

MINUTES
BOARD OF DIRECTORS MEETING
THURSDAY, FEBRUARY 12, 2015
5:00 P.M., MEDIUM OFFICE

1. Call to order

Present: Ajay Sharma, Jaime Pokhoy, Luke Sawczak, Larissa Ho,
Saima Khan

Meeting called to order at 5:18 p.m.

2. Adoption of agenda

EIC moves to adopt agenda. Motion carried.

3. AGM update

9 members in attendance (and 1 St. George student). Presentation of finances by auditor. Discussion of whether or not presentation of finances is useful in the AGM and if it should be conducted over Skype instead (as auditor proposed). Note that audit is approved at AGM, but if quorum is not reached it's approved by board instead. Note to future editors: Don't allow auditors to present via Skype in future either as it is included in fee. Determined that it is still useful to have a physical visit. Auditor came and presented finances. It may be more useful to request audits earlier (instead of October), if there are people available in summer. Could look for better options. There

are no official minutes because quorum was not reached, but minutes were taken and can be posted (with the note that they are unofficial minutes). Participation at the AGM needs to be increased. Discussion of attendance in past years; numbers are roughly the same. Discussion of how quorum can be reduced without having to reach quorum first in an AGM (because it is stipulated in constitution). The Medium will soon have access to the listserv to email all UTM students (members). The next AGM can be held in October, earlier in the year, if audit is ready over the summer.

4. Classifieds update

Could implement it at the end of this year. It could replace the News Briefs section. Will try the classifieds section the week after Reading Week.

5. Bookkeeping computer / other computers

May need to replace the broken printer, which is meant to be accessible by all of the office computers. The bookkeeping computer is very slow; it is not used much but it could be replaced. Consider replacing computers of other staff. Could get an SSD for the bookkeeping computer to speed it up. Could have guest workstations in the office for writers to work in the office when staff is present to encourage a more comfortable atmosphere and bring the writers closer. Larissa suggests bringing back office hours. It could help give The Medium a brand and have more people show interest. Could set up guest accounts on the editors' computers for use by guests when editors are not using them. EIC will consider having office hours. Having guests in the office would require policies to make sure the office is secure. Hence office hours would be useful – ensure that an editor around at any time that volunteers will be. Could have a “technical fund” to put away money regularly, to be spent on computer upgrade when needed; may be better than

a short-term investment. Board approves upgrading a couple of computers in the office (photo, design, EIC) used for heavy graphic work and a bit slow.

6. Staff update & editorial elections

EIC moves to go in camera. Motion carries.
Board exits camera.

7. Fixing date of board elections

Have to elect next year's board members in March; it was done last October this year because there were no candidates last March. A three-week nomination period, 1 week of campaigning, 1 week of elections. Consider having the elections later, possibly in August, if there are no candidates now. Cannot get incoming first-years with elections in March, but that is not an issue. Can start nominations on March 2, print notices about the upcoming elections on February 23. Campaigning from March 23, voting from March 30.

8. Google for Nonprofits & Google Ad Words update

The Medium is using Google for Nonprofits and is fully integrated with Google Drive and Gmail. There is much more space for all data: 30gb/user and infinite users. Could create storage accounts that share a folder to create more cloud storage and back up all data more securely. Through Google Ad Grants Medium gets \$330/day free for Google Ad Words to create keywords for searches. Need to put more work into coming up with keywords and using the service more. The amount is a lot but cannot actually outbid serious contenders because Google limits donation bids to \$2 CPC.

9. Other business

Discussion of the magazine. Deadline for content was set 2-3 weeks before. Not a good idea to sell magazine ads until articles are available to put a magazine together. Need to follow up with writers and find out when the final articles will be ready.

Discussion of investing in a Medium camera, instead of requiring photo editors, etc. to have their own gear. Agreed that staff should instead bring their own gear if they are serious about it; someone who is interested in photography would have their own gear already. Could have a point-and-shoot camera for back up or if someone really needs it. Deciding not to get a camera because this kind of last-minute camera needs can be done with phone camera anyway.

10. Next meeting

Next meeting in the last week of March, exact date to be set later.

11. Adjournment

EIC moves to adjourn. Seconded by Sharma. Motion carries. Meeting adjourned at 6:12 p.m.