

THE MEDIUM

MINUTES
BOARD OF DIRECTORS MEETING
THURSDAY, DECEMBER 7, 2017
5:00 P.M., MEDIUM OFFICE

1. Call to order

Present: Mahmoud Sarouji as EIC, Nour Abu-Ali, Oscar Adamczyk, Ayesha Hassan, Colin McFarlane (non-voting member), Farah Qaiser (non-voting member)

Regrets: Melanie Asselin, Srishti Prashar

Meeting called to order at 5:15 p.m.

2. Approval of previous meetings minutes

On November 16, 2017, at 8:18 p.m., through an email vote, the November 10, 2017 meeting minutes were approved.

3. Adoption of agenda

The meeting did not meet quorum, so voting for the adoption of the agenda did not happen. However, the rest of the meeting was spent discussing various matters.

4. Discussion of payment to Luke Sawczak. Followed by vote.

EIC said that after consulting with the bookkeeper and reading through the "Employee or Self-employed?" document from the CRA, it would be best to pay Luke as a contractor rather than as an employee. Luke Sawczak is to be paid \$3,500. Minutes expected to be sent to Board Members by tonight so all Board Members could vote to approve the payment. The vote is expected to be conducted by tomorrow, so all financials can be taken care of before the winter break.

In order to ensure potential payment to Luke was done in a timely manner before the new year, an email vote was sent out to the board of directors. The motion was as follows:

Motion to approve the payment of \$3500 (\$3300+\$200) to Luke Sawczak for his work to the website over the summer is motivated by Mahmoud Sarouji. Seconded by Oscar Adamczyk. On **Friday December 8th, 2017 at 5:10 pm**, the motion passed.

5. Magazine discussion. Followed by vote.

EIC breaks down costs of the magazine. EIC proposes a budget of \$200 for marketing, such as news postings, posters, and food bought for launch event. EIC stated a projected

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amount of \$7,563.60 spent total on the magazine. EIC also proposed six-to-eight pages of ads to break even and maybe make profit.

EIC lists how much six, seven, and eight pages of ads would cost each to the Board Members. EIC states that he consulted the EIC from 2014 and stated they experienced a loss from the 2014 magazine due to hiring of designers and other extra costs, which *The Medium* does not plan to do this year.

EIC says he will recruit advertisers around UTM and Mississauga local businesses to gain ad revenue. Hassan asked what alternative streams of revenue there are instead of ad revenue. EIC states if there is no ad revenue, *The Medium*, as a backup would have to sell the magazine instead of giving it out for free in order to make revenue.

McFarlane asked if there would be an online version of magazine, to which the EIC replies affirmatively. McFarlane asked if it's possible to get cheaper pricing for the production and printing of the magazine, and EIC says he can try looking at other companies to see if *The Medium* can print for cheaper and assess the various quotes he gets. McFarlane asks if EIC can wait to reach out to advertisers in January or if he has to do it now, to which the EIC replies he can do it in the new year, or as soon as possible. EIC explains the vote would be for *The Medium* to allow to spend the amount discussed in the meeting or an amount decided later after EIC gets information from Masterweb (the intended company to print with). Furthermore, EIC will check with the printers to see if their quoted prices include the taxes and bring more quotes from other companies to select the best candidate.

6. Selection of date for Annual General Meeting

EIC explains the AGM to the Board Members. EIC listed a choice of the following dates: January 25th or February 1st. EIC asks Adamczyk and McFarlane for assistance in case any questions about financials come up during the AGM, so they can convey the information better to the general audience.

Over an email vote, a motion to approve Thursday January 25th, 2018 or February 1st, 2018 is motivated by Mahmoud Sarouji. Seconded by Nour Abu-Ali. On **Monday December 18, 2017 at 7:49pm**, the motion passed to host the AGM on Thursday January 25th, 2018 or Thursday February 1st, 2018.

7. Other business

EIC states he needs the vote on Sawczak's payment by tomorrow at 6 p.m. EIC states he needs the vote for the AGM date from all voting Board Members by Monday, December 11.

THE MEDIUM • 3359 Mississauga Road, Room
200, 2nd Floor,
Student Centre. Mississauga, Ontario. L5L 1C6

editor@themedium.ca • www.themedium.ca

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8. Adjournment
Meeting adjourned at 5:40 p.m.

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