



WLU Student Publications Board of Directors Meeting Minutes
 April 20th, 2020 - Online Video

Attendance: Aaron Hagey (President and Publisher), Arshy Mann (Board Member), Emily Crump (Board Member), Jade Hosick (Board Member), Victoria Marshall (Board Member), Keegan Gingrich (Board Member), Care Lucas (Executive Director), Rosalind Horne (Board Member), Maneesha Suresh (HR Manager/ Secretary)

Gallery: Lakyn Barton (Outgoing ED), Amelia Mola-Schmidt (Station Manager, Radio Laurier), Randy Moore (Finance Manager), Melissa Embury (Editor in Chief, TCE), Kurtis Rideout (Advertising Manager)

1. Call Meeting to Order

Call to Order at 4:08pm

1. Motion to Amend Minutes to Elect Officers (April 17th, 2020)

Motion: Jade Hosick

Second: Keegan Gingrich

All in favor, motion passes

1. Motion to Approve Secretary – Maneesha Suresh

Motion: Jade Hosick

Second: Keegan Gingrich

All in favor, motion passes

2. Approval of Agenda (April 20th, 2020)

Motion: Keegan Gingrich

Second: Emily Crump

All in favor, motion passes

3. Approval of Minutes (February 7th, 2019)

Motion: Jade Hosick

Second: Keegan Gingrich

All in favor, motion passes

4. Chair’s Report

- It’s been a tough year – the COVID-19 disruption has affected the way WLUSP functions.
- Staff hiring has been completed (we are looking for EICs for Keystone and Carnegie)
- We weren’t able to host a VA because of the social distancing in place, hoping to postpone it to a later date (once it is safe).

- Camp WLUSP is up in the air right now (depends on the state of public health), but we need to wait to find out more.
- Focusing more on Strategic Planning (scrap the 5-year plan, going through the process again because we have a new Executive Director and we need to plan for the effects of COVID-19).
- During isolation, WLUSP is working to keep our staff/volunteers connected through weekly department meetings and daily check ins.

5. Executive Director's Report

- Office Closure – we remain closed but are working closely with the university to discuss potential opening times.
- We have seen more collaboration between departments and online content/engagement has improved greatly.
- Steel Rails have been cancelled this year; sponsors have been spoken to. We are hopeful that we are able to reschedule it for later this year.
- We are looking into some grants, in order to find some funding (tech purchases, wage subsidies).
- Advertising – working on digital advertising and strategies to change the way we advertise.

6. Electing Officers – Vice-Chair, Treasurer, Secretary

Jade Hosick nominates herself as Vice-Chair

Motion: Keegan Gingrich

Second: Arshy Mann

4 in favor, 1 abstained, motion passes. Jade has been elected as the Vice-Chair for the next term.

Victoria Marshall nominates herself as the Board Secretary

Motion: Jade Hosick

Second: Keegan Gingrich

4 in favor, 1 abstained motion passes. Victoria has been elected as the Board Secretary for the next term.

Note: The Treasurer role has not been filled.

7. Budget and Future Planning proposal

- We are facing a deficit – The ED believes we are in a good standing and in a position to take that on. We predicted a 10% drop in enrollment when we crafted the budget, but this will likely not be the case.
- Advertising will be facing some challenges given the current economic situation.

8. WLU'er Production Discussion

- WLU'er is produced by WLUSP on an annual basis, delivered to residences and other places on the Laurier Campus. It usually brings in between 5-10 thousand dollars in advertising profits.

- Decision: Is it worth it to create the WLU'er when there is so much uncertainty in terms of advertising and costs.
- Option 1 – take on the project and aim to get the advertising necessary (take on the risk)
- Option 2 – Change some aspects of the WLU'er to make it an alternative resource (reduce the on-campus directory, length of the book), this will help show love to local businesses and improve relationships with them
- Option 3 – cancel the production of the WLU'er
- A decision needs to be made soon, it needs to be submitted to the printers by August.

VOTE: three in favor of option 2, 2 in favor of option 1.

- We will leave the money in the budget in order to create an alternative resource.

9. Interim Budget Approval

- The budget is prepared with a 10% drop in enrollment, but this is not forecasted. If enrollment drops 2%, then we will see a small profit
- Much of WLUSP's revenue comes from student contributions.
- We are looking at a \$27,800 deficit, but about \$15,000 consists of amortization expense (this is not cash)
- Summer Student Grants – we may need to restructure the roles depending on what we need (specifically the summer camp coordinator)
- Looking into capital asset improvements: a music processing computer for RL, Mac Minis to replace some of the ones in the Waterloo Production Office, an iMac for Brantford office.
 - We are also selling the computers which we will be replacing
- Camp WLUSP – based on how things are looking right now, it may not be the wisest decision BUT it may be necessary because people are feeling disconnected. We need to reserve part of that budget to do an alternative.
- Raises for Permanent Staff – Maneesha has been working on creating performance evaluations for staff in order to ensure accountability/transparency. The president has advocated for a raise.
 - Evaluation Sub-Committee – this committee can be in charge of evaluating admin positions, will be made up of board members.
- Finance – Our Finance manager took a cut to his pay because of the student choice initiative last year, so we are increasing his charges 50\$ a month.
- TCE – We have added a part-time position, this will reduce the inequality between departments. The salary for the EIC has also increased to stay competitive.
- Radio Laurier – We have added a Program Director position for 10 hours a week. The salary of the Station Manager is increasing to stay competitive.
- Blueprint – Publishing costs have gone up.
- Distribution – has ceased for the time being, but we will be paying staff for April and May.
- Sputnik – This publication may increase to 16 pages (instead of the usual 12) because of our ambitious EIC. We have budgeted for some 16-page issues.

Motion: Emily Crump

Second: Keegan Gingrich

All in favor, the budget passes unanimously

10. Adjournment

- We would like to recognize Lakyn for 5 years of service to WLUSP. Thank you so much for everything you've done! Lakyn is our outgoing Executive Director.

Motion: Emily

Second: Keegan

All in favor, Motion Passes

Meeting adjourned at 7:06 PM