

## Gateway Student Journalism Society

### Meeting Minutes

July 17, 2024

#### **Present**

Lee CRAIG

Sam BROOKS

Levi FLAMAN

Omar HABIBZAI

Unees HASSAIN

Leah HENNIG

Lily POLENCHUK

Anna RUDGE

Katie TEELING(Chair)

Nathan THIESSEN (Treasurer)

#### **Absent**

Dylana TWITTEY (Secretary)

Zeyana RAMJI

#### 1. Call to Order

At 7:05 TEELING called the meeting to order.

#### 2. Approval of the Agenda

FLAMAN motions to approve the agenda, THEISSEN seconded. The motion passes.

#### 3. Approval of the Minutes

POLENCHUK moves to approve minutes, BROOKS seconded. The motion passes.

TEELING looks for a motion to move Budget up in agenda.

FLAMAN moves to approve, BROOKS seconded.

#### 4. For approval: Budget 2024-25

POLENCHUK says budget looks different, brought surplus down to \$10,000. HABIBZAI says he's hoping this budget is better for you guys. Revenue is an increase from last year. Student fees is the same from the first budget proposal. Fundraising income is the same as well. Investment revenue is the same, we have no investment revenue. With the DFU funding, we are expecting less grants. Staff salaries are changed, there was a miscalculation in the prior proposal. That is

fixed now. Exec director commission is 15 per cent of the above number. EI is the same as last budget, WCB is also unchanged. Staff and volunteer appreciation is more than last budget. Scholarship has been added, two internal scholarships through *The Gateway*, planning for two \$1,000 scholarships.

FLAMAN said payroll deductions are a deduction of staff costs. If staff salaries changed, shouldn't those deductions be higher.

POLENUK said they will change that. Onto operations, most change in this section. Subscriptions went up by about \$500. Upgrading to better plans for subscriptions would be helpful for us. Outreach and marketing. Signage costs for athletics, we have to pay for a small part of signage that will go up. Executive director budget included advertisement in SU handbooks. Brand and merchandise has been added as well, general merchandise purposes, we can give it out for staff, volunteers, at Week of Welcome. Development initiatives, specifically with NASH in mind. Many student newspapers sponsor staff to go, *The Gateway* wasn't able to do that in the past, but with our funding we can.

TEELING says she's so glad you guys are thinking to pay for NASH. Now that you are printing more regularly, have you thought about any memberships?

POLENUK says she looked and didn't find any they were interested in, but they are open to any ideas. Added a FOIP section so *The Gateway* can pay for it instead of staff paying out of pocket. FOIP can help us publish more investigative and original stories. Want to be able to FOIP more, it can help sustain our readership. Added a capital expenditures section, it's small but enough to give a start for this year. Specifically have money for camera equipment, and to expand photo journalism opportunities. Also have money for office hardware, possibly getting EiC new desktop and ED a desktop. Upgrading things around the office on other Macs. Reserve for contribution, non-profits do this. Better than a surplus, the finance committee would need to draft a proposal to determine a policy on how to use that money. Might also get more money than we projected for student fees.

TEELING asks if there's any questions, comments, or concerns.

BROOKS had a long zoom discussion with POLENUK AND HABIBZAI. In favour of more money for cameras and development opportunities. It was only because *The Gateway* was smart with money before that it survived a few years without funding. This is about growing and expanding what *The Gateway*. Put a link in chat for EI, CPP, so on. Budgets are guidelines, they are not law. Don't need to nitpick, just need a reasonable idea for how *The Gateway* is going to spend money.

POLENCHUK thanks FLAMAN for doing the math for the CPP, EI, and so on.

TEELING says when they ran our DFU campaign, there were concerns about the budget. Wanted to prove *The Gateway's* worth. Can see that in this budget, you are on your way to creating a better Gateway than any of us imagined.

FLAMAN echoed what BROOKS and TEELING said, far more comfortable with this budget and the surplus at the end. Appreciate the capital expenditures line. Instead of a massive surplus, this first year should be to catch up on things like outdated computers. Some of these photos are just as eye catching as the headlines themselves, so having a good photo is important. Do need to rebuild the reserves, but should do that gradually overtime. Start with getting the equipment for the things needed to be able to do.

BROOKS says *The Gateway* just won the DFU, agrees that *The Gateway* needs to reinvest in resources. Retainering is common in non-profits. Can set the target, CRAIG talked about healthy reserve funds in the bank during the Finance Committee. Won the DFU for five years, that gives a target date to have enough money to survive for a couple years.

POLENCHUK agrees, can talk more about that target.

FLAMAN says looking at the budget he made, he had earmarked for some office improvements. EiC from a few years ago tried to improve. Is that something *The Gateway* is wanting to do or no?

POLENCHUK said upgrades should be done in May or June, it's a little late in the year to begin renovations in the office.

FLAMAN asked what about the collaborative workstations?

POLENCHUK says office already has collaborative workstations.

BROOKS motions to approve the budget, FLAMAN seconded. Passed unanimously.

## 5. Special Orders

### a. Selection of new officers

#### i. Community Representative

POLENCHUK motioned to move in-camera, THIESSEN seconded.

THIESSEN motioned to move out of camera, CRAIG seconded.

TEELING announces SWENSRUDE is the new community representative.

POLENCUK motioned for a five minute break, HENNIG seconded.

## 6. Reports of Officers and Standing Committees

### a. Editor-in-Chief

POLENCUK says they are getting into the business of the new school year. Applications for Marketing and Outreach Coordinator, Staff Reporters, and Sports Reporter up. Have a couple applicants already. Are planning for our print, planning to do a doing a throwback to some old colors and orientation issue. TWITTEY wants to do a choose-your-own-adventure, Nancy Drew sort of thing. Line editors are preparing for the year ahead. Have articles scheduled up to the first week of August. POLENCUK and HABIBZAI secured a table at clubs fair, will be doing an ad exchange for that. just about sign contract deal with Golden Bears and Pandas, exchanging ads for promoting *The Gateway*. Looking into grants, but there's not a lot of grants out there for *The Gateway*, but will keep looking. Will be beginning audit process soon.

### b. Executive Director

POLENCUK gives report for HABIBZAI, are meeting with ATB. Reaching out to people for advertisements for the print and online. Print is harder to sell.

### c. Managing Editor

POLENCUK gives report for TWITTEY, trending articles include Crumbl Cookie review, Mac Z article, some strong opinion articles. Pitch emails and campus roundup, getting a few unsubscribes. TWITTEY is in charge of print, features, and reaching out for comics. BROOKS loves the comics, good fun relief and entry point into the paper. Bringing them back is great. Encouraging fun things is a really smart move.

### d. Finance Committee

THIESSEN says committee talked about the budget we just passed, POLENCUK and HABIBZAI are talking with ATB, also talked about bookkeeping issues.

FLAMAN commented, he knows nothing about news cycles and the ebbs and flows, there's some top articles from a while ago. Most of the articles from a month ago were about the encampment and now there's less engagement with that. Fascinating to him.

TEELING says the bots love those old articles.

POLENCUK Mac Z and Crumbl Cookies is just something that people search up and *The Gateway* pops up.

BROOKS says every newspaper deals with spam from bots and have good SEO for articles. This is massively common in the media industry.

THIESSEN asks if *The Gateway* ever thought about doing short video format?

POLENCHUK media coordinator and the new budget for camera equipment, we will be able to start building that video content. We didn't have the technology or the people before to dedicate to that content.

7. For approval: Creation of a 5 Year Strategic Plan standing committee  
TEELING direct everyone to the What We Have Learned Report, this is something DFU campaign put together about what they found from that campaign. It is to create more institutional knowledge about this, keeping all this information in the same place. The recommendations include the 5 Year Strategic Plan. TEELING reads out the recommendations, five year planning, long term direction is helpful. There's a limit to what staff can do in a single year. Don't need to hash out the details, this is more to create the committee. Anyone can be part of it, no limit.

FLAMAN motions to approve, POLENCHUK seconded. The motion passed unanimously.

TEELING nominated HABIBZAI, who expressed interest.

TEELING, POLENCHUK, HENNIG, BROOKS, CRAIG self nominated.

FLAMAN declines nomination, but willing to give expertise if needed without the obligations.

TEELING suggests open committees to staff who aren't on the board.

BROOKS asks if there any staff who have been canvased for this committee?

POLENCHUK says not yet, but I can ask.

BROOKS says it can be added to overtime, it can evolve overtime.

TEELING says to play it by ear, can invite as needed.

RUDGE says she's not interested at this time.

HASSAIN says they are also not interested.

THIESSEN seconded the slate of nominations. Motion passed unanimously.

TEELING will be organizing individual until committee nominates the chair.

8. Adjournment

POLENCHUK motioned to adjourn at 8:39 p.m.. Passed unanimously.

Submitted by Leah Hennig