unanimously.

#### *Imprint Publications Logo (Director Fuentes)*

1. **Discussion:** (5 minutes)

Difference between Imprint and Imprint Publications noted as important. New logo will include "University of Waterloo's Official Student Media Group"

#### *Executive Editor Hiring Committee (Chair Martin)*

1. **Motion:** Resolved, the board appoints Andres Quentes, Verity Martin, Joseph Giuffre, and Paula VillaVilecio, to the hiring committee for the Executive Editor position.

Verity motions. Seconded. Passes unanimously.

#### *Letters of Intent for BoD (Chair Martin)*

1. **Discussion:** (10 minutes) Letters of intent received from Lucas Dunlop, Nikhar Dhingra, Ashley Nicolas, and Ben Paul.
2. **Motion:** Resolved, the board appoints Nikhar Dhingra, Lucas Dunlop, and Ben Paul to the Imprint Publications Board of Directors 2018-2019

Moved, seconded. Passes Unanimously.

## Closed Session

### New Business

1. As Required.

Agenda exhausted.

Meeting adjourned 8:09 pm.