

**MINUTES**  
**BOARD OF DIRECTORS MEETING**  
**MONDAY, MARCH 3, 2014**  
**2:00 P.M., MEDIUM OFFICE**

1. Call to order

Present: Prithvi Mynampati, Corey Belford, EIC Sawczak, Valeria Ryrak, Faris Natour.

Meeting called to order at 2:18 p.m.

2. Adoption of agenda

EIC moved to adopt agenda as presented. Seconded by Natour. All in favour.

3. Editorial board elections

According to the Medium's constitution, the Medium must provide two weeks of notice and three weeks of nominations for the editorial elections. Because there's little time left in the year, we should have one week of notice, and open the nomination period earlier. EIC would like to talk to people prior to this to see who would be a good candidate for the various positions. EIC will resume next year if no other candidate comes up.

Larissa Ho's associate has taken over the news editor position and is a candidate for the EIC position. The other candidate is Mubashir, the design editor, and he's the most well-rounded candidate. However, he's a first-year student and inexperienced with the Medium and at UTM. EIC will encourage both of these people to apply. If nobody runs, the other option is to hire an external EIC.

Natour said Maria Iqbal may be the best candidate because Mubashir may be leaving. She could be a good candidate, but unfortunately she's not extremely experienced in this position. Larissa Ho is another potential candidate. Ryrak believes she may be the best candidate, especially because she's the most experienced. Question: There's no difference in finances between hiring externally vs. hiring internally.

EIC proposes to pick the day of voting: Sunday, March 30, 2014.  
Candidate statements: March 28, 2014.  
Nomination period starts tomorrow (March 4, 2014).

If EIC runs again, he can't be involved in counting, so one of the board members may be involved in counting.

#### 4. Board of directors elections

EIC proposes that the voting happen on the same day for the board of directors. Belford asked whether the board has a vote in the editorial elections. EIC will tally those who have a vote and notify them.

EIC sets board of directors elections for April 6, 2014.

Nomination period starts: Three weeks before that, March 10, 2014.

## 5. Magazine update

David (ad manager) has been looking at ad accounts, and currently has 5 that could ask for ads in it. Book Store has said they can't afford an ad, EIC will find out why. Magazine total cost will be something like \$6,000 for printing (preliminary quote) plus \$2,800 for design, and each full-page ad will cost \$1,100, so we need to sell 8 ads to break even. Library, UTMSU, others have expressed interest in advertising. Belford points out that these campus institutions likely don't need to advertise their services. EIC agrees, and said it may be good to Steamwhistle, Sushi place (\$1,800 for back page ad last time) may be interested.

Content: Articles are coming in, which gives us a month (EIC says). Should be able to get the magazine ready by April 6, the planned release date.

## 6. AGM report (finances)

EIC says not much to report (everyone saw draft of audited financial statements before AGM). Seven people attended, so quorum could not change (it is currently 40), and likely won't anytime soon. Belford and Long attended.

Last year's audited financial statements did show a small surplus, but EIC recalls this including Campus Plus revenues, and since he has not heard anything more from trustees, it seems unlikely any of that will be recovered.

Gloria has left for maternity leave and Hilda (from the same firm) is replacing her. Last year, there was \$30,000 in ad revenue, including Campus Plus. This year, it appears the ad revenue is significantly

higher, judging by on-the-fly estimates by EIC. Just this week, it was approximately \$3,000 (but this was a better week than most).

## 7. Approval of past minutes

EIC moves to approve minutes at 2:37 p.m.

Motion seconded by Ryrak, approved by all at 2:37.

## 8. Other business (staff update)

Meeting moves in camera at 2:38.

Meeting moves out of camera at 2:40 p.m.

Maria Cruz has proposed to run for arts, Madeleine Brown might run for features, Jason Coelho plans to re-run for sports. Maria Iqbal may resume news, and EIC was discussed earlier. Photo editor has lots of volunteers who could run.

Mynampati asked about the Medium blog. The blog is successful and the bloggers could very well separate from the Medium. Humans of UTM now has its own Facebook page... Belford asked whether being associated with the Medium is a benefit to them. EIC replied that they benefitted at first from the audience and advertising money but likely have enough of a following to survive on their own now.

Blog editors would like to run for joint online editor positions. EIC says this is fine, as long as they take care of other aspects of online (social media). Our current online editor mostly does videos, and EIC says it may be good to have online editors who focus more on social media, particularly since the current online editor is leaving.

## 9. Next meeting

The next meeting will likely be a discussion of finances, if deemed necessary. Minutes from this meeting will be emailed so another meeting to approve them doesn't need to be held. So will magazine updates, particularly financial.

## 10. Adjournment

EIC moved to adjourn at 2.45 p.m. Seconded by Natour. All in favour.