**University of Michigan Board for Student Publications**

**Minutes of the October 20, 2014 Board Meeting**

Board members present: Steve Kagan, Co-Chair, Terry Kosdrosky, Co-Chair, Alan Broad, Steve Henderson, Cindy Goodaker, Cliff Lampe, and Peter Mooney

Board members teleconferencing: Neil Chase

Board members absent: David Hawkins

The Michigan Daily was represented by: Peter Shahin and Doug Solomon

The Michiganensian was represented by: Kaitlin Schuler and Ally Kane

The Gargoyle was represented by: Nico Pigg and Phil Wachowiak

SHEI Magazine was represented by: Anna Fuller and Shannon King

The Student Publications Staff was represented by: Mark Bealafeld, Kathy Ciesinski and Sarah Paspal

Others Present: None

Co-chair Terry Kosdrosky called the meeting to order at 5:30 p.m.

**Minutes**

A motion to approve the August 25, 2014 minutes was made by Cindy, seconded by Steve K. and passed without dissent. A motion to approve the September 22, 2014 minutes was made by Steve K., seconded by Cindy and passed without dissent.

**Public Comments**

None.

**The Gargoyle**

Nico announced that they had published their first issue of the year. They reduced the size of the magazine to sixteen pages. They have applied to be fully reimbursed by CSG.

Phil told the Board that they were only eight days late publishing. This was followed by a discussion of how they might backup their computer. They would like to buy a removable hard drive for this purpose.

**SHEI**

Anna introduced Shannon. She mentioned that they’d had a meeting with the Professional Staff to discuss how their funds need to handled. She and Sarah discussed their efforts to create a list of SHEI alumni from their back issues. She announced their upcoming Fashion Forum to be held at Rackham Auditorium on November 18th. Shannon announced that they already have over 100 people signed up for the event.

SHEI has opened a You Tube channel. Cliff asked about their social media efforts. It is part of Shannon’s responsibility to keep these up to date.

Anna discussed their efforts, in conjunction with the Daily, to publish a tri-weekly fashion column in T Statement. They are also talking about linking their website to the Daily’s.

There was a discussion of the costs for the Fashion Forum. The costs should be limited to the food that they serve and name tags.

**The Michiganensian**

Kaitlin announced that they had completed their first submission to Herff Jones plus an additional ten pages. They have already started on deadline 2 (November 3rd) materials.

Ally discussed the Senior Portrait results to date and the upcoming Grad Extravaganza. She also discussed their upcoming advertising efforts: ads in the Daily, emails and direct mail to the senior’s parents.

**Finance**

Mark updated the Board on the finances from September. He discussed cash flow in general and Accounts Payable specifically. There was a brief discussion about the quasi-endowment share sale and how it will be handled when it becomes necessary. There was a discussion about some of the future expenditures for the building: placing awnings over the doors on the west side of the building and replacing the slate roof.

**Development**

Sarah discussed the upcoming Giving Blueday (December 2nd) when there will be a University-wide effort and incentives for obtaining gifts from students and from recent alumni that have never given before.

Sarah told the Board that we will not be doing the football game tailgates any longer. The ones we held were not well attended. She has been putting a lot of effort into the Wine Tasting Art Exhibit. She has been coordinating her efforts to obtain donations from local merchants with the Daily Business Staff. She has been working with Shannon to promote the event.

She updated the Board on some of the current fund raising efforts. She also discussed her efforts in the planned giving arena. Finally, she discussed the recent career enhancement events.

**The Michigan Daily**

Peter mailed all the Board Members his State of the Daily, a white paper on the current conditions and future plans for the paper. He mentioned that they were able to arrange an interview with Athletic Director David Brandon, their first in four years. Peter discussed the website, the Michigan in Color blog and their upcoming elections. He discussed their first poll of the student body, delving into their opinions on a variety of political issues.

Doug discussed the DirectTV ad campaign which ran in September and the Daily’s social media ad sales. He discussed the Health and Wellness section they are planning to start running on Tuesdays. They are hoping to get a corporate sponsor for this and to pay to place the content and ads therein in other student newspapers. He discussed the shortfall in national ad sales in October. They are assigning a second AE to handle national accounts.

**Distribution/Promotion**

Kathy discussed the coordination efforts she has managed for the Health & Wellness section and for social media efforts. She discussed how responsive the new distribution company has been. They are helping her in efforts to expand circulation.

A motion to adjourn was made by Cliff, seconded by Peter M., and passed without dissent.

At 6:44 Terry closed the meeting.

**Actions Taken:**

Motion to approve the August 25, 2014 minutes: Cindy Goodaker

Seconded by: Steve Kagan

The motion was passed without dissent.

Motion to approve the September 22, 2014 minutes: Steve Kagan

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Motion to adjourn: Cliff Lampe

Seconded by: Peter Mooney

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

Secretary/Treasurer

Board for Student Publications