

## **WLUSP Board Meeting**

**Virtual Conference:** Thursday, February 1, 2024 | 3:00 p.m.

**Secretary:** Maryka Van Wyngaarden

### **Attendance:**

Serena Austin, President & Chair

Randy Moore, Finance Manager

Madalyn Mostacci, Treasurer

Jacob Segal Rice, Vice-Chair

Maryka Van Wyngaarden, Secretary

Jack Vrolyk, Student Director

Aaron Waitson, Executive Director

### **Absent Membership:**

Rosalind Horne, Community Director

Shelby Blackley, Community Director

\*Note: Madalyn absent from 3:25 to 3:45 p.m.

### **1.0 Call Meeting to Order**

- Meeting called to order at 3:02 p.m.

### **2.0 Approval of Agenda:** February 1, 2024

- Motion: Jack
- Second: Jacob
- Motion Carries: 3:03 p.m.

### **3.0 Approval of Meeting Minutes:** December 13, 2023

- Motion: Madalyn
- Second: Jacob
- Motion Carries: 3:03 p.m.

#### **4.0 Approval of Meeting Minutes: October 25, 2023**

- Motion: Madalyn
- Second: Jack
- Motion Carries: 3:04 p.m.

#### **5.0 Motion to add item to agenda: Web Manager Proposal Discussion**

- Motion: Madalyn
- Second: Jacob
- Motion Carries: 3:05 p.m.

#### **6.0 Chair Report Presented by Serena Austin (President/Publisher)**

- The Cord and The Sputnik have already printed first and second issues of 2024, including 20-pager from Sputnik. Radio Laurier programming back up and running.
- Radio Laurier to interview all candidates, to be aired during campaigning week. Cord published candidate platforms to their website. Instead of debates or open forums, SU gave candidates chance to speak before Wilfs Bingo Nights on Jan 22 and 29.
- Blueprint’s next “Dreamer”-themed mini-issue in the works, won’t be full magazine format for this issue. Blueprint held launch party for new issue at Revive on Jan 25. Housecat and Cynthia Fay concert held on Jan 26 at Veritas.
- Cord, Sputnik and Radio Laurier merch have all been delivered. WLUSP t-shirts and windbreakers have also come in—will help people recognize us at campus booths or events. Sputnik hoodies ended up \$100 over budget due to miscalculation.

- NASH Feb. 16-18 in Edmonton, 15 people going. All tickets, hotel rooms and flights have been purchased. Info on rooms and flights distributed. Aaron and I coordinating transportation to and from airports.
- Two applications for President and one for Board of Directors received, hoping for additional board applications in next week. With two Presidential candidates, have reintroduced online and advanced voting this year.
- This was production week for The Sputnik and The Cord. Next week will be busy with elections and AGM, but we have plan of action, will be rewarding to get through.

## **6.1 Comments**

- No comments

## **7.0 Executive Director Report Presented by Aaron Waitson**

### **Web Manager Proposal**

- Expansion of Web Manager Sam Nabi's responsibilities approved in last board meeting, but board asked to learn more about what specifics Sam is looking for. Making Sam permanent, part-time, salaried staff member would:
  - Make him a permanent department head, allowing him to be a part of department head meetings. Web Manager role more directly involved in WLUSP's creative goals, more regular contact with other members.
  - Encourage future growth of 'Web' department → space, resources and opportunity to create volunteer roles and recruit students, including a different demographic of students (Computer Science and UX Design programs).
  - Give Sam more freedom to evolve the Web Manager role, branch out into advocacy/networking with other publications on behalf of WLUSP, and share his knowledge of web and digital media strategy so we can adapt to current digital landscape.

- Allow Sam and Administration to have more thorough performance evaluations, allow him to assist with succession planning.

### **Vacant Community Director Position**

- After searching, Brit Kovacs suitable replacement for Community Director vacancy, and she has expressed official interest.
- Board expressed interest in Brit joining at last board meeting, but official decision not reached.
- Given Brit's wealth of previous experience, passion for the organization, and involvement in Waterloo Region community, I continue to support her nomination as a candidate. We can vote on this today.

### **WLU'er Publisher Responsibilities**

- This year WLU'er saw its most successful distribution numbers ever (100%, 4000 copies), but Advertising department struggled to sell enough advertising space due to tight timeline for production. Moving forward, would be valuable for advertising sales to begin earlier in the year than the summer term.
- As it stands, advertising team cannot begin selling space for publication to clients until a number of details are confirmed—details that can only be approved by incoming President and Publisher (not current President, given WLU'er's fall publishing date). As a result, production is halted until May.
- Proposing that WLU'er publisher responsibility be shifted from President to Executive Director. This way, important preliminary decisions for handbook could be made before May.
- Executive Director could more directly assist in planning and creative aspects of handbook. WLU'er publication—most expensive publication for WLUSP—is typically intimidating first responsibility for President who has just entered their role. ED often has more experience with publication, would be ideal for them to take on WLU'er publishing responsibility instead of President. Can vote on this today.

## **Lifetouch Updates**

- Lifetouch have sitting fee commission cheque for \$40,794 ready for us, to pay their outstanding debt. Will finally be able to put this issue to rest and move forward with Pegasus into next fiscal year.

## **Office Move Updates**

- Office move has been stalled for many months for multiple reasons. Haven't heard back from Facilities and Asset Management team at Laurier. Will reach out again this month to inquire about any updates with regards to required renovations for two Albert Street locations or other opportunities available. Will keep board updated.

\*Madalyn left: Can't make decisions unless she's here (minimum of 4 board members)

## **7.1 Comments**

- Serena: While we wait for Madalyn to come back, can go over agenda items that don't require a decision to be made.

## **8.0 Ratify Approval of Audit**

- Motion: Jacob
- Second: Jack
- Motion Carries: 3:52 p.m.

## **8.1 Comments**

- No comments

## **9.0 Discussion of Implementing New Policy (Serena)**

- Re: Workplace relationships policy

- Objective: WLUSP believes professional and personal connections are important, but have to avoid relationships creating problems within the workplace; responsibility to protect worker (from harassment, exploitative relationships, unfair treatment).
- Policy doesn't prevent relationships between those in WLUSP, but lays out clear boundaries. More stringent requirements for those who have authority and influence over others in organization.

### **9.1 Comments**

- Jack: Quite good and extensive.
- Aaron: Worded in a way that conveys, "don't make it a problem and we won't make it a problem." This policy supports department heads, allows administration to step in to prevent adverse side effects of personal relationships.

### **9.2 Decision to Implement New Policy**

- Motion: Jack
- Second: Jacob
- Motion Carries: 3:53 p.m.

Aaron: we will have to ratify this at the AGM before it is official.

### **10.0 New Community Director Brit Kovacs**

- Aaron: Brit has been a really solid member of our organization for many years, has wonderful insight and good breadth of knowledge and involvement in WLUSP. Has strong voice and opinion, can advocate for the publication. I highly recommend her as third and final community director.

### **10.1 Approval of Brit Kovacs as New Community Director**

- Motion: Jacob

- Second: Madalyn
- Motion Carries: 3:56 p.m.

### **11.0 LBER Decision**

- Serena: No real update on this, haven't heard anything from LBER. They don't have fleshed out plan, so until that happens, we can leave this alone.
- Aaron: Until we see something more comprehensive, we can't take steps to go about adding a new publication. More than happy to keep working with their team in the future to discuss possibility of them joining WLUSP.

### **11.1 Motion to Add LBER as WLUSP Publication**

- Motion fails.

### **12.0 Lifetouch Update**

- Jacob: Seems like Lifetouch's offer is less about the money for them, shows they genuinely want to retain us. But for us to go back on our original decision says more about us as an organization. I think we should stick with our original decision and stick with Pegasus.
- Jack: I agree with Jacob. The promise of extra sitting fees sounds nice, but it doesn't hold as much weight when we've had issues with them before.
- Randy: I think we should put some pressure on Pegasus to give us the same capital/subsidy that Lifetouch does.
- Aaron: Yes, we can leverage the fact that Lifetouch offered the extra money, relay that to Pegasus while saying that we want to stick with them.
- Serena: I agree with Jack and Jacob. To go back on our decision now would say more about us as an organization.

### **12.1 Ratify Previous Decision to Retain Pegasus**

- Motion: Jack

- Second: Madalyn
- Motion carries: 4:01 p.m.

### **13.0 Milton Campus Discussion**

- Aaron: Milton campus is a point of convo to keep in mind moving forward thinking about strategic planning. Milton campus is officially planning on being launched September 2024, which is huge because it's been up in the air for years. Tremendous opportunity for WLUSP to expand operations to another campus, but some important steps. We will not be charging Milton students a student fee until we reach operating agreement with university regarding Milton campus. Will be polling Milton students to gauge interest in having publication on their campus and paying a fee in their tuition. Lots of opportunity there.
- Serena: Would put us in a unique position. UofT has 3 campuses, only has one paper, so we would stand out in contrast to something like that.

### **14.0 WLU'er Publishing Responsibility**

- Serena: 100% pick-up rate was exciting. The fact that we didn't get as much advertising from businesses as we hoped is disappointing given how much student interest there was.
- Aaron: Agreed, and the pick-up rate will give us strong position to pitch advertising space to businesses moving forward. Transferring the publishing responsibility from the President to the Executive Director (i.e., not having to wait for the new President's term to begin) will give us more time to acquire advertisements.

### **14.1 Motion to Transfer WLU'er Publishing Responsibility from President to ED**

- Motion: Jack
- Second: Madalyn
- Motion Carries: 4:02 p.m.



- Aaron: Would recommend WLU'er responsibility being ratified with membership at AGM.
- Serena: Will add to AGM agenda.

### **15.0 Web Manager Proposal Discussion (Aaron)**

- Sam Nabi
- As permanent department head, he will be able to sit in on meetings and have better working relationship with other department heads.
- Having a web department will help other departments who may struggle with web and digital strategies.
- Will help improve our standing in the community as well.
- Having him in more consistent and constructed capacity will be overall benefit to WLUSP.
- Serena: He has definitely been a super big help since having him around more consistently.

### **15.1 Comments**

- Jacob: If and when we do expand into Milton, having a dedicated web manager would be helpful for process of setting up website, etc.

### **15.2 Approval of Decision to Bring Sam Nabi on as Staff Member**

- Motion: Jacob
- Second: Madalyn
- Motion Carries: 4:08 p.m.

### **16.0 Adjournment**

- Motion: Madalyn
- Second: Jack
- Motion Carries: 4:09 p.m.

**WLUSP Board Meeting for Thursday, February 1 is adjourned at 4:09 p.m.**