

## The Gateway Student Journalism Society — Board of Directors

November 20, 2024 — [Google Meet](#)

### Attendance

Caprice ST.PIERRE  
Sam BROOKS  
Anna RUDGE  
Katie TEELING  
Nathan THIESSEN  
Omar HABIBZAI  
Stephanie SWENSRUDE  
Unees HASSAIN  
Lee CRAIG  
Lily POLENCHUK  
Dylana TWITTEY  
Leah HENNIG

#### 1. Call to Order

TEELING calls the meeting to order at 7:06 p.m..

#### 2. Approval of the Agenda

BROOKS says that he would like to add a piece of new business to the agenda after the presentation of the annual report. He says he will be stepping down from committees.

POLENCHUK seconds the motion.

The agenda was passed unanimously.

#### 3. Approval of the Minutes

THIESSEN and POLENCHUK clarified that the approval from Marc Dumouchel, General Manager of the UASU, was a verbal agreement and not a formal agreement. POLENCHUK recommends changing the wording. TWITTEY accepts the recommended edits. POLENCHUK motions to approve the minutes, RUDGE seconds. ST.PIERRE abstained as this was her first meeting. The minutes were approved.

#### 4. Reports of Officers and Standing Committees

##### a. Editor-in-Chief

POLENCHUK says that the deputies have settled in and each section is going above and beyond post count. The sports section has been able to increase output significantly. Staff is beginning work on the January print edition. The Instagram account is seeing a lot of engagement with posts regarding the print edition and Gateway to Cinema showings. There was less turnout for the showing of 'Civil War' because it was over reading week. POLENCHUK says they have begun to post their articles on Bluesky as well as X (Twitter). Community Service Learning students have begun turning in their feature articles. POLENCHUK says it was a

learning experience and pretty manageable. The audit is done and at the Special General Meeting they approved it as well as chose a new volunteer representative, ST.PIERRE.

b. Executive Director

HABIBZAI says marketing and outreach had posted a bunch of posts introducing paid staff, announcing the print edition, and the November Gateway to Cinema. He and POLENCHUK presented the audit to a decent number of people at the SGM. He will present the official audit along with the annual report in this meeting. *The Gateway* recently found out about a defunct fund with the Office of Alumni Relations called the Gateway Alumni Chapter with about \$300 in it. Someone from the Office of Alumni Relations contacted HABIBZAI and they're set to receive that money in a few days. For the November print, several companies pulled out their ads as they were more interested in the sold out online ad space than the physical print ad space. He is working to increase the ads for the January print.

c. Managing Editor

TWITTEY says there are a decent number of recent articles in October's Top Ten. Both the pitch email and Campus Roundup are going strong. NASH, a conference for student journalists, is coming up and a lot of people are interested this year. It will be held in Ontario. There was team bonding before reading week and the new deputies have started. There is a deputy illustrator for the first time in years which is really exciting, she says.

POLENCHUK adds that including herself, four people are interested. The money in the budget line for NASH will either go to pay for tickets or travel.

d. Finance Committee

THIESEN says that the annual report will be touched on by POLENCHUK and HABIBZAI. The Finance Committee only recommended editorial and informational changes that would add on to the spirit of the report. When it is presented to the UASU Finance Committee either POLENCHUK or HABIBZAI will be present to answer any questions.

He says POLENCHUK is waiting for more ID in order to bank with ATB. THIESEN also mentions that *The Gateway* will receive money from the defunct alumni association. He concludes that *The Gateway* is in a healthy spot financially and that the bookkeeper is competent.

e. Governance Committee

HENNIG says that the Governance Committee met today and looked over bylaw. There were only a few grammatical and organizational changes. The document that they have edited is in the board folder. Next meeting they will look at operating politics and make any necessary changes there.

f. 5 Year Strategic Plan Committee

HENNIG says the committee checked in last week. Two people have done interviews which went well. Everyone has reached out to publications for interviews so hopefully they'll get some more interviews done over the next month.

g. HR Committee

TEELING says HR is meeting for the first time on Friday. It's time for performance evaluations of staff. TEELING says POLENCHUK has finished the staff evaluations and now all that is left is to meet with staff. All staff evaluations will be done by December 13.

5. For approval: Annual Report

POLENCHUK says at the SGM they passed the audited financial statements for the 2023-24 fiscal year. The report has now been sent to the UASU Finance Committee. Once they approve it, *The Gateway* can receive the DFU money. She adds that after the board approves the annual reports they can send it off to the finance committee as well. The annual report talks about what *The Gateway* is and hows its fulfilling its mandate. HENING suggests mentioning that The Gateway does sports coverage. The report details that their objectives are to support the education of U of A students through journalism and to provide fair, reliable, and clear information on issues impacting students locally, nationally, and globally. The next page details how *The Gateway* fulfills its mandate. This is where they will make some editorial changes, such as including metrics of how many people see the site daily, how many students they employ, and emphasizing the priority they're placing on ad revenue and self reliance. Currently the report details that *The Gateway* publishes three articles daily on a variety of topics, is prioritizing coverage of institutional investigative stories important to U of A students, has amped up the amount of print editions, connects with students through free movies through Gateway to Cinema, and is beginning to offer two volunteer scholarships.

HENING recommends adding something on sports to the report because *The Gateway* has expanded sports coverage.

HABIBZAI presents on the finance portion of the annual report. He notes that *The Gateway's* liquidity will be mitigated by the return of the DFU fees. This will also allow them to pursue new initiatives. He then reads of the Statement of Financial Health. From 2023 to 2024 there was a drop off in cash from \$177,000 to \$48,000 mainly due to lack of funding. The DFU checks will rectify this. The Statement of Revenues and Expenditures shows *The Gateway's* financial performance. He notes expenses increased due to higher wages. Expenditures outpaced revenues leading to a larger deficit. There was a decline in net assets. Revenues grew marginally but it was ultimately insufficient to cover rising operational costs. Regarding cash flow there was a lack of cash inflow and increased outflow which will be rectified by the DFU checks.

*The Gateway* currently holds a GIC which is a guaranteed investment certificate that is set to mature in June 2028. Another GIC valued at \$1,021 was redeemed this year which is reflected in the decrease of GIC holdings from 2023 to 2024. There are remaining balances of \$11,750 which are positioned to grow further.

There is a budgeted surplus of \$8,000 from DFU fees. This budgeted surplus will be added to *The Gateway's* reserve fund to handle unexpected costs.

Regarding potential risks, *The Gateway* is exposed to credit risks when customers do not fulfill their financial obligations. Habibzai says they can review new customers credit history before providing credit and evaluate current customers credit worthiness as well as set up an allowance for doubtful accounts in addition to maintaining a broad customer base. HABIBZAI says hes been contacting as many different companies as possible.

Liquidity risk is another risk if *The Gateway* is unable to meet their financial obligations. This can be avoided by having significant liquidity sources like ads, donations, and the DFU checks. He says they are estimating receiving \$170,000 in DFU fees, split into three checks throughout the year.

BROOKS says it's worth emphasizing when presenting the report that although the numbers look bad, this is the lowest *The Gateway* will look for the next 5 years and that *The Gateway* should be pretty liquid.

THIESSEN motions to approve the annual report, BROOKS seconds. The motion passes.

THIESSEN, BROOKS

6. New business: Committees

BROOKS says that he is on too many committees — three in total — and that he has overcommitted. He is putting forward a motion to withdraw from the committees that he is on. POLENCHUK seconds. The motion passes unanimously.

7. Adjournment

POLENCHUK, RUDGE. Passes. Adjourns at 7:44 p.m..