

Journal Board of Directors Meeting

13 January 2012

3:00 p.m.

Journal Boardroom

Members in attendance: Katherine Fernandez–Blance, Jake Edmiston, Clare Clancy, Derrick Dodgson, Troy Sherman, Dan Szczepanek, Annette Bergeron, Daniel Weinshenker and Terra–Ann Arnone.

Members absent: Scott Turcotte, Angelina Fomina and Ashley Eagan.

The meeting began with a quick confirmation that 3 p.m. would be the standard meeting time for JBoard.

The Editors introduced Daniel Weinshenker, who was hired just before the break as the Journal's new Business Manager.

Dan thanked everyone for their warm welcome and said he was looking forward to a smooth term in the business office. He fired up a powerpoint presentation outlining his credentials, goals for the service and changes to the business office's structure.

In the presentation, Dan introduced himself as a fourth–year Commerce student and began a summary of Volume 139's first 23 issues.

He presented goals for issues 24–40, mostly for the purposes of increasing ad sales and working to reduce the Journal's expected end–of–year deficit.

Dan spoke briefly about some operational adjustments he'd made in his first few weeks as Business Manager. The first was a change to the layout of rate cards as well as a new commission system. He proposed weekly sales meetings with the business staff, and a more structured schedule for their time in the office — generally, they would alternate shifts in the sales office and increase their interaction with customers.

He said he was working to organize the advertiser list so it was clear who had been contacted, when and how the meeting had gone.

Dan said he had picked up where Kevin left off in terms of revamped distribution. He proposed increased signage on news racks and the continued push for display boxes.

Jake said he felt the news racks were often disheveled and that it affected pick–up rates.

Annette asked Dan Szczepanek about the status of the newspaper boxes. Dan said they were still working with the city to discuss locations and long–term feasibility.

The Editors said the first issue back had run smoothly and they were happy to have Daniel on board.

Jake thanked Gabe again for her work with the last issue and Dan's transition period. He said they were looking forward to soft-launching the Journal app soon.

Clare reminded the group that Editor in Chief elections would take place next month and the nomination period would begin shortly. Nomination packages were still available on Gabe's desk.

Jake said the Journal would be advertising the date and time of the Editor in Chief debate/Q&A, the eligible voters list and election date.

Derrick asked when the next open editorial board would be held.

Clare said it was slated for Tuesday, March 6th. Jake said they were happy with attendance at last term's open editorial board and were hoping for an even larger turnout this year. He added that Principal Woolf may make an appearance.

Jake and Clare said they had made progress on Gabe's retirement party and were expecting a large alumni turnout for the event.

Annette reminded the Editors that they would have to meet to discuss a hiring panel for Gabe's replacement.

Dan Weinshenker said after the past few weeks he'd realized the unique role Gabe plays in the Journal — as a source of institutional memory, familiar face for advertisers and support system.

Gabe said she would work in collaboration with the Editors to write an appropriate job description for her replacement.

The meeting was adjourned at just past 3:30 p.m.