



Wilfrid Laurier University Student
Publications
Board of Directors Meeting
August 15, 2018

205 Regina St. North

Attendance: Garrison Oosterhof (Board Member), H.G. Watson (Board Member), Lakyn Barton (Executive Director), Maiya Mistry (Board Member), Shyenne MacDonald (Board Member), Terrence Mroz (President and Publisher)
Gallery:

1. Call Meeting to Order

Call meeting to order at 8:20 PM

2. Approval of Agenda (August 15, 2018)

Operational budget discussion will be 50 minutes

Motion: Shyenne

Second: H.G. Watson

3. Approval of Minutes (April 13, 2018)

Adding last names to minutes, spell check Shyenne's name correctly

Motion: Shyenne

Second: Maiya

Passes, all in favour

4. Chair's Report

Hopefully LSP will be able to make it into The Cord

Integrate social media coordinator

5. Executive Director's Report

We did not receive any funding this year

Revamping applications for next year

Haley: "What happened?"

Lakyn: "It's a point system- some algorithm that sorts it out. There were more applicants than normal this year and we did not get those key terms that the algorithm was looking for"

Haley: "That sounds wise."

Fundraising has gone well, second box of shirts have already been ordered, WLU'er was delayed but it has now been completed

Lakyn: "Steel Rails was not as great as some years because of the cost of the venue, but possibly around 8000\$ profit"

Haley: "You should increase ticket sales if possible. It never felt too crowded, even though it was a long travel distance"

Photo Booth specifics are still being worked out (eg. how will these photos be accessible to students?)

Lakyn: "the goal is to increase traffic on social media... reach students who might not know about The Cord"

WLUSP condom fundraising

6. Operational Budget Approval

Central budget: not too many changes from previous budget, some included furniture for EIC office, Lakyn is working on getting security bars installed

President: added in 100\$/term for social media honorarium (performance-based)

Finance: no change

Advertisement: no change

HR: took out 100\$ for holiday party, no other changes

Lakyn: "I updated some of the fundraising events... [turnouts] have been been slow"

The Cord: 200\$ increase in fundraising

WLU'er: stayed the same

Blueprint: extra 100\$ for fundraising

Keystone: no change

Brantford Department: Garrison will come down with Terrence to examine tech (lenses, etc) in order to ensure that we are using materials before purchasing new equipment

Lakyn: "biggest change would be the Social Media position"

Terrence: "people are interested in merch, maybe we could eventually branch big enough to have a shop or something... there are plans to do some sort of fundraising thing... we want to get people in here... there wasn't much of a fundraising attempt last year... they need to prove that we can bring profit in to contribute to the general WLUSP cause"

Motion: Shyenne

Second: Haley

Passes, all in favour

7. Vacant BOD Position

: "It would be ideal to fill the fourth position"

Discussion about how we can fill the position, election process v appointing a BOD member through an application process

Haley: "With the cost of running an AGM... it's a no-brainer to appoint a new member"

Maiya: let's appoint one on our own

Need to choose a deadline, Terrence suggests the deadline as September 30 to have applications in

Motion: Haley

Second: Shyenne

Passes, all in favour

8. Future BOD Meeting Dates

Terrence asks the group

Lakyn: "Last year we emphasized having it once a month"

Terrence: "Sometimes it wasn't necessary to have one a month"

Haley: "Every two months will probably be better. It will be easier to get quorum and I will be travelling a lot first term especially"

Terrence: "I guess I'm not opposed- we could always call a board meeting if it was necessary in the meantime... to work with Haley's schedule, should we plan the next meeting for October, sort of in line for when applications are due?"

Terrence: "I can reach out middle of September"

Haley: "-and using the Doodle is good"

9. Final Remarks

Garrison: "Steel Rails is getting more expensive... concerns?"

Haley: "I have some ideas for how we can do better at optimizing profits for Steel Rails. I can bring it up during our next meeting"

Terrence: "Maybe we could try different things for the next event (ie. cost of tickets)"

Lakyn: "things are getting more expensive but we also have to keep in mind the branding and community outreach aspect of things"

Haley suggests a subcommittee for the 10th Steel Rails event

Lakyn: "yeah, even starting with our board members or past department heads... I'll talk to Beth next week about starting that"

10. Adjournment

Motion: Shyenne

Second: Maiya

Passes, all in favour

Meeting adjourned at 9:01 PM