

November 29, 2017
Abhishek Chaudhry

Journal Board Meeting Minutes:

Motion 1- Approval of the Agenda for November 29, 2017 for Queen's Journal Board

Speaker: Last call for amendments to the agenda.

In favour: All
Opposed: None
Absentations: None

Motion passes

Motion 2- Approval of the Minutes of previous two Board Meetings.

In favour: All
Opposed: None
Absentations: None

Motion passes

Editor in Chief Report:

Cattana: I'll just go over the analytics for the Editorial side. Our analytics from October were historically much better than previous years and we beat our numbers from the previous October. Given that it is the end of November, our numbers are hitting 85,000 views, which is less than last year. I suspect this is because the major news story of November 2016 was the racist party, whereas this year November has been relatively quieter. Overall, for the year so far our numbers are higher by around 8% compared to the same time period in the 2016-2017 school year. Our videos have also seen less viewership possibly due it being week 12. We have a busy week coming up with Secret Santa, the annual potluck and then Journal Alumni day on Saturday. Over the winter break Meg and I intend to look at the contributor guide and see what we can edit.

Vice President Operations Report:

Hollidge: I don't have too many updates. The main focus has been the JDUC project and trying to get a sense of what students would like. We also want to see if service management teams have an interest in being part of the revitalized JDUC and would be happy to facilitate discussion and see what would entice us to join. The space has not been allocated yet and we are in the

preliminary phase of planning. We will have a cost analysis for a referendum on the subject next semester.

Business Manager Report:

Chaudhry: November was another good month in terms of sales. We have already earned \$4,868 in sales and that's only including up to the November 10th issue, so excluding Nov 17, 24, 29 issues. We still have a backlog of invoices that are still outstanding, 10 clients still owe us money meaning we are still waiting on \$6500. Although we have started seeing the money rolling in with about \$2500 has come in since this Monday, when we started hitting up overdue accounts. People are just lazy in paying, but we have hit up everyone and lots of clients are telling us that they will be getting the money in soon. I was looking at the numbers for Volume 144 and have noticed that compared to last year, this year we are selling more individual ads as opposed to recurring ads that are featured in multiple issues and we have been selling a lot less paper ads this year as well. Instead we have sold quite a bit of web advertising: 25 web ads this year (August to November) – 145 and 13 web ads (August to November) – 144. We have already achieved 52% of last year's web revenue, which is better than I thought. Most of the ads that the sales reps have sold have been web ads. Leads me to think that we should perhaps raise web rates:

§ 200 (150) – 33% increase

§ 150 (75) – 100% increase

§ 100 (50) – 100% increase

Small increase may yield greater revenues as the volume of web ads already sold far surpasses last year's. I feel like that we should raise prices to exploit web advantage. Currently, our clients think they are getting a steal on the web. It was priced low to begin with, given how web advertising has been dismal for years, but it's clear that it was more of an effort issue as opposed to a demand/product issue. Sales reps think that raising our rates by the aforementioned amount is doable and feel like it won't hurt sales based on what they have sold. We could earn \$1512.00 in additional revenue had we used the proposed cost structure for ads already sold for a **total of \$4,606.75**. I think that this would be the best time to raise the rates as we will be starting fresh in 2018 (as will pretty much every business). Our existing contracts are pretty much set to expire or will expire early in the new year. Most clients do not wish to resign during the year, so it is not like we will have to pitch a new deal to existing clients. Instead we will be getting new clients fueling business. Minimum wage is going up in 2018, which gives us the excuse of having to cover rising costs. Most businesses sympathize with this point because they themselves are going to have raise prices to cope with the added cost of labour. We have used the minimum wage excuse when we were resigning clients including Megalos and Windmills (and they bought it without asking a question).

Discussion Period:

Cattana: We will be needing another board meeting in December. Also, for the last issue of the 2017 year we will be publishing less copies to save costs, I mean it is week 12 and students are more focused on exams. We might also cut circulation next semester as we expect to get less pick up based on historical trends and the fact that is freezing and no one wants to go outside. I also forgot to mention in my report that Meg and I are looking at structure of journal to see which positions are essential to the day to day ops and which are more on the periphery.

Hollidge: I was wondering what ever happened to looking into new pick up locations and shutting down under performing locations?

Cattana: Unfortunately, we have been so bogged down with work at the Journal that we have not had a chance to look into the locations. But we will get to it in the next semester.

O'Reilly: I just wanted to talk about the price hikes that Abby mentioned. Under one of your options you have listed a 100% price hike, won't that be too much too fast?

Chaudhry: I think that it may be ambitious but you have to understand that we are starting from dirt cheap prices where clients think they are ripping us off. As well many businesses will be raising their prices in 2018 due to the minimum wage hikes, which give us the perfect cover to correct our prices to be more in line with market expectations.

Speaker: So when should we schedule the next J-Board? First week of December? Mo and Shivani are leaving before the 12th so we will have to do it before then.

Hollidge: We could look at the fist of December!

Dodson: Could we do it next week then on the 7th?

Cattana: That works!

Motion to Adjourn:

In favour: All

Opposed: None

Absentations: None

Motion passes