

October 25, 2017

Faith Villanueva

**Journal Board Meeting Minutes:**

**Motion 1- Approval of the Agenda for September, 2017 for Queen’s Journal Board**

**Speaker:** We will push this to next time.

Hollidge: Motion 3 needs to be a discussion, there isn’t anything to approve, so we’re really not able to “pass” anything.

In favour: All

Opposed: None

Absentations: None

*Motion passes*

**Motion 2**

Next week

*Motion passes*

**Editor in Chief Report:**

Cattana: I want to run through numbers in comparison to last year. Our videos have 90k views as opposed to 6k from last year. Posting on facebook has helped a lot. Page views have gone up 11% online. Facebook we’re up 25%. People are also spending more time on our webpage – the longer articles are getting a lot of traffic and people are spending more time on the page. We’re currently getting everyone set up on applicantstack for honorariums. We’ve had a few resignations, so we’re doing a QJ dinner to keep up morale.

**Business Manager Report:**

Chaudhry: Sales and Video rates have been the priority. We want to charge a penny per view on our videos. We’re also trying to establish commission rates; making sure that they are fair and reasonable in comparison to the minimum wage, their hours and their salary. It’ll help incentivize them. We’ve done 39k in sales. About 7k is still unpaid in invoices. We should be

within our budgeted revenue at the end of the year. I have also compared our deficit, which is over by a bit, you can look at the notes for why this is the case. Many of our deals are ongoing, so we can assume it will increase.

Cattana: What is the 7k?

Chaudhry: Unpaid; so it's in our revenue, but they haven't paid yet. The discrepancy is based on the fact that people aren't paying up front.

Wronko: How does that compare to last year?

Chaudhry: They brought in about the same amount this time last year - 39k by September

Perry: Exclude the Student activities moving forward so we know where the separation is. Then we can get a better feel for our markets.

Wronko: When does the student activity kick in?

Perry: It's applied across the board, monthly activity. Who would be the market for the video marketing?

Chaudhry: Companies looking for more brand recognition -- the grocery checkout for example would have their logo shown before a video.

Cattana: The videos aren't about the business that sponsors us, only an opportunity for brand and recognition at the beginning.

Chaudhry: Facebook doesn't block ads, so it will gain more attention. There has been interest, but we need a couple of businesses need to try it, because they can't predict how many views there will be.

Cattana: Maybe we can have two options, one based on views and one based on a flat rate or cap.

Perry: We could base it off of how the video does; if it doesn't do well, they don't pay as much, but they don't pay too much if there's a lot of views. We use a cap.

Chaudhry: If it's a penny per view, our best video would have been about 300 dollars, which isn't too bad.

Cattana: On average, it would be 80-110 dollars for a video

Chaudhry: The other thing is, the video doesn't disappear, so they can keep gaining views after the initial week.

### **Vice-President (Operations):**

Hollidge: We talked about the personnel changes, so we should just note that we're going to be open in talking about how the Journal handles compensation and staffing, then we should be talking about that before the next hiring period. Ultimately, we should make sure the changes for next year are based off knowledge from this year and personnel changes. Another thing I want to discuss is the larger redevelopment within the JDUC. There is an understanding that the QJ would relocate with the revitalization of the JDUC. This is very preliminary. We have talked to architects and we should open up the topic for what the QJ needs from us. There is a concern, or benefit, in having Studio Q being either a competitor to the QJ OR we can talk about forming partnerships.

Cattana: On the note of the JDUC, I have a list of requirements of what the QJ space needs are, so that's something to consider.

Perry: The architecture meeting was about what is there, what needs to change, very basic and preliminary. The actual design stage is a long time away.

### **Point of discussion - "That the Journal Advisory Board approve the 2017-2018 Commission Rates"**

**Speaker:** This isn't a motion, just a talk

Wronko: Commission rates aren't in the constitution, but are they in their job descriptions or contracts?

Chaudhry: We're not sure about writing, but Brian and I were trying to get it into writing and make sure that it's all consistent for next year.

Wronko:

Lively: Journal policy doesn't deal with compensation, the process is outside of that.

Hollidge: The wording is very vague. It is really a maybe. We're looking at structure though, so we want to make sure we don't just find rates, but create a structure for future years.

Lively: I think that honorarium levels need to be lowered and compensation rates for sales need to be higher. In decreasing the compensation, there's not enough security.

Chaudhry: There are two numbers; one based off minimum wage, which really should be the goal. There's an issue in it being too low.

Lively: There also needs to be compensation based off the fact that they are taking a risk in a non-guaranteed income. The honorarium can be lowered to compensate that.

Chaudhry: Right, but discrepancy might lead to people giving up after a bad week. The honorarium is a guarantee.

**Motion to Adjourn:**

In favour: All

Opposed: None

*Motion passes*