



Wilfrid Laurier University Student
Publications
Board of Directors Meeting
March 20, 2019

205 Regina St. North

Attendance: Aaron Hagey (Board Member), Garrison Oosterhof (Board Member), Lakyn Barton (Executive Director), Rosalind Horne (Community member), Care Lucas (Advertising), Maiya Mistry (Board Member), Randy Moore (Finance), Terrence Mroz (President and Publisher)

1. Call meeting to order

Call meeting to order at 2:13PM

2. Approval of agenda (March 20, 2019)

Motion: Aaron
Second: Garrison
Passes, all in favour

3. Approval of minutes (January 18, 2018)

Motion to amend in-camera minutes
Motion to amend Rosalind to Community Member
Motion to amend “doomed essential” to “deemed essential”

Motion to approve amendments : Garrison
Second: Aaron
Passes, all in favour

Motion to approve minutes: Maiya
Second: Rosalind
Passes, all in favour

4. New director appointment

Two new community members appointed
First is Arshy Mann, worked in journalism of 10 years, excited to contribute to WLUSP in any way that he can
Someone with no WLUSP experience
Second is Emily Crump works in Kitchener, online advertising startup, volunteering for Radio Laurier
Lakyn: “I would recommend both of these members”

Members would love to be present for gatherings but can also telecommute in to meetings

Terrence: “[The candidates] sound very qualified”

Terrence: “Arshy might be someone who has contributions and connections so that if we ever needed to, we can show credentials”

Care: “Emily also has a lot of board experience with WLUSP which we can benefit from”

Terrence: “Because Arshy has so many credentials, I’m hoping that he is still going to be there when we need him”

Lakyn: “Yeah, I talked to him about time commitment”

Aaron: “based on her past, my question is what are Arshy’s motivations? Why is he drawn to us specifically?”

Lakyn: “I approached him about this position”

Care: “I believe that he has a personal interest”

Terrence: “Does anyone have any last questions?”

 Raise a motion to pass the appointment of Arshy Mann as a new community director during the 2019 term

 First: Aaron

 Second: Garrison

 Raise a motion to pass the appointment of Emily Crump as a new community director during the 2019 term

 First: Aaron

 Second: Rosalind

5. Chair’s Report

WLUSP hiring season

Terrence has been working with Aaron to hire

Aaron hired a new EIC of the Cord, Blueprint, and Station Manager in Radio Laurier

Have some position that were not filled, some are not an immediate emergency

Terrence: “Joel has expressed interest in coming back [as Carnegie EIC]”

Talks about summer employment

Trying to do best to fill positions

BMO and Sputnik need to be filled on the Brantford campus

For the next few weeks, top priority should be succession and getting people to apply for these positions (especially in Brantford)

There may be positions not hired in until September or summer months

End of year reviews will be coming up between the exam season

6. Executive Director’s report

Restructuring

New updates

Lakyn has met with the Student’s Union

Campaigning ideas to reach students, unsure yet as to how these ideas can be implemented

Working to creating a few different fundraising initiatives, which will be shared will department heads
Online payment process system has been added
Lakyn is working with Sam to create an online donation
Possible conversation for a new WLUSP Waterloo space because the current location is not accessible
Lakyn has a list of requirements which will be necessary
Lakyn is assuming this change will happen within the next few years
Randy: "Is the university considering lowering rent costs?"
Lakyn: "I don't think they're in the position to"
Lakyn does not believe that residence has anything to offer

7. Ancillary fee lobbying

Motion for Terrence to go in Camera

Motion: Aaron

Second: Garrison

Passes, all in favour

Motion to allow exo members to remain in the meeting

Motion: Aaron

Second: Rosalind

Motion to leave in-camera

Passes, all in favour

Motion: Aaron

Second: Garrison

Passes, all in favour

8. Fee CPI adjustment

We are allow to adjust our fees or increase them if we would like to

Right now fees are 11.16 per term for full time

Increase those amounts by 2-2.5%

Options are that we keep fees as low as possible for that we increase these fees hang

Students have to manually go in and opt in or out of new fees

Students can click yes or no

Terrence: "I feel like we already have 11.16 to defend, another amount of money might not make or break people. I would suggest we go for it."

Rosalind: "I think as a best practice we should increase our revenues in as many areas as we can. When we don't take advantage of these fees, we can't catch up"

Terrence raises motion for adjusting his CPI adjustment in line with inflation (2-2.5%)

First: Aaron

Second: Rosalind

Passes, all in favour

9. Budget changes

Lakyn is looking more for guidance, if we are looking to keep our organization functioning in a similar way or look at where we can cut costs

Raising advertising rates or cutting printing costs

Lakyn: "We would like to keep our publications running at the same level as they currently are"

Garrison: "If there were to be cuts, what would be cut? Is that what we're asking?"

Lakyn: "Yes. Do we want to prioritize roles or publications? Or prioritizing keeping as many publications running as possible?"

Garrison: "Looking at publication performance is important"

Aaron: "I think we should look at publications based on their strengths"

Terrence: "We should look at advertising"

Care: "I'm looking at raising rates"

Terrence: "We should be breaking down where publications have lacked."

Rosalind: "We should not be making operational decisions... is that correct?"

Randy: "We should try to spend as little as possible during the summer to save as much as possible"

Randy: "We could have different budgets ready for September"

Lakyn: "We can also reevaluate during the Winter term"

Randy: "We are entering a strong year"

Garrison: "Can we lower the budget of some permanent members?"

Lakyn: "Our essentials are rent, administration, Adobe Creative Cloud, Tech up-keep... we can't function without"

Rosalind: "I think it would be good to really look at what we're doing, what people like, and take a look at what is working and what isn't"

Rosalind: "We should start making cuts where we would have been making cuts anyways. I think we should stick to our missions and values. We have to pay attention to what advertisers and others are looking for anyways. Maybe some publications could be printed less frequently, etc"

Care: "I think that these conversations are some we can revisit. e.g. Biweekly issues instead of weekly. I think these conversations would go a long way"

Care: "We can still publish stories (eg. online) so that we are still relevant"

Terrence: "Are we looking to trim things, or looking into honorariums, or publishing?"

Garrison: "I think trying to maintain print is less productive. We should try to increase student positions and honorariums. We're already having a problem with people not returning to their positions. I think taking away money from students coming in is not the right move"

Garrison: "I think there is less of a perception of value in WLUSP. We could incentive it with small chunks of money for each amount of work done, to add value to a commitment"

Aaron: "I agree. I think we should focus on compensation"

Lakyn: "Work priorities are shifting"

10. Final remarks

11. Adjournment

Motion: Aaron
Second: Rosalind
Passes, all in favour

Meeting adjourned at 3:37 PM