

**Gateway Student Journalism Society
Board of Directors Meeting
July 28, 2015 • 5:00pm • SUB 0-55**

Attendance: Donald, Beth, Cam, Cory, Cody, Kevin, Ashleigh

Call to Order: 5:05pm

1. Approval of Agenda

Cory adds Student-at-Large Position (New Business)

Cory/Cody move to approve agenda as amended. 5/0/0 carried.

2. Approval of Minutes: June 29

Kevin/Cam move to approve June 29 minutes. 5/0/0 carried.

3. Reports

Editorial & Online

- New issue coming out in a few weeks
- Looking into special issues for this year (Orientation. etc.)
- can do well with ad revenue depending on reach of the editions
- Week of Welcome merchandise has been ordered
- going with functional items students can use (notebooks, stickers, corporate coupons, etc.)
- Logo change to include website URL
- Staff bonding, yay
- Online traffic down 3% compared to last summer
- Redesigned front page, looks more static and usable

Sales Report

- Summer goal to sell premium spots before the start of the fall term.
- Someone on the line for back page for the year
- Many returning clients from last year
- Concerns raised from SU around racks
- Projected circulation to stay same from last year to this year
- SUTV/Gateway partnership talks to happen

Business Report

- Financial documents almost up to date
- Fiscal year ended on a positive note
- Payment plan with SU discussed
- Budget will be presented to Board for August meeting
- Long-term plan to be developed this year around future of the Gateway

4. New Business

SU Loan Agreement

- Words.

Alternative Revenue Task Force

- Separate from Board, get volunteers and SALs involved
- Will look into it more in August (Karen, Beth)
- Purpose to discuss alternative revenues, make recommendation to Board by end of year

Student-at-Large Position

- Words.

5. Old Business

None.

6. Adjournment

Kevin/Cory motion to adjourn meeting at 5:48pm. 5/0/0 carried.