

## **WLUSP Board Meeting**

**Virtual Conference:** Friday, September 22, 2023 | 3:00 p.m.

**Secretary:** Maryka Van Wyngaarden

### **Attendance:**

Serena Austin, President & Chair

Rosalind Horne, Community Director

Madalyn Mostacci, Treasurer

Jacob Segal Rice, Vice-Chair

Maryka Van Wyngaarden, Secretary

Jack Vrolyk, Student Director

Aaron Waitson, Executive Director

Umaymah Suhail, The Sputnik EIC

### **Absent Membership:**

Shelby Blackley, Community Director

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

- Meeting called to order at 3:03 p.m.

### **2.0 Approval of Agenda:** September 22, 2023

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

### **3.0 Approval of Meeting Minutes:** August 21, 2023

- Motion: Rosalind Horne
- Second: Jacob Rice

- Motion Carries: 3:04 p.m.

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

- Successful first prints from the Cord and the Sputnik.
- Distributed WLU'ers and copies of the Cord and the Sputnik on both campuses.
- Booths for The Cord, The Sputnik, Radio Laurier and WLUSP at Get Involved Fair on both campuses to recruit volunteers, including Radio Laurier's first booth in Brantford in some time, which garnered a lot of interest.
- Volunteer onboarding process underway for all teams.
- Blueprint boothing in the concourse next week to recruit volunteers and promote upcoming Superstition-themed issue; planning launch party for its release around Halloween.
- Radio Laurier to host Dirty Bingo on Oct. 26.
- HR Manager Lia McGinnis has begun her role, organizing HR files and volunteer lists.
- All copies of WLU'ers have been distributed, major improvement from last year.

#### **4.1 Comments**

- Aaron: This was first year with new layout of the WLU'er (day planner style), an experiment with new changes. Really positive feedback from students about the design, thanks to Brit Kovacs for designing. Based on success, would recommend keeping this general ring-bound design for future years, possibly increase number of copies printed.

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

##### **Bill C-18 & Online News Act**

- Received email from office of Mike Morrice, MP for Kitchener Centre, in response to "Local Media Caught in the Crossfires" Publisher's Note about Bill C-18; will be meeting with them on Sept. 27 to have chance to share our concerns and suggest ways for MPs to advocate on our behalf.

## **Office Move Updates**

- Due to potential of future water damage, the basement of 187 Albert St. cannot be leased to us, only upper floors available.
- Possible additional location, 152 Albert Street, few hundred feet from 187 building. The two locations together would be acceptable replacement for current 205 office space.
- We should come to decision about which if either of these leases we are interested in.
- Leasing both would be similar, cost wise, to current lease, but would open up a lot more space, help continual growth of WLUSP.

## **LazSoc Business and Economics Review (LBER)**

- Met with co-EICs of LBER to learn more about what they're interested in and what they could offer as a publication, what supports we could offer them.
- Questions for them focused on logistics and needs.
- Would like to discuss with board whether or not it would be favorable for WLUSP to absorb LBER. LBER has potential to target business students, drawing in a new demographic to WLUSP. Could also help revitalize Laurier Student Poll.

## **Lifetouch Photography**

- Switched to Pegasus for grad photography after some problems with Lifetouch Photography in previous years; Lifetouch interested in becoming grad photography company again, officially met with them last week to discuss.
- Board should decide at some point whether to stick with Pegasus or return to Lifetouch.

## **The Community Edition Night Market**

- “Whimsical Night Market” TCE’s first in-person event since pandemic.
- Community reception was really good, strong turnout; able to support local artists, performers, vendors.
- Successful event that has started good momentum, hope to transfer that onto future TCE events.
- Bookfest event also went well, supporting writers and creatives within the area; looking forward to continuing partnership with them.

### **5.1 Comments**

- Rosalind: When talking to MPs, give them overview of what WLUSP is as a whole so they have context.
- Re: office space move, rent for both office spaces would be basically the same as current rent.
- Pegasus has same tech bursary as Lifetouch has (allowing WLUSP to get reimbursed for up to \$5000).
  - Will have lengthier conversation about this.
- Main problems with Lifetouch (Aaron):
  - There were a lot of missing photos and composites, even entire faculties’ composites missing.
  - Real lack of communication about why that happened. Students rightfully angry.
  - Above issues affected our reputation in a negative way as well.
  - Never ended up paying us for the portion (\$50,000) of the sitting fees that they were supposed to. Never heard any follow-up from them after WLUSP contacted them about missing payment.
  - Damaged longstanding relationship that WLUSP had with Lifetouch.

### **6.0 Office Space Move (Aaron Waitson and Serena Austin)**

- Jack: Leasing both spaces would allow for space for WLUSP to grow.
- Aaron: Initial concern with 182 space alone was that there wouldn't be enough space with only the two floors. If we get two spaces, one (152 Albert St) could be more admin-focused, the other (187 Albert St) more production-focused, for example.
- Would aim to complete that move over the summer, but that might take slightly longer with two spaces. Timeline would mostly remain the same, moving in summer and being able to start operating Fall of 2024.

## **6.1 Comments**

- No comments

## **6.2 Approval of Office Space Move (to both 187 and 152 Albert Street spaces)**

- Motion: Rosalind Horne
- Second: Jack Vrolyk
- Motion Carries: 3:35 p.m.

## **7.0 Review LBER Presentation (Aaron Waitson and Serena Austin)**

- Currently have annual magazine, publishing for last five years. Create regional content, interviewing Laurier profs, undergrads. Campus- and Canadian business-focused.
- From us they want:
  - Utilizing WLUSP's marketing resources that LBER doesn't get as a club under Students' Union.
  - Administrative and logistical support (leadership training, access to print publication, help with reviewing their work/content side of things).
- They offer to us:
  - A demographic we've been lacking content for (business).

- Expand our reach to one of the largest business programs in the country.
- Grows our team as a whole; could help revitalize Laurier's student polls.
- Opportunity for cross-publishing within other publications that tend to shy away from business content.

## **7.1 Comments**

- Jack: Curious about cost, but feel good about opportunity to access a group in Laurier we haven't been able to connect with much. Seems like it would be rewarding for both sides.
- Aaron: Fiscal needs—LBER suggested somewhere around \$10,000 as a starting point (only for publication)
  - Would need paid EICs
  - Would have to work out honouraria for their staff (about 25 currently)
  - Total budgetary needs would probably be in the realm of \$50,000 for a full-scale inclusion of them as a publication.
- Serena: Supportive of this idea, having business under WLUSP umbrella would also give us more credibility.
- Aaron: Business-focused clubs and groups tend to have more opportunity for sponsorships, could potentially bring in more revenue for development of LBER and WLUSP.
- Aaron: Would be best to hear from LBER themselves, bring them in to speak with the board firsthand.
- Jacob Rice: Would be good idea to have them come in and give us a bit of a proposal, also opportunity for them to get acquainted with WLUSP as an organization.

## **7.2 Approval of inviting LBER back to present to WLUSP board**

- Motion: Jacob Rice
- Second: Jack Vrolyk
- Motion carries: 3:50 p.m.

## **8.0 Adjournment**

- Motion: Jack Vrolyk
- Second: Jacob Rice
- Motion Carries: 3:51 p.m.

**WLUSP Board Meeting for Friday, September 22 is adjourned at 3:51 p.m.**