

May Board Meeting Minutes (May 28 2019)

Approving Agenda

- Robyn moves to approve
- Oumar seconds
- Passes unanimously

Minutes from last meeting - no questions or changes

- Moved by Oumar
- Second by Andrew
- Passes Unanimously

Editorial report given by Andrew

- Increased weekly post count quota
- Posts shorter in word count, embedding more multimedia
- Letters to the editor to air grievances, for transparency, etc
- Staff toured magazine print plant
- Format for magazine: hoping to increase from 40 to 48 pages, increase the length of features; line editors working on features; moving away from themes, also letting people submit content for the magazine
- Volunteer meeting was quiet
- GSJS membership changes: junior contributor vs senior contributor
- Volunteer Slack for volunteer communication with editors
- Outreach: finalizing swag, new tabling equipment, renegotiating contras, etc
- Haley: do we count how many magazines are taken from the stands?
- Andrew: circulation guy will take care of that, also talking about possibly changing where the stands are
- Robyn: changing GSJS membership will require bylaw amendments
- Junior contributor = less than 5 pieces
- Senior contributor = 5 or more pieces

Online report by Tina

- Overall more page views than previous years
- Lots of getaway content was popular
- Political candidate forum article was the most viewed

Business report by Piero

- Accounts payable: payroll, SU, etc
- Accounts receivable: still waiting for F Media payments

- Budget comparison: 2018-19 deficit of over \$6k; lower ad sales revenue due to F media situation, differences in student fees estimates, higher professional fees, increased printing costs
- Relatively smaller deficit in relation to other years
- Oumar: any major changes due to the deficit?
- Piero: will have to look at the estimate for new student fees, generally budgeted well it was just ad sales revenue that was less than expected so we ran a small deficit
- Luke: what percentage of revenues come from DFU?
- Piero: 225K revenue, about 87% was from DFU

Chair and Committee Elections

- Appoint officers first and then look at the usefulness of the committees
- Might not need a finance committee anymore since we now have a Director of Finance
- 3 officer position: Chair (facilitates meetings, helps EIC, etc), Treasurer (financial responsibility, works with the director of finance), and Secretary (takes minutes for meeting)
- Chair: Oumar
- Treasurer: Luke
- Secretary: Adam
- Will need officer's information

F Media

- F media traditionally did ads for Gateway (about a decade)
- Difficult to work with, ad sales much lower than what they said it would be
- Andrew reached out to talk about our agreement, VP said they're terminating our contract
- F media has to give us a list of clients that we're working with right now and their contact information
- F media also needs to provide 40 hours of training for transitioning to in-house ads
- Risk losing a lot of revenue
- Freedom to pursue local contra; no more exclusivity to F media, don't have to pay commission to F media
- Not a lot of firms could take over the role of F media
- Option of splitting the work between Director of Finance and Director of Marketing and Outreach
- Option to create a new job (Ad Consultant) to take over doing ads
- Oumar volunteered to potentially take on the role of Ad Consultant for a month
- Andrew: believes that it would be best to add the responsibilities to the Director of Finance and Administration; more sustainable to increase DFU since ad revenue is constantly decreasing

- Oumar: supports the idea of giving the responsibility to the Director of Finance, also suggests bringing in Art Director or Marketing and Outreach to help with creating ads
- Pia: would like the Board to take into consideration that the Director of Marketing and Outreach could take on some of the work regarding contras, artistic design, etc
- Robyn: not surprised about F Media, agree that for the time being we should split the work between Director of Finance and Director of Marketing/Outreach; has a concern that Director of Marketing/Outreach should be mostly focused on campus related marketing, although this could be extended to contras with student groups (i.e. Marketing and Outreach deals with student group clients, Finance handles other local clients). Also concerned about The Gateway offering ad design; should be a last resort because we are a news source, not a design service.
- Piero: cannot have a “split” for the work, Director of Finance will still need to be involved with all the student group contras because they all still have to do with numbers; worried that the communication will not be efficient and perfectly enough to actually “split” the work.
- Luke: believes that student groups are skilled in external relations, there would be a lot of value in the “Ad Consultant” being a separate position. Could reach into a student group that is already well connected to find someone to take on the position. Could also have Oumar do the 40 hours of training of F Media to do the training of the position later on. Dedicated position is also valuable in the case that DFUs become affected.
- Piero: what would be the role of the volunteer for doing the contras? How would that affect the workload of the staff here?
- Andrew: would have to hire the position as soon as possible if we do go with a separate position
- Lee: Possibility of volunteer getting commission from ad sales? Don't know what the job description will look like until we get started on it
- Pia: if there's the possibility of needing a whole new role then it might be a lot to add on to the Director of Finance's role
- Robyn: ad sales are very different from sponsorship for student groups, inserts are very expensive to put into the magazine. Utilize the staff we have right now for ads, have Oumar help out, future volunteer could read through bylaws and explore what everyone needs, and create a new job description.
- Oumar: all this still depends on information from F Media because we don't know how to do ads, what kinds of services clients need, etc
- Robyn: get in touch with other campus groups and see if F media cancelled with other groups; possibility of working together for ads
- Piero: doing in house ads is more stress and work for everyone
- Robyn: take this month to work through logistics, come up with proposals for raises. To summarize, meet with F Media, pass on information to Board and have discussion of what to do next

Camera equipment (Andrew)

- Camera bodies are on sale right now, a cheaper option and a more expensive option, sales end soon, want the Board's blessing to purchase the nicer camera ahead of the budget being approved
- Makes sense going forward financially, the better option would last longer, etc
- Luke: might be helpful to be frugal because not sure how many students would be able to consume Gateway media that's in 4k. Also not sure that the \$1700 camera would last a lot longer than the \$700 camera
- Oumar: more expensive camera has high quality sensors, better sports pictures, etc. Being able to use higher quality gear translates to being able to use industry standards after leaving the Gateway. Around \$1500 is allocated to photo equipment every year.
- Luke: could consider getting 2 of the cheaper cameras rather than 1 expensive camera
- Oumar: invested in a Canon Camcorder a few years ago to shoot video, getting footage off the camera is very slow, not the same versatility as using a DSLR, the past two years the photo editors had very nice DSLRs which were used for video shooting; not ideal for the scope of projects we are trying to pursue if we just use the Camcorder
- Lee: are there implications for storage using the 4k camera?
- Oumar: we figured out how to get full access to our servers by troubleshooting with our Webmaster, how not to store files redundantly, but as long as the server is used properly there shouldn't be a problem with file size. The Canon Camcorder makes huge files and also slows down the workflow. Upgrading camera gear would be something that we need to invest in eventually, it's just a matter of time.
- Robyn: as long as photo team thinks that this is worthwhile and that the expensive camera will be coming out of the \$1500 budget for photo. Either option is ok.

Student at Large Seat

- Need to have a student at large on the Board
- Usually write a small article looking for a student
- Get applications, the board will take a look and decide

Adjourned at 7:53