

Board of Directors Meeting | 6:00pm | October 26, 2015

Meeting called to order at 6:05pm

1. Attendance

Non-voting staff: Beth, Cam

Voting members: Karen, Jon, Cody, Kevin, Alex, Amogh

Guests: Travis (from Free Media)

2. Approval of the Agenda

Cam moves Free Media Report to be first on the agenda (after agenda approval).

Alex/Karen motion to approve agenda as amended. 6/0/0 carried.

3. Approval of the Minutes

Alex/Karen motion to approve August and September 2015 meeting minutes. 6/0/0 carried.

4. Reports

Editorial (Cam)

- Legal letter sent to The Gateway

Kevin/Alex motion to move in-camera at 6:36pm. 6/0/0 carried.

Kevin/Karen motion to move ex-camera at 6:58pm. 6/0/0 carried.

Let the minutes reflect that the Board has confidence in the staff's capacity to act on the legal opinion of The Gateway's lawyer.

- Resumed staff one-on-ones to increase communication
- Staff development is great, everyone is improving throughout the year
- Online-only content greatly improved
- Mini-features to be included online through the week going forward
- Circulation has gone up

Online (Kevin)

- October traffic up from September
- Also increased unique visits
- Organic search traffic increased as well
- Most-viewed articles enclosed in email report
- Large increase to social media following this month
- Board page on website coming along

Business (Beth)

- Contract is signed with Free Media for the 2015/16 academic year
- Looking for more specific numbers from them
- Financial statements and profit/loss presented via email
- Report explanations to come next meeting
- Treasurer position needs to be reassigned

Kevin/Cody motion to remove Jon Zilinski as the Board Treasurer. 6/0/0 carried.

Karen/Jon motion to appoint Amogh Kadhe as the Board Treasurer. 6/0/0 carried.

- Screening passes given away randomly on campus as marketing tool
 - Well-received on social media
- Gateway to fund NASH representatives, will be reimbursed through individual grants from staff attending

Sales (Travis)

- Ads steady through October
- Decrease in hospitality industry
- Many new clients compared to previous years

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

5. New Business

Board Priorities for the Year

- Move to faster reporting for next meeting
 - Board to read reports ahead of meeting, ask questions at meeting instead of going through reports in detail
- Executive meetings biweekly with Chair, ED, and EIC

DFU, Referendum, and Plebiscite

- Cody will send Beth original wording of Gateway referendum
- Gateway to submit question wording by January 15, 2016

Free Contract

- Discussed in Business Report

Subcommittees

- Standards and Practices Committee has been abolished
- Most Board members have signed up for committees
- ED to support Chair in running subcommittees
- Subcommittee reports to follow same format as new reporting structure mentioned above

6. Old Business

None.

Meeting adjourned at 7:22pm