

Board of Directors Meeting Minutes

Date	January 13, 2020
Time	11:00 AM AST
Location	Ozmon Board Room, Saint Mary's University
Present	Braden Newell (Chair), Denis Amirault (Acting Vice-Chair), Cathie Ross, Emily Trottier, and Hoang Bun
Regrets	Diana Isabel Torres Goñi
Resource	Braden Newell (Chair)

Mr. Archibald has taking leave from the Journal Publishing Society from January 1, 2020 until April 1, 2020. Mr. Amirault has been appointed Acting Vice-Chair during Mr. Archibald's leave.

1. The meeting was called to order at 10:37 AM.
2. At 10:37 PM Mr. Newell asked if there were any conflict of interest declarations. There were no conflict of interest declarations.
3. It was motioned by Mr. Amirault to approve the consent agenda as presented, seconded by Ms. Trottier. *Motion carried.*
4. Mr. Newell, Chair of the Board of Directors, gave the following Executive Director's Report;
 - a) The Journal officially re-launched on January 5, 2020 with the activation of thesmujournal.ca. The website has ~1000 page views as of January 13, 2020. New articles will be published on the website 5-6 days per week.
 - b) The Journal is looking for additional contributors, a student director for the board, and contributors external to the society. Two interviews are scheduled to meet potential contributors. Ms. Torres Goñi has reached out to external parties interested in writing for the Journal.
 - c) The Journal had a booth at the Winter Welcome Week Society Expo where Journal contributors worked it.

- d) The Journal is waiting for a response from their accountant to begin processing payroll.
 - e) Google AdSense has been added to the Journal's website.
 - f) Two contributors resigned from the Journal.
 - g) Mr. Bun is working on advertising options for potential clients. That should be available sometime within the next week.
 - h) Mr. Newell, Mr. Bun, and Ms. Torres Goñi are deciding on their office hours to be published before the end of January.
 - i) The next Journal board meeting will most likely happen in March 2020.
 - j) The Journal is still waiting to hear back from the President of the university for their board representative.
5. Mr. Bun gave the following Sales Manager's Report;
- a) He is investigating advertising methods and pricing schemes.
 - b) Mr. Bun reached out to two potential clients to inquire of what information they would need to consider advertising with the Journal. Mr. Bun found that clients would be interested in the number of students who attend SMU and the Journal's total number of readers.
 - c) The sales goal before the end of the Journal's 2019-2020 fiscal year is to have four paying advertisers.
 - d) Mr. Bun looks to encourage "two sided promotions" where both the Journal and client advertises each other's services.
6. Mr. Amirault gave the following Appointment Committee Report;
- a) When the committee last met they discussed potential candidate requirements and desired qualities.
 - b) Another committee meeting is expected this month.
7. Mr. Newell opened the floor for other business and discussion. There was no additional business.
8. Mr. Amirault motioned to move into camera at 11:15 AM, seconded by Mr. Trottier.
Motioned carried.

9. Mr. Amirault motioned to move out of camera at 11:22 AM, seconded by Ms. Ross. *Motioned carried.*
10. It was motioned by Mr. Amirault to adjourn the meeting at 11:23 AM, seconded by Ms. Trottier. *Motioned carried.*