



## **WLU Student Publications Board of Directors Meeting Minutes**

August 31<sup>st</sup>, 2020 | Remotely, via Zoom

**Attendance:** Aaron Hagey (President and Publisher), Arshy Mann (Board Member), Emily Crump (Board Member), Jade Hosick (Board Member/Vice Chair), Victoria Marshall (Board Member/Secretary), Keegan Gingrich (Board Member/Treasurer), Care Lucas (Executive Director), Rosalind Horne (Board Member)

**Gallery:** None

### **1. Call Meeting to Order**

Call to Order at 7:03 p.m.

### **2. Approval of Agenda**

**Motion:** Rosalind Horne

**Second:** Jade Hosick

All in favor, motion passes. The agenda is approved.

### **3. Approval of minutes (July 8<sup>th</sup>, 2020)**

**Motion:** Emily Crump

**Second:** Jade Hosick

All in favor, motion passes. The minutes are approved.

### **4. Chair's Report**

#### **Carnegie/Keystone**

- Carnegie has a strong team but no lead on production
- Note challenges for the year with COVID-19
- Brantford Campus has limited activities
- Question is whether or not production can go ahead
- Alternative is to combine yearbooks to represent both campuses
- Would allow for notable financial savings but Care Lucas assures this is not the focus
- Emily Waitson is applying for the position of editor and will be interviewed by Aaron Waitson
- Rosalind Horne raises the issue of multi-campus diversity — Waterloo, Brantford, and Kitchener campuses must be involved
- Also raises idea of selfie challenges, etc. to involve those distant from Waterloo

- Keeping everyone distant is key so self-submissions may be one way forward
- The Board comes to a consensus that the yearbook will be one shared production between two campuses

### **Camp**

- Online format a success, with good means of accessibility
- In-person sessions will be preferred for next year, but given the challenges faced this summer the sessions ran well
- Money left over from camp has yet to be re-allocated
- Going forward, socials between departments will be increasingly encouraged

### **Departmental updates**

- All departments currently sitting well
- Digital content a new focus when planning for the new year

## **5. Executive Director's Report**

### **Camp**

- Previous expressions of the importance of socials make re-allocation of leftover camp funds important — focus will be on socials.

### **Office Reopening**

- WLU has granted office access to full-time staff on a needs-only basis
- Strict safety protocols are being followed
- Swipe card access now working for full-time staff; once the building is fully reopened this will be extended to OneCards
- The building is structurally sound but some work orders need to be placed

### **LifeTouch and Grad Photos**

- Many 2020 grad photos need to be distributed and 2021 graduates will need photos taken
- LifeTouch needs a larger space to continue with photos in light of intensified safety protocols
- Increased sanitary procedures mean photo sessions will take longer periods of time
- WLU, LifeTouch, and WLUSP are in collaboration to come to a resolution

### **Five-Year Plan**

- Very difficult to plan for the future when the present is still undetermined
- Will likely be revisited in 2021

### **Print issues**

- TCE print production down to 2000 issues
- Uncertainty with print advertising leading to the revisiting the sitting budget and distribution

- Focus on digital content (subscription services?) and pay for contributors (\$50/story, \$25/photograph)
- The WLU'er
  - Magazine format with glossy map
  - In collaboration with the Student's Union, maps will be distributed with Wilf's takeout orders
  - Creative distribution is key
  - The total cost was \$7,000, with \$2,000 of that being payment for design costs.
  - \$11,000 of advertising was sold, which allowed for a profit overall.

## 6. Budget Changes and Approval

- Care Lucas is still in talks with Dan Dawson to determine funding numbers (for WLU student fees), but getting firm numbers is difficult due to opt-out availability
- As such, the budget remains conservative
- Major adjustments in the Central Department's budget are relating to the Brantford Mac minis and iMac as well as office chairs for Waterloo
- Rosalind Horne will look into TechSoo \*sic\* to look into discounted technology purchases due to WLUSP's nonprofit status
- Changes in the ED Department:
  - Personal expenses trimmed in first period, but the cost of Care Lucas's professional development course at Conestoga College has increased by approximately \$100.
  - Rosalind Horne recommended a charity PD program to Care Lucas that may help cover additional costs, similar in concept to a scholarship.
- NASH has been declared virtual, and the costs associated are decreased as a result.
- President's Department:
  - Approx. \$5500 is left over from camp and will remain in the budget to be reallocated.
- Expenses for the Annual General Meeting are still to be determined due to COVID-19. An in-person meeting may not be possible.
- Advertising department:
  - Changes are significantly lower (approximately reduced by half). Spending has shifted to focus on digital advertising embedded in multimedia to lower costs associated with print ads.
- Human Resources:
  - Money for VA's is being put aside
  - A new venue will need to be selected due to Chainsaw's closure
  - Budget for the holiday party may also need to be reallocated due to COVID-19
- Online production:
  - No changes proposed
- The Community Edition:

- Reallocation of staff honoraria proposed
- Social budgets may need to be reallocated due to COVID-19.
- Print budget may shift, as print issue numbers are not currently stable
- Print distribution in residence remains a budget-related question. It will cease for now due to WLU's closure of residence common areas and process of contact tracing for students potentially infected.
- The Cord:
  - Salary positions will be changed. The Creative Director's hours are proposed to be bumped from 15 to 20 hours per week. Brittany Kovacs will be returning to the position.
  - The Board discusses whether or not to bump the pay hours for all three managerial roles or to keep them the same to avoid workplace conflict.
  - Keegan Gingrich and Arshy Mann recommend increasing hours for all three.
  - The Board did not determine a decision on this matter.
  - The Board discusses whether or not staff honoraria for The Cord should be cut due to the shift from in-person print publication to online publication.
  - Keegan Gingrich and Victoria Marshall believe the honoraria should not be reduced. Emily Crump expresses agreement, and the Board is in consensus. The Cord's staff honoraria will not be cut.
- Blueprint:
  - Honoraria are facing a proposed increase of \$50 per staff member.
  - This is not contested by the Board. Blueprint's staff will receive an additional \$50 on each honoraria cheque.
- Rosalind Horne raises the issue of honoraria equity between publications. Aaron Waitson says the honoraria are determined by the publication's frequency and amount of content published.
- The Carnegie/Keystone
  - Will the honoraria be increased for the EIC of the newly-combined book?
  - Keegan Gingrich believes it should stay at the current listing of 15 hours per week until the position is filled and can be negotiated. Emily Crump proposes that instead of increasing the hours for the role, a Brantford Director role be looked into to increase inter-campus contact.
  - The Board does not arrive at a decision on this matter.
- The distribution budget remains unchanged.
- Sputnik honoraria have been temporarily decreased but will be re-increased by Aaron Waitson.
- The Carnegie's budget may be absolved entirely if the books are merged, with an approximate savings total of \$7000. The values of the Carnegie budget will be shifted to the Winter term for now to allow for potential staffing changes.
- Radio Laurier:
  - Event income will be lost due to COVID-19 and lack of available venues
  - The position of Program Director will be raised to 15 hours per week (from ten hours). Victoria Marshall states this may assist in decreasing hierarchies between departments, since the relationship between Program

Director and Station Manager is similar to that of News Director to Editor-in-Chief of The Cord.

- Keegan Gingrich removes himself from the conversation due to conflict of interest.
- The Board agrees without objection to increase the hours of Program Director for the third budgetary period.

### **Motion to approve the budget**

**Motion:** Keegan Gingrich

**Second:** Emily Crump

All in favour, the budget passes unanimously. The 2020-2021 budget has been approved.

Additional discussion (not on the Agenda)

- Now that the office cleanup has been dealt with, the policy subcommittee can begin to meet.
- Staff appreciation and socials online will continue to be discussed.

### **7. Adjournment**

**Motion to adjourn:**

**Motion:** Jade Hosick

**Second:** Keegan Gingrich

All in favor, motion passes. The meeting is adjourned.

Meeting adjourned at 9:02 p.m.

\*\*\*\*\* Last official entry \*\*\*\*\*