



**Wilfrid Laurier University Student Publications
Board of Directors Meeting
April 13, 2018**

Room BA 308

Attendance: Terrence Mroz (Incoming President and Publisher), Lakyn Barton (Executive Director), Dan (Board Member), Daniel Vandendor (Board Member), Rosalind Horne (Board Member), H.G. Watson (Board Member), Shyenne MacDonald (Board Member), Garrison (Board Member), Maiya (Board Member, incoming BMO), Randy Moore (Finance Manager), Care Lucas (Advertising Manager)

Gallery: Dellesia Noah (outgoing BMO, incoming EIC of Sputnik), Beth Bowles (EIC of the Community Edition), Safina Husein (EIC of The Cord), Kate Weber (EIC of Keystone)

1. Call Meeting to Order

Call to Order at 5:27pm

2. Approval of Lakyn Barton as Secretary for this meeting until Board Officer elections

Motion: Daniel

Second: Shyenne

Passes, All in favour

3. Approval of Agenda (April 13, 2018)

Motion: Shyenne

Second: Miya

Passes, All in favour

4. Approval of Minutes (March 26, 2017)

Amendment: Rosalind was not applying to be an artist on Steel Rails, that was H.G.

Motion: Daniel

Second: Shyenne

Passes, All in favour

4. Election of the Officer: Vice Chair

Garrison nominates himself, provides one minute speech

Shyenne nominates herself, provides one minute speech

No other nominations

Terrence passes out ballots to voting Board Members

Terrence announces Sheyenne McDonald as the Vice-Chair according to the ballots

Motion to ratify: Miaya

Second: Garrison

Approved.

5. Election of the Officer: Treasurer

Garrison nominates himself, provides one minute speech

No other nominations

Terrence passes out ballots to voting Board members

Terrence announces Garrison as the Treasurer according to the ballots

Motion to ratify: Daniel

Second: Rosalind

Approved.

6. Election of Officer: Secretary

Daniel nominates himself, provides one minute speech

Garrison nominates Miaya, provides one minute speech

No other nominations

Terrence passes out ballots to voting Board members

Terrence announces Miaya as Secretary according to the ballots

Motion to ratify: Shyenne

Second: Garrison

Approved.

7. Interim Budget: Approval

Overall

- Increased SAC fees by CPI
 - o We don't know the enrollment, but we go off of last year
- Advertising revenue is divided by within the school and outside of campus and internet advertising
- Web Director is put into Contracted Professional Services instead of Wages
- Conference Travel is always high due to NASH being farther away
- Overall, a profit of \$6,727.08 is planned
- Assets are planned (computers, furniture,

Terrence: What is the value of WLUSP?

Randy: As of April 12, \$300,063.00 but that is before our Grad Photo sitting fee

Central

- Summer Student grants, we only hire for the amount of grants we get.
- Lifetouch subsidy of \$5000 to spend on equipment
- Lynda.com has been removed since it is now available free to students
- Live Stream Camera budgeted for all departments, to help with film quality and elections season

ED

- Nothing changed from last year
- NCRC and NASH

Questions

How are positions and salary reviewed?

- There is no real process, Lakyn is working on creating a process for a pay scale and grid
- Rosalind offers to help with the creation of grid
- Questions asked about rate of inflation raises?

BOD/President

- Clarified AGM costs from last year to help with planning
- Continued Parking Permit
- NASH, NCRC
- Volunteer Appreciation decorations throughout the year

Finance

- Repeating yearly software
- Parking Permit shared between Finance Manager
- Increase \$50 a month for fees – has not increased in 5 years

Advertising

- Design of Waterloo Region plaques line, increased from last year.
 - o Winners of the Best Of awards in TCE, businesses buy plaques or place ads
- Bad Debt Line
 - o Money may have to be written off due to failure to make payment from clients (often clients go out of business and collections might not yield results)

HR Department

- Very consistent from last year

Online

- Changed from salaried Web Manager to Contracted Professional Services
- Added honoraria line

Question from gallery: Would we be able to hire Sam or someone else to do a workshop about the basic WordPress and web development

- Possibly – Lakyn will look into it

Garrison: Who takes care of WLUSP.com?

- President & Executive Director

TCE

- Overall budget is increased from last year
- A lot more fundraising initiatives: trivia, film screenings
- Hoping to increase more film screenings (there was one last year)
- TCE branded swag that we will sell to the community
- Assistant Editor
 - o Introduced this position last November, hoping to continue
 - o 10 hours a week
 - o Only budgeting from Sept-April
- Printing costs increased due to paper costs (will be reflected in other print departments as well)
- Volunteer Mixer
- Making the ISCT book
 - o Selling them on consignment at Open Sesame, a store downtown
 - o Using this as a trial run to decide on printing Volume 2 and Volume 3
- Amend budget: edit Assistant Editor position to only September-April

Photography and Video

- More batteries needed for cold weather and away trips
- Microphone was for Cord Weekly Update could use with Live Streaming Capable Camera

The Cord

- Not a ton of changes
- Took away News Director salaried position and instead increased Honoraria for newer positions
- NASH
- Fundraising ideas – actual event this year
- Summer Issues – decrease from 4500 to 4000 which is what was in the past

Question about sports

Can Cord reporters ride on the bus with Athletics?

Not all away games will happen so line will not be used completely.

Voice Recorders

Don't people just use their phones?

Safina: going to ask the team to see who uses recorders and reflect that. This line was not touched this year

NASH

Shyenne: Do we need 6? Not many people utilized what was offered at Toronto NASH? Should we delegate more space for Sputnik or Radio Laurier?

Safina: 6 equates to 1 EIC, 3 staff and then 2 editors or volunteers basically. I would need more.

How does Sputnik have for NASH? 3.

Large turnover in the Cord – it's a new team and it might foster team development.

Care: I didn't budget for it for advertising department.

Re-evaluate in September.

WLUer

Printing costs

Could save money by lowering print number but we ran out this year

Advertising pricing is being raised

Construction effected the sales of last year

Blueprint

Very similar

Printing Costs stayed the same

Might be switching printers to the same as the newspapers

Questions

Honouraria

They are earning more than Cord Senior Staff – why?

No other volunteers?

How do we track honoraria? End of term, Department Heads supply numbers to President, President approves, Finance prints cheques.

Terrence: going to be encouraging Blueprint to do more this year. Can this be a trial and re-evaluate next year?

Miaya: Bridging campuses on Brantford side? They should be putting more effort.

Garrison: Are we in a position where we need to be making harsh cuts?

Lakyn: No, this budget is supposed to be supporting us moving forward

Terrence: Decreasing their event budgets to push them to do more with less

Equity vs Equality?

Rosalind: There were talks of Equity and Equality at the AGM.

Lakyn: Blueprint publishes 4x a year with 2 mini issues. Cord publishes weekly. But how does that divide for Radio Laurier or the yearbooks?

Lakyn: Honouraria vs Performance?

Cord has potential to increase their honoraria with performance, Blueprint doesn't

Terrence: I feel comfortable with encouraging Blueprint to be more present, and to show more of the work that they are actually doing

Rosalind: comparing departments is not helpful due to the differences in each publication and we can't compare any two of the departments

Terrence: Should we have a system that tracks honoraria that has a framework? Should we work on that this year?

Leaving this for the year and then evaluate for next issue. Especially with Performance Based honoraria.

Fundraising?

Not budgeting for any fundraising efforts but they are encouraged

Keystone

Similar to last year

Budgeted more for Publicity and Advertising (merch)

Increased volunteer appreciation

Added Facebook advertising

Brantford

Camera

Updating camera options

Used heavily by Carnegie

Brantford camera issues – needing organization

Garrison: don't buy a monopod, get a tripod

Lakyn: merge these lines and instead have a "Camera" line for \$2000, and getting the systems for signing out worked out. I also want to create a policy WLUSP wide to hold people more responsible for broken tech

Decreased lines for holiday decorations

Change: merge lines and up to \$2000 on the condition that the camera system is worked out

Distribution

Community Car Share changes to VrtuCar

Hiring again for manager

Change: add line \$300 for newspaper boxes

Sputnik

Advertising revenue removed from this section and merged with all Advertising
Food for production lines – lowered to reflect actual costs
Change of staff structure for The Sputnik volunteers

Change: 2 Managerial positions to reflect actual staffing
\$150, \$2000, \$2000

Questions

Gift cards? - Recognizing volunteers work per issue – usually \$10 an issue
Did you see a good response? Yes.

Carnegie

Corkboards – might be able to find them in the office?

Radio Laurier

Budgeting to get some income for merchandise from staff
Increased fundraising goal with the hope to increase it even more
Studio upgrades with production computer so increase in speakers, hard drive, and mics
On Air Sign to help with noise
Podcasting package – to help with podcasting and remote casting

Motion to accept the amended interim budget: Shyenne
Second: Daniel
Passes, all in favour

8. Credit Card Signing Authority

Change the signing authority to Terrence Mroz starting May 1, 2018
Motion: Garrison
Second: Maiya
Passes, all in favour

9. Chairs Report

Department Heads hired
HR
Cord
Blueprint
Sputnik
BMO
Carnegie
Keystone
Radio Laurier

Camp WLUSP
July 5-8th at Camp Kintail

10. ED Report

Budget

Canada Summer Jobs

Steel Rails

Policy

13. Final Remarks

No final remarks.

14. Adjournment

Motion: Shyenne

Second: Garrison

Passes, all in favour

Meeting adjourned at 7:58pm