

Arthur Inc - Board of Directors Meeting

July 26, 2019

Meeting Called to Order: 5:16pm

In attendance:

Nick Taylor (Sustainability Commissioner)
Leina Amatsuji-Berry (Arthur-In-Summer Coordinator/Editor Volume 53/54)
Maxine Niehaus (Treasurer)
Miranda Rigby (Secretary) *Acting Chair*
Janette Platana (External Affairs Commissioner)

Regrets:

Maeve de Savoye (President/Chair)
Paige McLaughlin (Internal Affairs Commissioner)

The following meeting occurred on July 26th after receiving an email from Lesley and Nona re: Opt-Out. The email received noted 14% of total enrolled students had completed the Opt-Out form online. Of those 14%, 93% chose to opt out of Arthur Newspaper.

The following minutes denote less information re: the conversations that were had than typical board minute meetings, but they are an accurate summary of the data shared and the unanimous opinions of the board present at the meeting.

I. Raw data discussed by the Board

- Thus far, we are receiving \$11,306.90 less than predicted for this upcoming year
- Last year's actuals/budget reflect a total cost of: \$91,230 approximately (expenses only)
- Based only on the current figures, we can expect a maximum of \$69,453.58 next year
- Last year's levy totalled approximately \$77,441.68
- If nobody opted-out, we would have \$80,760 in levy received this year

II. Problems discussed by the Board

- The TCSA has not sent out a message of support for the levy groups
- The University has sent out an inaccurate/neutral worded email re: opt-out
- Lack advertising revenue to accommodate the loss in levy revenue
- Expenses (especially printing/hiring) are high
- We don't have visual budgets for students to access on our website
- Our policies are outdated which has led to issues with leadership in previous years

III. Potential solutions discussed by the Board

- Themed newspapers to create a larger readership
- Broadsheet papers/Zines (an alternative to printing costs)
- Collaborative events with other student groups
- Consistent business manager who is re-hired yearly (likely not TWSP/TIP) and training hired externally to train them
- More social media presence
- More marketing presence