

**MINUTES**  
BOARD OF DIRECTORS MEETING  
WEDNESDAY, DECEMBER 3, 2014  
1:00 P.M., MEDIUM OFFICE

1. Call to order

Present: Denio Lourenco, Ajay Sharma, Luke Sawczak, Christine Capewell, Larissa Ho, Saima Khan

Meeting called to order at 1:06 p.m.

2. Adoption of agenda

EIC moves to adopt agenda. Motion carries.

3. Update on hires

EIC hired video editor: Russell Wu. Ad manager: Walid Muhdin.

4. Non-commission ad schedule

Prepared schedule of non-commission ads that are guaranteed to come in every year. Ad manager position will only get commissions for new ads.

5. Club outreach proposal (classifieds)

Discussed problem that clubs are not really on board with The Medium, much of the time because of frequent complaints that their events are not promoted in The Medium beforehand. Discussed how to make these feasible without (a) promotional articles that are hard to write and quality control or (b) costs for ads that are prohibitively high for clubs. Discussed UTMSU giving money to support ads for student clubs or free advertising for student organizations. Cost of providing free advertising for student organizations (cost of printing extra pages, or lack of revenue from national ads that would otherwise go in their place). Option of a classified section for ads and online ads. Payment options for classifieds — following up on tons of minor invoices would be difficult, so could be free, or pay what you want. Suggestion of online payment system, e.g. Paypal, which EIC says is feasible. Advertorial articles an option, letters from clubs about upcoming events in the opinion section an option. Will look into classified space and getting online ad space and/or forms to submit ads. Discussed which section the classified space could be placed in — if in News would have to replace at least part of Campus Police or News Briefs, most likely. The former are pre-selected by Campus Police anyway and maybe not that useful; the latter are often difficult to scour the Internet for and out of date by publishing time anyway, so either could be a good option to reduce or eliminate in favour of a classified section.

#### 6. Website update (CDN, Google for Nonprofits)

Discussed feasibility of keeping CDN (\$90 USD / year) to increase website speed after trial period last month. CDN should be decided again next year based on available funds at the time, because it's good but not essential. Discussed features of using Google for Nonprofits (Google ad words, Gmail mail interface), a normally paid service that can be secured for free for nonprofits and which EIC has just enrolled in.

## 7. Fixing date of Annual General Meeting

Need to reach quorum in order to update constitution at AGM and have financial records approved. AGM set for February 9, 2015, 5:00 p.m. Discussed location and catering, possible segue into party afterwards. Location that doesn't involve paid Chartwells catering (e.g. Medium office, Presentation Room) to save money.

## 8. Revisiting social media advertising

Discussed promoted posts on Facebook and whether posts will reach target audience. Will start paying for promoted posts in January, as discussed at last meeting, but will actively monitor website traffic (Facebook references, promoted article views) to ensure money is going to good use. Could encourage writers to share their posts, would generate more organic discussions.

## 9. Other business (dinner, signing final audit, etc.)

Discussed Christmas/holiday dinner. Signed final audit.

## 10. Approval of past minutes

Minutes of October 30, 2014 meeting approved by the board.

## 11. Next meeting

Next meeting time will be set in January.

## 12. Adjournment

EIC moves to adjourn. Seconded by Sharma. Motion carries. Meeting adjourned at 1:57 p.m.