

Board of Directors Meeting | 5:00pm | December 14, 2015

Meeting called to order at 5:05pm

0. Attendance

Present: Cory, Cody, Kevin, Navneet, Donald, Alex, Jon, Karen, Cam, Beth (n/v)

Regrets: Amogh, Jason

Guests: n/a

1. Approval of the Agenda

Cody/Alex motion to approve agenda as presented. 9/0/0 carried.

2. Approval of the Minutes

Kevin/Cam motion to approve November 30, 2015 minutes as presented. 8/0/1 carried.

3. Reports

Editorial (Cam)

- Getaway issue doing well, no substantial complaints yet

Online (Kevin)

- 30% increase to web views this month
- Some confusion with satirical articles being taken as serious

Business (Beth)

- Issues with insurance communication, smoothed out now

Sales (Travis)

- 6.4% in December sales from 2014
- Many January bookings already confirmed

Karen/Donald motion to accept reports as presented. 7/0/2 carried.

4. New Business

Free Media and the Future

- Presentation on Gateway Organizational Plan from Beth
- Ad revenue has decreased since contracting out to an external agency
- Staff costs have also decreased as a result
- Suggestion to boost outreach and marketing beyond advertising
- Sponsorship as well as traditional advertising
- Conversation about staff structure realigning with Gateway's vision
- Potential for magazine in the future, vs. weekly publication

- Question around how to maintain readership with more content going online
 - Will factor pickup numbers into strategy
 - More views coming from social media redirects and sharing
- 84% of ad sales come from local businesses, 16% national
 - 38% of local revenue comes from campus-related organizations
- Budget deficit from decrease in 2015/16 ad revenue will continue into 2016/17
- Will conduct a wider consultation with organization partners (SU, Alumni, other student newspapers, etc.)
- Concerns raised around student willingness to continue volunteering with a change to reporting online vs. physically
- Can be a new direction in The Gateway's mandate, to more clearly provide experiential learning opportunities for media and journalism
 - Change to mandate would require Students' Council approval
 - Can be done in conjunction with plebiscite
- Will consult with staff on December 15
- Will consult with Council on January 19

5. Old Business

None.

Meeting adjourned at 6:21pm