



WLU Student Publications Board of Directors Meeting Minutes  
July 20, 2016 – WLUSP Board Room – 5:30pm

**Attendance:** Meghan Roach (President and Publisher), Lakyn Barton (Executive Director), Emily Crump (HR Manager), Mynt Marsellus (Board Member), Fred Kuntz (Board Member), Gary Doyle (Board Member), Maddy Cutts (Board Member), Matt Burley (Board Member)

**Gallery:** Randy Moore (Finance Manager), Beth Bowles (The Cord, Editor-in-Chief)

**1. Meeting called to order at 5:38pm.**

**2. Approval of Agenda (July 20, 2016)**

Amendment to add election of the treasurer below the fourth item.

Motion: Fred

Second: Gary

Approved.

**3. Approval of Minutes (April 28, 2016)**

Motion: Mynt

Second: Maddy

Approved.

**4. Interim Budget Review**

The current budget will no longer have a deficit:

- The Cord will now only send 6 people to NASH and continue to fundraise for those 6 and possibly others
- Lauren for Strategic Planning
- The Cord's 90<sup>th</sup> Birthday
- Photography department's new camera
- Web Manager hired until Christmas for 15 hours a week

Clarification: Steel Rails is considered event income rather than fundraising

Motion to approve the amended interim budget: Fred

Second: Mynt

Approved.

**5. Election of Treasurer**

As per the minutes of April 28<sup>th</sup>'s meeting Fred nominated John

John enjoys being a part of the organization and is looking forward to being a part of it for another year.

Motion to ratify: Gary

Second: Maddy

Approved.

## **6. Chair's Report**

- a. We took the budget and took a long look over it
- b. Radio Laurier has hired a Station Manager: Kanisha Bortey
- c. Kanisha, Meghan, Lakyn and Care went to the National Community and Campus Radio Conference
- d. Camp: We leave tomorrow and return on Sunday
  - i. We have speakers from Diversity and Equity Office and LSPIRG will be doing workshops as well as some that have been put together by Meghan and Emily
- e. Working on Cord's 90<sup>th</sup> Birthday

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

- a. Steel Rails
  - i. Doubled revenue!
  - ii. Very successful and well received over all despite the movement away from the train.
  - iii. We are calculating totals
- b. Summer Students
  - i. Advertising assistant, Brantford office assistant, Summer Coordinator and Production Assistant
- c. The WLU'er
  - i. Care, Andreas and Lena put together a great publication
  - ii. We are working distribution and want to ensure that all incoming first year students receive one
- d. Strategic Planning
  - i. Lauren has been hosting meetings this week with department heads to begin the process and create a foundation before the camp
  - ii. She will have session at Camp
  - iii. Looking to have the final report ready for September and present it to the board
- e. NCRC
  - i. Learned a lot about other radio stations in Canada
  - ii. Looking forward to the year for Radio Laurier

Questions: How did advertising do on the WLU'er with predictions compared to actuals?

- The construction made this very difficult this year but we are confident that we should be fine

Suggestion: Bring the Strategic Plan to the board as a draft so that the board's input can be taken into account

Strategic Planning: Ask Questions

Are we more about the campus or the community?

Is The Community Edition still relevant?

How focused are we on revenue vs. breaking even?

Why are we growing and evolving?

**8. Final Remarks**

Looking to schedule a board meeting at the end of August

**9. Meeting Adjourned at 6:10pm.**