

University of Michigan Board for Student Publications

Minutes of the March 11, 2019 Board Meeting

Board members present: Alan Broad, Cindy Goodaker, Peter Mooney, Stuart Emmrich and Jennifer Conlin

Board members video-conferencing: Neil Chase (Chair), Jacob Smilovitz and Terry McDonald

Board members absent: None

The Michigan Daily was represented by: Maya Goldman and Tommy Dye

The Michiganensian was represented by: Joseph Coates and Dylan LaCroix

The Gargoyle was represented by: Molly Miller, Jenny Ghose and Jessy Tinor

SHEI Magazine was represented by: Liv Velarde and Serena Pergola

The Student Publications Staff was represented by: Kathy Ciesinski, Lisa Powers and Jon Schlitt

Others Present: None

Chair Neil Chase called the meeting to order at 5:35 p.m.

Minutes

A motion to approve the January 21, 2019 meeting minutes was made by Cindy, seconded by Peter, and passed without dissent.

Public Comments

None.

Publication Reports

Reports for each publication were presented via a slide show. Highlights for each is as follows:

Michiganensian:

Joseph reported:

- As of March 11th there were over 295 online Master's regalia online orders this semester, which represents 60% of goal. There were 475+ new orders YTD and \$11,400 in new profit. There are still two and a half weeks left for online orders.
- Grad Extravaganza runs this week, and there is another week in April
- They filmed a commercial for Grad Extravaganza

Dylan reported:

- The 2019 publication is complete.
- The new EIC for FY20 has been named - Anirudh Hirve
- They are in the process of restructuring editorial positions and processes for the coming year.
- Already starting next year's book right now.

SHEI Magazine

- They received \$3,500 in grants for this semester to date
- \$1,045 in advertising has been sold thus far
- 13 distribution locations for the print publication have been set up
- First launch party of the semester was a success.
- Interviews for executive team and board are later this month.

- Working on a more seamless transition period for new staff

Gargoyle

- Issue 3 was fully funded by LSA Student Government and CSG
- Issue 4 is partially funded by Arts at Michigan
- Working on merchandise designs in anticipation of Gargtober - Friday, October 25th
- Introduced new Business Manager for the fall - Jessica Tinor and mentioned new EIC - Max Lee

The Michigan Daily

Maya reported:

- 30th Anniversary basketball section was well received by readers.
- Many new staffers have joined the Daily since the beginning of the year
- The *Standing Room Only* event went well
- The investigative team and other staff "committees" are not progressing as quickly as she had hoped
- Updates on denial of FOIA request from the University and ensuing appeal
- iPhone app should be out very soon
- Working on a newsletter and Title IX website project
- Attended College Media Association conference in NYC with two managing news editors
- Next Poynter forum on policing in the community, will be held March 25th at the Ann Arbor District Library

Tommy reported:

- Launched new Coupon Book in January
- Continuing to build relationships with new and existing customers
- Focused on closing out the semester with sales in Best of Ann Arbor and the Graduation Edition
- Tommy attended the College Media Business and Advertising Managers (CMBAM) conference in La Jolla.

Committee Reports

Board Organization and Operations

Alan is focusing on the revisions to the Regent's bylaws. Terry shared some historical documentation with Alan and Peter. Alan recommends drafting a letter to the board with the issues the board would like to address.

Terry updated everyone on the progress of the discussions on building repairs/roof with other members of the University community, and a conversation continued about differences in categorization of buildings.

Peter shared a new draft of proposed bylaw changes, taking into account feedback that was provided at the January meeting relating to insurance and indemnification. A conversation he had with the GC's office indicated most - but not all - claims would fall under risk management, and would therefore be covered by the University. With regard to the size of the board, that is set forth in the bylaw. That is an issue for the bylaw revision that Alan is working on.

Discussion on further adjustments to the Board Operating Procedures document continued and changes were made to the document at the meeting. With the changes proposed during the meeting, the operating procedures were adopted by a unanimous vote.

Finance/New Initiatives

Kathy reported that Pat is still looking for the file data that goes back further than FY13 and will continue building out the overview charts and graphs.

Student business managers have been asked to submit forecast budgets for FY19 to Kathy, and meetings with students for FY20 draft budgets are in progress.

Development/Advancement

Nothing new to report

Board Recruitment/Nominations

Neil provided an update to everyone as to the status of open board positions. Those who spoke with candidates provided feedback on their conversations and a conversation continued.

Stewardship & Development

Lisa reported on the following items:

- FY19 and Calendar year gifts
- Telefund has started up
- Press release about Lipinski Journalism Fund / Madigan Gift to go out this week
- Alumni talk with Mike and Sandy Hermanoff will take place on Friday, March 15th
- Celebrating Donors and Their Students at the NCRC
- Hail Yeah this week
- Another alumni talk scheduled for April
- Graduation - May 4th
- Summer Satellite Reunions
- Scholarship brunch event on September 29th - three locations in consideration

GM Report

Kathy reported on the following items:

- First-round interviews were conducted for the accountant position. Two candidates have been invited back as finalists.
- Put through request for the sale of shares. It will be deposited into our account on April 1st.
- Scholarship and awards applications are due at 11:59, Monday, March 11th.
- Jon and I are doing first-round budget meetings with pub leaders
- Conversations continue with the Gargoyle and SHEI about a unified sales staff.

Adjournment

A motion to adjourn was made by Stuart, seconded by Jen, and passed without dissent.

At 7:43 pm, in Neil Chase's absence, Peter Mooney closed the meeting.

Actions Taken:

Motion to approve the January 21, 2019 Board Meeting minutes: Cindy Goodaker

Seconded by: Peter Mooney

The motion passed without dissent.

Motion to adopt revised Board Operating Procedures as amended during the meeting: Peter Mooney

Seconded by: Alan Broad

The motion passed without dissent.

Motion to recommend Neil Chase and Jennifer Conlin to a three-year board term beginning July 2019 and ending June 2022: Alan Broad

Seconded by: Stuart Emmrich

The motion passed without dissent.

Motion to recommend John Copeland to fill the two-year board term that ends June 2021:

Stuart Emmrich

Seconded by: Cindy Goodaker

The motion passed with yes votes by: Neil Chase, Jennifer Conlin, Stuart Emmrich, Cindy Goodaker, Terry McDonald, Peter Mooney and Jacob Smilovitz. Abstention: Alan Broad

Motion to adjourn: Stuart Emmrich

Seconded by: Jennifer Conlin

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications