

WLUSP Board Meeting

Virtual Conference: 2:00pm

Wednesday November 9th 2022

Secretary: Grace Corriero

Attendance: Abigail Heckbert (President/Chair), Grace Corriero (Board Member), Jacob Segal Rice (Board Member), Kashyap Patel (Board Member), Jack Vrolyk (Board Member), Rosalind Horne (Board Member), Aaron Waitson (Executive Director), Yasmeen Al Momani.

Absent Membership: Emily Crump has resigned from her BOD community member position.

1.0 Call Meeting to Order

→ Meeting called to order at 2:04pm.

2.0 Approval of Agenda: November 9th 2022

→ Motion: Rosalind Horne

→ Second: Jack Vrolyk

→ Motion Carries: 2:08pm

3.0 Approval of Meeting Minutes: September 20th 2022

→ Motion: Jacob Segal

→ Second: Jack Vrolyk

→ Motion Carries: 2:09pm

4.0 Chair Report Presented by Abigail Heckbert (President/Publisher)

4.1 November Updates

- Each publication is functioning successfully with printing and content production at its peak.
- The Cord and Sputnik have been producing content for their online uploads and print editions.
- Radio Laurier volunteers have been recording both in and out of the studio as the studio has been more frequently visited by all staff and volunteers.
- Four new Canon EOS 6D Mark II body's, 8 SD Cards and 3 new card readers.
- One Canon camera went to the Brantford Campus, along with new SD cards.
- Money is still left in the budget to be utilized to purchase more card readers and camera accessories for both campuses.
- Upcoming new purchase for WLUSP will be an update for the Mac Mini's on both campuses. ICT has been of assistance in quoting 6 new IMac's.
- Currently have 4 IMac's in Waterloo and 1 in Brantford.
- Old parts from the 2014 IMac's will be used for resale as they are not efficient to accomplish workload.

- Growth of WLUSP Membership, positions have been filled for the Keystone/Carnegie Editor-in-Chief. Brit Kovacs is coming back to create another yearbook design.

- Interviews have wrapped up for the Blueprint Magazine Editor-in-Chief position as a letter of offer will be sent out to new member.
- The Cord and Sputnik have recruited more volunteers in the past two months growing their team.
- Volunteers are eager to create content and submit new pitches weekly. Positions such as writing, photography, graphic design etc.
- Both newspapers have been putting out relevant and engaging content, covering the recent municipal election candidates and results, talking to the new Mayor of Waterloo, and looking into 2SLGBTQIA+ students and their experience on both the Waterloo and Brantford campus.
- Content covering the Golden Hawk's involvement in the Yates Cup playoff football games, side hustle culture and The Cord brought back one of their most famous sections Dear Life!
- All three publications have been actively participating in cross-department collaboration, helping each other out with written and live content production.
- Cord and Sputnik run weekly shows on Radio Laurier, Radio Laurier creates monthly playlist for The Cord's Print and the Sputnik cross published a couple of articles from The Cord.
- Radio Laurier hosted Dirty Trivia at Revive Game Bar in Uptown Waterloo, hosted by the talented drag queen, Amanda Villa and sponsored by the Stag Shop.
- Radio Laurier sold over 40 tickets, making over \$200 in ticket sales and had a great attendance turn out. Stag Shop prizes were awarded including 4 door prizes and participants had to lip sync for their trivia prizes as a tie breaker.
- All three publications are in the process of ordering staff merch, to be ordered at the end of this week.
- The Sputnik, The Cord and Radio Laurier are planning socials for their teams.
- Each active publication including myself (for WLUSP), has/will be applying for social media verification on Instagram.
- We will also be hosting our first admin/publication head social at Lumberjacks Axe Throwing in Cambridge within the coming weeks.

5.0 Executive Director Report Presented by Aaron Waitson (Executive Director)

5.1 Waterloo Office Move Updates

- WLUSP will be moving soon to its permanent office location from 205 Regina Street to 187 Albert Street.
- Kurtis Rideout previously met with Nikolaus Schmidt from Facilities & Asset Management to coordinate the move, and we are currently continuing to work out the details.
- Currently, we are waiting for an updated lease agreement from Laurier's real estate office before discussing further specifics.
- Renovations are required for the location that range from minor updates to major needs (alarm systems, OneCard readers).
- Meeting with Nikolaus will be soon as a conversation will establish a timeline for both upgrades and moving time.

5.2 Gradate Photos

- Pegasus photography company has been operating out of a new location at 194 King Street South in Waterloo and SCJ 210 at 38 Market Street in Brantford, students will now be able to get their photos as appointments become available.
- A mass email has been sent to all potential graduates and most Waterloo appointments have been full.
- Promotion for grad photos will continue as students will be made aware that they must book before the February/March cut-off.

5.3 WLUSP Ads Database Project

- During the summer, Kurtis worked with Randy and Sam to develop application for our website that would allow clients to purchase, organize and supervise their ads in our publication making it easier for finance to invoice clients and department heads to view run sheets and provide metrics to better understand advertising trends between publications.
- Sam has recently updated WLUSP that the project is operational and ready. Randy and Aaron will meet in a few weeks looking through the information.
- Application to make the content produced more efficiently and in a timely manner to support the needs of each publication.

5.4 Creative Director for The Community Edition

- Improvements and support will be given to The Community Edition in assistance to help the publication to achieve a higher level of autonomy for its visual design.
- The Executive Director has always been very deeply involved in the actual production and layout of the paper.
- direct involvement is not seen among any of our other publications on the level of publisher, and Aaron would like to get the publication to a place where it can operate independently of direct publisher involvement.
- A proposed new position for The Community Edition, a Creative Director, that would function alongside the Editor-in-Chief and Editorial Assistant.
- This role would function similarly to The Cord's current Multimedia Director role, and provide the necessary flexibility, design experience, and support that Aaron believes is necessary for the publication's current needs.

6.0 Operational Budget Amendments

- Budget changes to be updated:
- \$50 dollars to coffee supply for the office.
- Microsoft 365 subscription, licensed account financed currently at \$1,232.00, 32 licences to 42.
- Executive Director- Radio Laurier hit with an unexpected expense costing \$300 CAD.
- The Community Edition, part-time creative director \$17.50/hr, \$4,725.00 each semester.
- The Cord food budget \$150 dollars extra.

- Brantford department computer software at the office \$5,000 2 computers will be awarded to the campus.
- Sputnik, office supplies tape recorders and photography camera's budgeted at \$2,200 dollars.
- Radio Laurier station manager submit ticket \$46.00 dollars for attendance.
- Paid Zoom account \$80.00 dollars every four months, we can possibly use Teams and veto this amount potentially
- Potentially adding \$53.00 dollars a month for BOD emails and use of Teams account.

7.0 Operational Budget for 2022-2023 Amendments Approval

- Motion: Jacob Segal Rice
- Second: Roseline
- Motion Carries: 3:03pm

8.0 EDI Committee Structure Approval

- Motion: Jacob Segal Rice
- Second: Jack Vrolyk
- Motion Carries: 3:17pm

9.0 Adjournment

- Motion: Rosalind Horne
- Second: Jack Vrolyk
- End: 3:17pm

9.1 WLSUP Board Meeting for November 9th 2022 is adjourned at 3:17pm.