

Imprint Publications
Board of Directors

Wednesday, 2019-07-17 at 6 PM
Imprint Publications

Chair	Verity Martin
Secretary	Josh Goldschmidt
Attendees	Lucas Dunlop, Verity Martin, Andres Fuentes, Josh Goldschmidt, Jayant Arora
Expected Absences	Michelle Nguyen

Open Session

Preliminaries

Approval of the Agenda (Chair Martin)

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

Approval of the Minutes (Chair Martin)

2. **Motion:** Resolved, the Board approves the public minutes for 2019-06-12.
Moved by: Dunlop, Seconded by: Goldschmidt, Motion passes with one abstention

Reports & Updates

Board Reports

3. Officers
 - a. Chair (*Chair Martin*)
Chair Nicholas has resigned
 - b. Treasurer (*Director Arora*)
Financial analysis of staff (individual sales numbers) are relayed to staff. Randy (accounting) still needs to send monthly year-to-date spending figures
Under-budget due to:
 - Understaffing
 - Lack of honorarium
 - Term-end events
 - Lack of trainingThe overwhelming narrative is that we are losing members

- c. Secretary (*Director Goldschmidt*)
Nothing to report
- 4. Directors
- 5. HR Committee (*Director Dunlop*)

CEO Report (*Director Fuentes*)

1. William has started last week. A month may have been too long.
 - a. Projects for the intermittent period
 - i. In-design training (Victoria)
 - ii. Talking to professors about recruiting new students to Imprint
 - iii. Hiring fall staff
 - iv. Selected projects of the CEO
2. Discussions with Laurier Publications
 - a. Where can we go in the future? Can we work together to find efficiencies?
3. Discussions with Waterloo Undergraduate Student Association (formerly Feds)
 - a. Location, the wording of the opt-in fee
4. Discussions with Waterloo Graduate Student Association
 - a. We will be neighbours in the new location

General Orders

Finalization of Board Annual Plan (Chair Martin)

1. **Discussion** (30 minutes)

Better volunteer retention

1. Alumni and volunteer database
2. Structured training paths for volunteers
3. Orientation handbook
4. Alumni events
5. Campus and community visibility

Content

1. More Social media
2. Style and design guide
3. Editorial guide
4. Relaunching *Quetzal* and the WJES
5. Policy for publishing new journals

Digital presence

The plan is to move toward a greater digital presence, doing immediate turn-arounds.
Set timeline for the rest of the digital presence (two-year soft deadline)

1. Costing and budgeting research for technological focus and magazine build
2. The goal for year one: Pushing online presence and faster turn around
 - a. Timely publication
 - b. Reorienting writers

Policies and Procedures/Bylaws Restructuring (Chair Martin)

2. **Discussion** (30 minutes)
Charis Martin and Dunlop will organize the policies for future conglomeration

Readership Survey Results (Director Fuentes)

3. **Discussion** (10 minutes)
 - Average in most areas,
 - Appreciated the crossword
 - Favourite sections were Distractions, News, and Opinions (all things that could do well in a magazine)
 - Need to keep the website updated, link more to social media

Athletics Advertising Contract (Director Fuentes)

4. **Discussion** (10 minutes)

Chair Fuentes: Partnership contract; Imprint Publications offers money (almost totally in-kind) and in-turn Imprint gets signage on Warrior Field, the side of PAC's gym, and CIF ice rink. The Warriors commit to buying one full-page advertisement in six pages of Imprint throughout the term.

- Imprint may get signage on the PAC expansion
 - Imprint is advertised on their website
 - Imprint sponsors and award at the athletics banquet
 - If we wish to change the design, we will be responsible for costs.
5. **Motion:** Resolved, the Board approves the renewal contingent on gaining access to the fieldhouse
Moved by: Martin, Seconded by: Dunlop, Passes unanimously