

Journal Advisory Board Minutes – Thursday July 14, 2016

Approval of the agenda – Moved by Dave and seconded by Jacob; passed

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Editors in Chief report

Jacob: Google analytics on here, numbers are a little bit down compared to last year, possibly because we didn't have a print issue, people on campus might not realize that we're publishing; also I haven't been taking care of Twitter very well; those numbers should go up with our Frosh in Focus and my focus on Twitter

Staff survey, mostly positive, get a sense of how our staff is doing in terms of transitioning, most say they are doing pretty well, a few indicated some areas we can help them out with, we will take care of those in our upcoming weekend

Otherwise we've been working on getting papers being thrown out from Stauffer for studying for layout and other conventions; should be helpful

Jane has been scheduling workshops during Frosh Week, including libel with the lawyer, SWS, Anti-oppression and Human rights office

We have ordered a new sign and are working on getting it installed

Dave: can Andrew provide details about ASUS sign being installed?

Andrew: Only kind we could get, we're kind of grandfathered in, if we get a new sign and they notice it they could take action; if we want to take the exemption route, contact Yvonne Holland

Jacob: we'll figure out an alternative; we've taken inventory of photo equipment and some is missing so we are trying to track it down; put together a list of equipment that needs purchasing; update to Journal Editor's book

Jane: Note to make a smoother Human Resources transition for next year, better sharing of records

Dave: Noted with Emma, that she will note it in her transition manual

Jacob: Frosh in Focus email; has been drafted and will be sent to Dave to liaise with Registrar's office; working on several digital projects like the Hip's final project

VP Ops report

Dave: Goal Plan passed; discussion around things that we will delve into the budget; Frosh in Focus was a spot of concern, good to hear that it is drafted; Registrar's office anxious about FIPPA; budget will go to AMS board next week

Media Services

Max: main questions at goal plan passing were around how to contribute and how we plan to increase our revenue; also around the number projected for online advertising per month and how that would be achieved

New Business

Motion 1 to approve 2016-17 Journal Budget subject to amendments made by Journal Advisory Board and AMS Board

Max: things that had more edits, Whig internship, now we have four people working whereas last year it was less, to make sure it was in the budget; commissions also wasn't there in previous years, line for commission work for the business team will have when they get advertisements; line for volunteer appreciation which has \$4,800, from that \$1,160 specifically for staff appreciation itself, the rest of it is the deal with Dominos and also put on as a local revenue line; other in kind deals will go under volunteer appreciation; number that might fluctuate is the line 5720 for operating expenses, given that we have to include Adobe suite which we have to find out from IT about

Dave: Adobe, the exact value I don't believe has been added, IT downloaded those costs on each service, it will be in the final consolidated budget and we can report back on that update to the budget

Max: Advertising revenue, the national one is higher than it has been in previous years, that is one of the focuses that Max has which hasn't been quite as much in the past, and also on web advertisement

Dave: Just because Free Media is an external ad agency, is there a new contract or a new plan in place to up that?

Jacob: They have shown more interest, we didn't really make an effort last year to get ads from them, we didn't have a great relationship, with this new contract they have shown more interest in advertising with us; that we weren't sending out invoices fast enough and that our office admin wasn't on top of collecting payment as much and I think that's something that with our Office Admin under Max's portfolio will be improved

Michael: revenue, we've got a ways to go in terms of achieving our goals in revenue; you're looking about \$20,000 increase in your advertising revenue lines; it's a pretty ambitious goal

Andrew: bad debts expense; what was going on in the past?

Lyn: that's a provision, it's not based on any specifics, it may or may not come to fruition, it depends on activity

Michael: clearly the main focus is meeting advertising targets, can we be sure to arrange that Max can join us so that we can get into the specifics of how we are going to meet those targets?

Jacob: once he is here we will be able to have him here at this meeting

Dave: importance this year of the business manager, initially he was going to be back, we are getting this close it is really important that his focus is on the journal, he has put in some good effort; would encourage that we need to have him present at the next meeting

Lyn: helpful if someone takes a look at how the numbers for the revenue are built up; there wasn't a lot of information last year so numbers were pulled out of the air; for all of our benefit instead of walking down this path again and how are we going to get from here to there; what I would expect to see is numbers of clients and some sort of feel that this has been translated into a commission plan, clear message of driving towards goals; due diligence to do that before we cast this into stone; throw that out there; we are doubling some of these numbers and we need to know if that is feasible

Max: should commissions depend on the level of ad that they are getting, national, local and campus? Both Max and the sales rep incentivized to take that to the next detail level and we know to get there

Andrew: question relating to salaries and management, last year's budget was for \$55,000 and now we are budgeting for more

Max: the news editor used to be under honoraria and now it's under salaries

Dave: that was approved by board last month

Jacob: I thought the Whig internship was included in the salary increase; we should take a look at it and fix that

Dave: that may be the cause and we can take a look into that

Max: the health and wellness bonus increases given that the news editor is now salaried

Dave: the health and wellness bonus was the food credit and last year it was a recommendation to switch it to a bonus that didn't deter people from buying whatever you wanted

Andrew: any other questions or changes?

See none

Motion 1 - That the Journal Advisory Board approve the 2016=17 Journal budget subject to amendments by Journal Advisory Board and AMS Board of directors

Motion passes with no opposition

Dave: all corporate budgets are going where the board will discuss changes, will be reapproved in the consolidated budget in August with any changes after AMS board meeting on July 23

Chair's last word

Andrew: Thanks to Jane and Jacob, and Dave and Max for preparing reports. Thanks to everyone for getting the hang of the new format, an informed Journal Board is the way to go this year

Adjourned