

September 20, 2017

Faith Villanueva

Journal Board Meeting Minutes:

Motion 1- Approval of the Agenda for September 20, 2017 for Queen's Journal Board

Speaker: Any amendments to the agenda? Last call for amendments.

In favour: All

Opposed: None

Absentations: None

Motion passes

Motion 2- Approval of the Minutes of June 21st and July 26th, 2016

In favour: All

Opposed: None

Absentations: None

Motion passes

Editor in Chief Report:

Cattana: Meg couldn't make it. We're hiring delivering and cleaning staff. Delivery numbers are in. 1400 people got Frosh in Focus. Higher than the 700 record. The first and second issue were very well received. All our staff is trained. First video went out; 18,000 views. Lots of video projects and we're looking into having ads attached. I'd like to introduce Maureen and Shivani and congratulate Chelsea.

Business Manager Report:

Chaudhry: All sales reps are in; 3 people on staff. We created a sales package. The staff has pricing information, step by step instructions, they just need to close the sales. I can now focus on the bigger projects. 1. Figuring out rent reduction 2. Pricing for ads on videos. 3. Figuring out how to commission rates for sales staff to increase incentive.

Vice-President (Operations):

Hollidge: Media Services and VP ops share the vote. I'm still transitioning into the role and getting caught up on the Journal. Currently focussed on the rent issue and an event with Michael Lindsey (alumni who is no longer on the board of directors. Past AMS president) with the Journal.

Perry: This was brought up once before, but a date could not be picked. This would be an opportunity to create discussion on the shared interest in the Journal. We need to make ourselves available. This is going to be the last shot to work together on this as he is more removed from his past role now.

Hollidge: I'd like to have those conversations when other projects start to settle down.

Speaker: New pick up locations

Cattana: When I delivered the papers I found the locations to be out of the way; out of sight. The one in BioSci is in the dark under the stairs. What would the process be in changing or adding locations?

Hollidge: Not sure about the process, we just need to make sure all groups know so that nobody moves the papers/stands; PPS should know where they are.

Perry: It might just be the custodians placing the boxes there.

Hollidge: We're managing the JDUC and ARC so it's really just a conversation with the SLC for those locations.

Perry: I'm inclined to suggest just move it ourselves. They might move it back, but that's the worst that would happen. If we ask too many questions it might lead to too many complications.

Cattana: What about Goodes?

Lively: They do their own thing, I'm pretty sure just clearing it with the front desk is enough.

Hollidge: Talk to the Commerce society about having a stack in their office. We should focus on forming relationships with different bodies with students. A lot of people pass through the SLC, so that would be a good partnership to form. Other services would be a great way to make sure more people are reading the paper.

Chaudhry: We once gave the paper out to Metro and the Starbucks on Division. There is the downside with businesses possibly seeing how the paper doesn't always get picked up.

Hollidge: I see that point, and it's a consideration. We could spin it in a way that is advantageous to us. It's common knowledge that newspapers aren't doing as well, but if they're print minded then they're print minded. The people who don't want to advertise online will want to advertise in print anyway.

Perry: It might be worth a test.

Cattana: If we drop 50 copies off at the Metro or some coffee shops, we can see if it gets picked up.

Hollidge: No harm, and there's the hope it will get picked up.

Perry: Especially places like coffee shops or the hospital where people sit down.

Cattana: Should we look at the budget?

Perry: October is when services fully engage. Right now, the numbers just aren't reflective. The transitions are still too new.

Chaudhry: From what I see, we made 2,000 dollars per issue. So far, we've made about 10,000 dollars.

Perry: Talk to Lyn Macfarlane, she can give you a revenue report so we can track what's going in and out.

Chaudhry: Can we see what we're spending money on so far.

Perry: We can so long as everything comes in.

Cattana: How has the website sales been?

Chaudhry: I've been focussing on businesses run by smaller and younger businesses. A lot of apps want to advertise on the web as well. I'm asking the sales reps to push the websites.

Cattana: Megalos?

Chaudhry: We had an in-kind deal. They had a dinner last year with Megalos; 6 months of ads for a free dinner. We're settling up now. They're claiming that 20 people ate 1800 worth of food.

Perry: As a basic premise, no one service can bind the next year into a contract. You only have authority within your year.

Cattana: So it would be against our budget?

Perry: Yes.

Perry: In kind deals are complicated because we're assigning new values to the advertisements. Good for you Abby for cleaning up this mess.

Chaudhry: I'm starting to run out of relevant contacts. How should I go about finding more?

Perry: Going through faculties and associations.

Lively: There's a downtown business association.

Hollidge: CFRC is improving their advertisements.

O'Reilly: Directing news stories towards getting ad space.

Chaudhry: Free Media only sent me one ad so far

Perry: Look into collaborating or communicating with other schools. A lot of them are also going through a similar challenge.

Lively: The Ryerson newspaper is also very good. They're not running a deficit so that's a good sign.

Speaker: Does anyone have anything else?

All: No

Motion to Adjourn:

In favour: All
Opposed: None
Absentations: None

Motion passes