

Imprint Publications
Board of Directors

Tuesday, 2018-10-18 at 7:00PM

Imprint Publications

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

Open Session

Meeting called to order at 7:17 pm.

Preliminaries

Approval of the Agenda (Chair Martin)

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

Approval of the Minutes (Secretary)

1. **Motion:** Resolved, the Board approves the public minutes for 2018-09-17.
Moved by Verity. Seconded. Passes Unanimously.

Reports & Updates

Board Reports

1. Officers
 - a. Chair
No reports.
 - b. Treasurer
No reports.
 - c. Secretary
No reports.
2. Directors
No Reports .
3. HR Committee (*Chair Dunlop*)
Follow-up on transition documents requested, and thats all.
4. P&P Review Committee (*Chair Paul*)
Working on it, will update as conclusions reached.

5. Branding Committee (*Chair Martin*)

CEO Report (Director Fuentes)

Quetzal all but lost as the website was hit by a virus, current state of website likely corrupted so cost of attempted recovery deemed unworthy.

Refund finals within budget, reasoning is about student finances as opposed to brand dislike. Website issues being stabilized by new IT tech.

General Orders

Financial Analysis (Director Fuentes)

1. **Discussion:** (10 minutes) State of Imprint finances.
Analysis centres on state and trend of ad revenues. Decline as mapped over previous 6 years is noted, as costs have gone up as more part-time staff positions have been offered.
Revenues unpursued include online ad sales but potential impact is not significant. Sponsorship as an opportunity largely ruled out for general publications.
Engaging with alumni opportunities through existing UWaterloo outreach is an opportunity.

Closed Session

General Orders

Entering Closed Session (Chair Martin)

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

Approval of the Minutes (Secretary)

1. **Motion:** Resolved, the Board approves the confidential minutes for 2018-09-17

New Business

1. As Required.