

Board of Directors Meeting | 5:00pm | September 28, 2015

Meeting called to order at 5:04pm

1. Attendance

Beth, Karen, Alex, Kevin, Cory, Cody
Donald (left 5:45pm), Navneet (left 5:58pm), Cam (arrived 6:08pm)

2. Approval of the Agenda

Karen adds Alternative Revenue Task Force (New Business)
Beth adds Meeting Times (New Business)
Beth adds Sub-Committees (New Business)
Cory adds Contract Changes (New Business)

Donald/Kevin motion to approve agenda as amended. 7/0/0 carried.

3. Approval of the Minutes

July minutes not sent; will be included in next month's meeting.

4. Reports

Editorial (Cam)

- Not present; attached via email

Online (Kevin)

- Web traffic up 36% from last September
- Some departments now have separate Twitter accounts
- Site upgrades
 - community standards
 - changes to comments section
- Facebook & Twitter presence increased

Business (Beth)

- Orientation issue circulated for three weeks; pickup numbers around 4,500
- Other three September issues 2,500-2,700
- Audit: have selected a company, will be coming in October
- Event planning
 - WoW very successful
 - November 6 Hawaiian-themed Pre-Reading Week bar party
 - Started planning events around Purity Test
- Focused on consistent branding this year
- New advertising in VVC
- Changes to contracts for editorial cartoons (motion in New Business)

- Staff looking to attend conference in Toronto
 - Saving wage budget from not hiring distribution PALs and putting funds towards staff going to conference for distributing issues
- Free registration to other conferences/seminars given to Gateway in exchange for advertising
- Reformatting readership numbers for ad sales

Karen/Cody motion to approve reports as presented. 6/0/0 carried.

5. New Business

Contract Changes

- Change to give Design & Production Editor creative control of the editorial cartoon, provided it contains some level of political and social commentary
- Changes as follows:

OP

(Coordinate, in conjunction with the Design & Production Editor, an editorial cartoon for each issue.)

Ensure, in conjunction with the Design & Production Editor, an editorial cartoon for each issue.

a. While the Design & Production Editor maintains creative control of the editorial cartoon, cartoons will contain some level of political or social commentary

D+P

Illustrate, with advice from the Opinion Editor, an editorial cartoon for each issue.

a. While the Design & Production Editor maintains creative control of the editorial cartoon, cartoons will contain some level of political or social commentary

Cory/Kevin motion to make the above edits to contracts for the Opinion and Design & Production Editors. 5/0/0 carried.

Alternative Revenue Task Force

- Haven't met, but is created and are looking into ways media organizations generate revenue
- Connected to community building
- Looking to raise \$5,000 in its initial year

Meeting Times

- Mondays at 5:00pm no longer work
- Will send out Doodle poll to get availabilities for next meeting and going forward

Sub-Committees

- Will assign new board members to sub-committees via email

F-Media Contract

Cory/Cody motion to move in-camera at 5:58pm. 5/0/0 carried.

Cory/Kevin motion to move ex-camera at 6:29pm. 5/0/0 carried.

Student-at-Large Appointments

Karen/Alex motion to appoint Amogh Kadhe to the Board of Directors. 5/0/0 carried.

6. Old Business

None.

Meeting adjourned at 6:33pm.