

Imprint Publications

# Board of Directors

Thursday, 2018-06-19 at 5PM

Imprint Publications

<b>Chair</b>	Verity Martin
<b>Secretary</b>	Joe Giuffre
<b>Attendees</b>	Andres Fuentes Martinez, Verity Martin, Joe Giuffre, Lucas Dunlop, Ben Paul, Nikhar Dhingra, Jacky Brule
<b>Expected Absences</b>	

## Open Session

Called to order at 6:27 pm.

### Preliminaries

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

1. **Motion:** Resolved, the Board approves the agenda for this meeting.
2. Verity Motions. Lucas Seconds. Passes Unanimously.

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

1. **Motion:** Resolved, the Board approves the public minutes for 2018-05-24.  
Verity passes. Lucas seconds. Passes Unanimously.

### Reports & Updates

#### *Board Reports*

1. Officers
  - a. Chair
  - b. Treasurer

Credit Card Review as to what we will be doing for our corporate credit options. Gains preferred, will be investigating with American Express.

a. Secretary

Scheduling of future meetings reviewed, finalized dates will be published by end of day when board members finalize availability.

1. Directors

2. HR Committee (*Chair Dunlop*)

*CEO review of employment at end of 6 months to be conducted on Monday 25 June. Other HR Tasks completed or on track contingent upon assistance.*

1. P&P Review Committee

Policies being reviewed by committee and board assistant. Under review, highlights to be compared at meeting to be scheduled and determined.

1. Branding Committee

Meeting TBD.

*CEO Report (Director Fuentes)*

Imprint Server fixed, under warranty, by University Wide power outage. Replacement completed at approved cost due to critical nature of operations. Operations and Productions only marginally impacted by killed server, which CEO notes as especially impressive, even more so considering quality of published paper.

Imprint Publications did not receive the Canada Summer Jobs grant, for the second year in a row. TheCord also did not receive the grant, and CEO and colleague at TheCord will be reaching out to local Members of Parliament to receive clarification and answers, but board will be discussing necessity of positions maligned. Budget balance noted, as sales position will likely lose money if hired now.

General Orders

*Review of Board Procedure (Chair Martin)*

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

Board agenda, scheduling, and minutes all to be posted on public website and public forums well in advance. Board assistant to be contacted with help.

*Server (Chair Martin)*

1. **Motion:** (5 minutes) Resolved, the board retroactively approves \$2500 for a new server.

Verity motions. Nikhar seconds. Passes unanimously.

*Branding (Chair Martin)*

1. **Discussion:** (10 minutes) Discussion of preliminary thoughts regarding what board members would like to see in rebrand, what they think Imprint Pub does/should represent.

Question posed by chair to board- how are we seen, and what do we want people to see? Previous rebrands at publication level noted as problematic, but relevance to the corporate brand of Imprint Publications. Additional opportunities to exploit involve looking at the training aspects of Imprint's mission- pointing to alumni successful in journalism and publishing fields noted as particularly helpful as success stories. Better for marketing than branding itself, these opportunities are noted regardless.

Branding discussion focuses on exactly what Imprint is trying to advertise.

'Imprint' logo noted as a problem potentially more urgent than the 'Imprint Publications' logo.

Rebrand process as a whole should be connected to all stakeholders in extensive, long term process.

'Publications' name deemed by chair as exclusively useful for current corporation but future is debatable.

'Imprint' to be shopped around as parent.

## Closed Session

### General Orders

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

1. **Motion:** Resolved, the board moves into Camera.

Moved by Verity. Lucas seconds. Passes unanimously.

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

1. **Motion:** Resolved, the Board approves the confidential minutes for 2018-05-24.

Moved by Verity. Lucas Seconds. Passes unanimously.

### New Business

1. As Required.

Motion to leave closed session.

Moved by Joe. Seconded by lucas. Passes unanimously.

Agenda is exhausted

Motion to adjourn meeting.

Moved by Joe. Seconded by Lucas. Passes Unanimously.

Meeting adjourned at 7:11.