

**JOURNAL BOARD  
OF DIRECTORS  
MEETING**

**OCTOBER 21<sup>ST</sup>**

**JOURNAL BOARDROOM**

**10:30 A.M.**

**Members Present:** Jake Edmiston, Clare Clancy, TerraAnn Arnone, Katherine Fernandez-Blanc, Kevin Imrie, Dan Szczepanek, Angelina Fomina, Annette Bergeron

**Members Absent:** Derrick Dodgson, Ashley Egan

Kevin Imrie chaired the meeting starting it at 10:45 a.m. He welcomed Angelina and asked the members to introduce themselves and the positions they hold so that Angelina could acquaint herself with the members.

Both Angelina and Katherine stated that their sir names were miss-spelled. Kevin and Gabe both apologized for the error.

**Report from the Editors:** Jake and Clare stated that it was business as usual with nothing new to report at this time.

**Report from the Business Manager:** Kevin reported that ad sales were up for the next 2 issues at least, and that the trend in the past has been for sales to be low in October. This he stated was present in all past business manager's transition manuals. He also went on to state that he was looking into venues for the holiday dinner and a November staff outing.

Kevin proceeded to inform the members that next week we will have up our new App. This will be available for the i-pad and i-phone. This is something we have been working on for a while. We are all excited about this. Now we just need to market it so as to cover our costs.

Kevin asked if anyone had any questions.

Angelina asked about the marketing, how we might proceed?

Jake replied that they would launch it on the website, and Kevin stated that we could also put some ads in the Journal.

Jake also stated that whatever Chris and David Sinkinson would advise, as they are the developers.

Katherine asked what the cost of hosting is and if downloading was free.

Jake stated the pilot was free. Kevin stated that the hosting cost is \$200.00.

Kevin went on to say that online advertising was up; this is due to the increase in pricing of nearly 220% over last year.

He went on to explain that we would not be hiring a 3<sup>rd</sup> sales rep. This after discussing it with the sales rep and Jake and Clare,

Kevin went on to state that we still have not received any month ends ....

Dan interjected and stated that the next week we would be receiving month ends for August and September and that we would be getting Octobers. This then should put us on track for the rest of the year. He then went on to say that the CGM would be happening in the Robert Sutherland Room of Policy Studies. They have 15 minutes to make their presentations. The Annual Report should also be online.

Dan was really excited to report that Tony Bowman would be attending the next media conference, on November 1<sup>st</sup> from 10 – 11 a.m. He said that for right now the conference is for media students only.

The minutes from the September 21 meeting were approved. Corrections were made to the miss spelling of Ms. A. Fomina and Ms. K. Fernandez-Blanc.

Kevin said that he again was going to attempted to put the calendar up to select a meeting time for board and if everyone would kindly look at it and pick the best time for them. He was hoping for regular hours 7 – 3 p.m. Monday, Tuesday, Wednesday and Friday. Please let me know as soon as possible.

The meeting was adjourned at 11:10 a.m.

