

Imprint Publications
Board of Directors

Wednesday, 2019-10-10 at 5:15PM
Imprint Publications

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

Open Session

Preliminaries

Approval of the Agenda (Chair Martin)

1. **Motion:** Resolved, the Board approves the agenda for this meeting.
Dunlop moves, Arora seconds

Approval of the Minutes (Chair Martin)

2. **Motion:** Resolved, the Board approves the public minutes for [2019-08-07](#).
Dunlop moves, Arora seconds
3. **Motion:** Resolved, the Board approves the public minutes for [2019-09-19](#).
Dunlop moves, Andres seconds

Reports & Updates

Board Reports

4. Officers
 - a. Chair (*Chair Martin*)
Nothing to report
 - b. Treasurer (*Director Arora*)
Nothing to report
 - c. Secretary (*Director Goldschmidt*)
Nothing to report
5. Directors
Nothing to report
6. HR Committee (*Director Dunlop*)
Nothing to report

CEO Report (Director Fuentes)

- Notice an increase in volunteers, very busy vibe in the office
- A lot of the people are new - increase in mistakes in the paper
 - Stories being printed without adequate proof-reading
- Has had conversations with people to address issues, planning on coming up with system to keep track of things
- Also spoke with Will
- Struggling with science and technology stories due to lack of interest
- Volunteer base is definitely growing
- Having relaunch party at the end of the month
- Have been having conversations with people who are looking to advertise
- Hoping to break-even within the year
- Other universities are not doing well due to the cuts
 - The Western Gazette stopped printing - could still be publishing online or completely shut down
 - Run by the student union - could be a tale of caution
 - The Ryerson Excelsior had a 90% opt-out rate, no word on what their next steps are
 - The Ontarian (Guelph) has reduced to a monthly cadence
 - The Hamilton Spectator paper (McMaster) has decided to budget on a term by term basis, could stop printing at any time
 - We seem to be doing well in comparison with other schools in Ontario, haven't needed to stop printing and continue in this state as long as we keep our numbers about the same
- Should start looking into the partnerships for the next meeting (WUSA vs University)
 - Should also make a decision on our fees - whether we are increasing
 - Discussions with WUSA need to be clear and be put into writing
- There are probably 3 long-term outlooks to things
 - 1. May be able to solve our situation with limited partnerships and fee increase if we maintain our opt-outs at a consistent rate. Could go back to being sustainable if we are able to offload some of our fees to the university
 - 2. If we still face financial instability, we could partner with the university or WUSA so that some of our operating budget transfers to them
 - Would have to make sure we protect our independence and do our due diligence in this regard
 - We don't need to rush into this just yet
 - 3. Try to survive until the next provincial election and hope that our fees come back

General Orders

Policy Change? Editorial Contributions from Board Members (Chair Martin)

7. **Discussion:**

- A while ago, the board decided to get rid of a rule that basically said if you're on the board, you cannot contribute to editorial
 - You can't be paid for any other position
- After several years of experience, I think it would be helpful for us to put that separation back
 - Having a hand in both makes it a little bit dicey on the editorial side because in some ways it's like they're speaking for the board or they have editorial influence
- Board members who are also on the editorial team have a harder time focusing on their board duties
- Generally the separation between the board and editorial is essential to what we do and we should reinforce this
- Clarity: if you're contributing to the editorial in any way, you should not be on the board
- Andres: I think there is benefit to having people who have knowledge in the editorial area on the board, but having someone currently active in it does create conflict of interest, there is potential for a situation where editorial needs to reprimand someone who is actually on the board
 - There is a tendency for people who are currently on editorial try to solve editorial issues through the board
- If everyone is on board, I will get something for the next meeting

New Publication Policy (Director Dunlop)

8. **Discussion:**

- Will did not get back to us with the information we needed, but Michelle and I created a list of items that should be contained in the policy
- See list of items [here](#)
- Verity: should have a sit down meeting with the CEO and executive editor to create a work plan
 - You get 1 year to get everything down running, get structure in place, visuals, processes, and starting product
 - After 1 year the CEO and editorial editor will decide whether to abandon or institutionalize the project based on what else needs to be done, what costs are involved
 - In the second year, the new publication is expected to become financially self-sufficient
 - We need to see how much money they need to make, how much they can make
 - Imprint's operations are fully funded by the students' fee because we do not make revenue anywhere else
 - Part of the transition in the ads department should be moving in a direction where Imprint itself becomes revenue positive
 - Dunlop: we should become an example
 - Our fees should, ideally, fully go towards student salary and student training
 - Rework: a year later they should be pursuing some sort of stream of revenue
 - As of right now, we are not able to support new publications financially since Imprint itself is dependent
- Andres: Timing to have first product would depend on the publication (academic journals vs Quetzal)
 - There should be a clear signal between when something is Imprint's project

- Because Quetzal was run through another person until they left campus, the board was not aware of everything and things failed
- Why does Imprint need to be heavily subsidized and everything else needs to be self-sufficient?
- Because Quetzal is such a low-cost publication, it is an easy break-even

Professional Communication Policy (Chair Martin)

9. **Discussion:**

- Dunlop: we don't need it
 - There is an expectation in the workplace what kind of communication is acceptable
- Verity: we have received multiple complaints in regards to public communication from our staff members that have had to be dealt with by HR
 - If we are expecting more HR issues in the future, it would be helpful to have this policy to point to as the standard
 - We shouldn't need it, I feel like we are starting to
- Andres: We would handle a situation the same whether we had a policy or not
 - There is clear understanding on what is appropriate in the workplace
 - Does it make more sense to add a line in an existing policy about the expectations on professional communication (if we write one net-new, it needs to be very prescriptive)
- We will write a new line in the existing policy
 - Andres will work on this and send instructions to Dunlop