

Meeting starts at 6:39

Approval of Agenda:

Oumar - move Fmedia to the top of agenda

Approval of the May board meeting minutes:

Robyn - move to approve

Andrew - seconded

F Media Transition:

Travis

- F media working on documents of ad sales, clients, etc; will be given to Gateway in the first week of July
- Aim for full training day in July (9th, 11th, or 12th)
- Optimistic about ad sales going forward
- Traditional ad sales first may not work, but we can get sponsors for different events, ads for contra, etc which will probably work better
 - Businesses less likely to want a partnership of just doing ads; more likely to want to do sponsorships
- Difficult to monetize magazine due to lower circulation
- Could look into pursuing some national level partnerships

Oumar

- Can we give a higher rate if we have a higher circulation of magazines?

Travis

- Yes, just be careful that you aren't spending a lot more on printing more and not seeing a proportional return in revenue from ad sales
- To reach the 20k in ad sales we will need someone actively pursuing ad sales

Oumar

- Can the 20k go up if we increase circulation?

Travis

- If we want to see growth then it will most likely be from the online side
- Very CPM based
- Difficult to grow if we aren't growing in views
- Trade services with a couple of sponsors to begin with, may not get much revenue from that but once businesses see that we can bring in students to our events then more businesses are more likely to want to partner up

Robyn

- Is F media willing to provide a contact list of the current clients of the Gateway?

Travis

- Will be giving us a list, will also let us know who the first calls are
- Some key clients may need a meeting to handle the transition so that they know what's going on
- Many emails may need to be forwarded along the year since clients occasionally reach out to personal emails
- Will help us figure out rates
- Looking into partnerships (for events) will spread out our ability to create revenue; having a monthly circulation event limits our ability to generate revenue

Oumar

- Is it difficult to get clients to pay for their ads?

Travis

- Created internal policies on how to collect payment
- Try to take credit card information
- Invoice them before the ad runs to see if they are going to send the payment on time
- Have a hierarchy within The Gateway for collecting payment (e.g. go to EIC right away if Director of Finance can't get the client to pay)

Lee

- How did F media reach the decision to back away from campus advertisements

Travis

- F media did well in 2013, lots of national ads, etc
- Saw a dip in the 2nd to 3rd year, saw a plateau in the last year
- Costs have increased, sales keep going down, couldn't afford to keep the sales team and pay the bills
- Decided to move to digital sales

Lee

- Advice for digital sales, predictions?

Travis

- May see a crackdown on the amount of data used for advertising
- Anything The Gateway can do to drive traffic to the website the better, (e.g. lots of tweets); the more pageviews you can get the more attractive you are to national advertisers
- A few thousand impressions don't mean much to them, they're looking for hundreds of thousands per month

Robyn

- How do we work with national buyers

Travis

- Some national buyers still buy direct (as opposed to through an ad agency)
- Can provide training on this during the turnover

Piero

- Would we be able to still contact F media for more information after the training and turnover

Travis

- F media will still be available to answer questions, can provide support up until the publishing year
- Ashley Brown: Gateway alum, will be able to help with business questions

Motion to move F Media Moving Forward to be next discussion

F Media Moving Forward

Andrew

- Decided to split the work between Piero and Pia
- Piero will handle client relations for local ads
- Pia handles student relations, sponsorships and partnerships
- Splitting the work makes more sense than creating a new position that may become obsolete in a couple years
- Most sustainable way forward would still be to increase the DFU
- By focusing on DFU, we could potentially go ad-free in the future
- Risks would be voluntary student unionism; this may not be as big of a concern since there hasn't been big announcements from Kenney government
- If ad revenue keeps going down and our DFU stays the same then we will slowly be unable to keep producing content
- 2019-20 basically a pre-campaigning year

Robyn

- Don't think we should downplay VSU, prepare for it as if it can happen tomorrow
- VSU didn't seem like a priority in Ontario, then suddenly passed
- Politician reassurance can't be taken as a guarantee

Oumar

- Best strategy is to gather board members and past editorial members to figure out the best plan for The Gateway going forward

- Plan for if we lose the DFU: Staff salary would be completely cut, very low print budget, etc
- Figure out how the organization would look if it were run on a volunteer basis

Luke

- Take the next three years to figure out ways to increase revenue through options we haven't explored, rather than coming up with an Option B that we'll fall back on
- If we can strategize to become a "mandatory" association, then we can be in a stronger place if VFU happens
- Focus on ways to increase impressions
- Try to frame the content to be "mandatory" (e.g. election coverage)

Oumar

- Magazine page count has increased everywhere
- Most online pageviews ever in the past year
- Focus on improving pageviews
- Consider implementing an editorial board; making sure that the content is the best it can be

Robyn

- In favor of splitting the work on the jobs, would like to discuss the pay
- Are we able to maintain the extra 15-30 hours per week, especially when the school year starts

Piero

- We're not for profit, so we're doing ads to "keep us afloat"
- Want to maybe transition to only campus related ads in the future

Robyn

- Don't agree with the attitude of "keep us afloat", if we're going to do ads then we should do it to the best of our abilities
- If we want to eventually stop doing ads, then that's fine, but for now we should try to get as much ad revenue as we can

Pia and Oumar

- Both agree that online is the direction that we should be focusing on for the future of ads
- Not as much success when it comes to print

Lee

- We don't know where things are going
- Would like to review the job descriptions again next year because they may work this year, but things can change in terms of advertising by next year
- Maybe we need someone on the board that has advertising experience

Oumar

- Unsure about an advertising board member specifically, but will be more aggressive about getting some board members that will place The Gateway as more of a priority

Lee

- Would be useful to have someone who can advise us throughout the year on advertisements
- F media can only help us so much throughout the summer

Luke

- We can do an evaluation in a couple of months, create some Critical Success Factors to discuss
- This way we can make changes throughout the year rather than simply evaluating it at the end of the year

Oumar

- ChartBeat is a service that can provide metrics, in depth analysis, etc
- Is a paid service, will talk about at budget meeting
- Should revisit the pay for Art Director for next year

Robyn

- How are we going to cover the additional pay increase if we are already running a deficit?
- We need to be more cost conscious; this is too much of an increase, may as well bring on a new person if we're going to be increasing the pay by this much

Oumar

- Once we get a full budget then we would be able to assess the pay increase

Robyn

- Would be more comfortable looking at the budget first and waiting to vote on the pay increase

Oumar

- Board will table the conversation for now until we can assess the budget
- Gateway staff need to work on the Critical Success Factors

Editorial Report

- Staff retreat set for first week of August
- Got letters to the editor set up online
- Meeting with ChartBeat on Thursday
- Boosted the post for magazine submissions, got some last minute submissions

- Explore circulation at a few locations off campus (e.g. Remedy off Whyte)
- General Volunteer Meeting on June 26th
- Will be working on bylaws for GSJS membership

Outreach Report

Pia

- Put out two google forms, one for general anonymous feedback, and another one for focus groups
- Two focus groups planned already
- Interested in creating a policy statement; a lot of the negative feedback we've gotten has already been addressed
- People aren't aware that efforts of diversity and inclusivity are already there

Andrew

- Would be useful to have an editorial board to come up with a policy statement

Luke

- Who would create the missions statement?

Pia

- Mission statement would be created by Gateway staff

Oumar

- People assume we don't have diversity because we haven't had a public way to address this topic

Pia

- We can do things like featuring who the staff are, meet the volunteers, etc
- Letter to students, something that lets students know what our goal is
- Getting in contact with faculty associations to have meetings on diversity, talking about Gateway, etc

Lee

- Sometimes people feel ostracized because they don't understand what's going on
- Important to emphasize building relationships with volunteers and student groups

Robyn

- Put up profiles of the writers; helps people visualize the diversity

Luke

- Non-partisan policy; would like to be on the editorial board

- Talk to STRIDE members to help them be less nervous about media coverage, would also help them be more comfortable with pursuing exec positions (with SU?)
- Gateway has an opportunity to support students
- Emphasize stance of the Gateway
- Face profiles are important
- Have a staff photo available on the website; can see the diversity and that we're human

Pia

- We need to do more than profile pictures
- Also be careful not to tokenize people who are writing
- Focus on introducing the staff to our audience
- Organize staff accountability for events; editors will have to show up to a certain number of events to do tabling, introduce Gateway, etc
- Focus on reaching out to first year and second year students
- Potentially collaborating with SU for an Oscar watch party
- Go viral
- Will have merchandise given away through social media

Business Report

- Purchased the two medium cameras
- Pizza order for volunteer general meeting
- Paid off SU
- Just have May rent outstanding
- Budget should be completed within the next two weeks

Student at Large

- Appoint student at large
- Navneet Chand
- All in favor: unanimous

Table two discussion items for next board meeting

Table online report

Meeting ends at 8:05