



WLU Student Publications Board of Directors Meeting Minutes
April 16, 2019 - WLUSP Board Room

Attendance: Aaron Hagey (President and Publisher), Arshy Mann (Board Member), Emily Crump (Board Member), Kashyap Patel (Board Member), Alyssa Di Sabatino (Board Member), Lakyn Barton (Executive Director / Acting Secretary), Care Lucas (Advertising Manager), Randy Moore (Finance Manager), Rosalind Horne (Board Member)

Gallery:

1. Call Meeting to Order

Call to Order at 6:05pm

2. Approval of Agenda (April 16, 2019)

Motion: Alyssa Di Sabatino

Second: Kash Patel

Passes

Amend the agenda Point 6 and 7 to become 4 & 5

Motion: Rosalind Horne

Seconded: Alyssa Di Sabatino

Passes

3. Approval of Minutes (March 20, 2019)

Motion: Emily Crump

Second: Alyssa Di Sabatino

All in favor, motion passes

4. Chair's Report

- Laurier Student Poll director hired
- Will be hiring Social Media Manager

5. Executive Director's Report

- Discussion over Student Choice Initiative fee structure.
 - What is our current fee, what metrics can we get?
 - Our fee is currently less than many other fees
 - What will the page look like for students?
 - How do we communicate to students about staying opted-in?
 - Board agrees on keeping fee as a whole instead of breaking it down to smaller fees
 - Discussion about opportunities to market to students about the importance of fees

6. Interim Budget Approval

- Financially strong ending year
- Took the approach of saving as much as possible for the Summer term to position us for whatever the outcome is for the Student Choice Initiative

Central Budget

- Canada Summer Jobs
 - add 2 positions to budget in case grant is awarded
- Discussion over possible move from 205 Regina to happen this year

ED Budget

Nothing changed from last year

President budget

- Changed to Summer Workshops instead of Camp to save money
- NASH location is up in the air – was supposed to be Ottawa but may have switched

Finance Budget

- Summer fees lowered

Advertising Budget

- Mat Leave job posted, hoping to hire in June
- Chamber of Commerce membership removed as did not see value
- Ad Sales – setting safe goals and achievable for the incoming hire
- Should we have annual ad fee increases?
 - Cord ad rates were increased quite high when Care first started
 - Lower circulation and campus than UW Imprint but rates are the same
 - Raised the web fees 3 years ago, it hasn't changed client bookings
 - Radio Laurier rates could also be looked at to increase

Human Resources Budget

- VA – we don't actually spend that much due to advertising deals however we'd like to be prepared

Community Edition Budget

- Steel Rails expected to be even more profitable this year due to venue change
- Remove Line 110: TCE Mixer as not happening again
- TCE has a strong increase in ad revenue – especially in the context of expenses

Cord Budget

- News Director – to be hired this summer
 - Covering the online content and prepping the incoming News Team
 - EIC not as strong for News and Sports
 - \$14/hour for 7 hours a week for P1, goes up to 15 hours a week for P2 or P3

- Do we want to have the most people making the publication strong throughout the year?
 - News Director is leaving in January – would we rehire?
 - May be covered by Canada Summer Jobs depending on grant
- Honouraria – Some positions not existing next year
- Web Director changed to 7 hours a week instead of honouraria amount
- Removed 126 for “Food for Production”

Blueprint Budget

Lowered to 1000 circulation, 2 issues per term

Brantford Budget

BMO position removed and sputnik hired at 15 hours / week

Distribution Budget

Rack Maintenance increased to \$1000 to work on Laz Hall position

Sputnik Budget

EIC position to 15/week

Print changed to Monthly instead of bi-weekly

Revenue wise might be helped by monthly as it may have more value for clients

Radio Laurier Budget

- Station Manager to not be hired for the summer and instead starting in August
- Stream On changes to \$460/term

LSP Budget

No Changes

Overview:

Final Count with changes -27,839 loss in Period 1

Questions about:

- No review policy for annual salary raises
- Even if we're not in a financial position to do Annual Performance Reviews – we should still have the framework in place

Motion: Approve the budget with the proposed changes

First: Rosalind Horne

Second: Alyssa Di Sabatino

All in favor, motion passes

7. Credit Card / Signing Authority

To grant Aaron Hagey, incoming President, permission to have a company credit card and to be given signing authority on behalf of the organization

Motion: Emily Crump

Second: Alyssa Di Sabatino
All in favor, motion passes

8. Final Remarks

Great job on the budget!

9. Adjournment

Motion: Emily Crump

Second: Alyssa Di Sabatino

All in favor, Motion Passes

Meeting adjourned at 8:12 PM