Meeting called to order at 5:05pm

0. Attendance

Present: Cory, Cody, Kevin, Navneet, Donald, Alex, Jon, Karen, Cam, Beth (n/v)
Regrets: Amogh, Jason
Guests: n/a

1. Approval of the Agenda

*Cody/Alex motion to approve agenda as presented. 9/0/0 carried.*

2. Approval of the Minutes

*Kevin/Cam motion to approve November 30, 2015 minutes as presented. 8/0/1 carried.*

3. Reports

**Editorial (Cam)**
- Getaway issue doing well, no substantial complaints yet

**Online (Kevin)**
- 30% increase to web views this month
- Some confusion with satirical articles being taken as serious

**Business (Beth)**
- Issues with insurance communication, smoothed out now

**Sales (Travis)**
- 6.4% in December sales from 2014
- Many January bookings already confirmed

*Karen/Donald motion to accept reports as presented. 7/0/2 carried.*

4. New Business

**Free Media and the Future**
- Presentation on Gateway Organizational Plan from Beth
- Ad revenue has decreased since contracting out to an external agency
- Staff costs have also decreased as a result
- Suggestion to boost outreach and marketing beyond advertising
- Sponsorship as well as traditional advertising
- Conversation about staff structure realigning with Gateway’s vision
- Potential for magazine in the future, vs. weekly publication
Question around how to maintain readership with more content going online
  o Will factor pickup numbers into strategy
  o More views coming from social media redirects and sharing
• 84% of ad sales come from local businesses, 16% national
  o 38% of local revenue comes from campus-related organizations
• Budget deficit from decrease in 2015/16 ad revenue will continue into 2016/17
• Will conduct a wider consultation with organization partners (SU, Alumni, other student newspapers, etc.)
• Concerns raised around student willingness to continue volunteering with a change to reporting online vs. physically
• Can be a new direction in The Gateway’s mandate, to more clearly provide experiential learning opportunities for media and journalism
  o Change to mandate would require Students’ Council approval
  o Can be done in conjunction with plebiscite
• Will consult with staff on December 15
• Will consult with Council on January 19

5. Old Business

None.

Meeting adjourned at 6:21 pm