**University of Michigan Board for Student Publications**

**Minutes of the November 17, 2014 Board Meeting**

Board members present: Steve Kagan, Co-Chair, Terry Kosdrosky, Co-Chair, Alan Broad, Neil Chase, David Hawkins,

Steve Henderson, Cliff Lampe, and Peter Mooney

Board members teleconferencing: none

Board members absent: Cindy Goodaker

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

The Michiganensian was represented by: Kaitlin Schuler and Ally Kane

The Gargoyle was represented by: Phil Wachowiak

SHEI Magazine was represented by: Anna Fuller and Danni Xia

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 5:28 p.m.

**Minutes**

A motion to approve the October 20, 2014 minutes was made by Steve H., seconded by Peter M. and passed without dissent.

**Public Comments**

None.

**Development**

Sarah discussed the snail mailing that she’s doing in support of the Art Exhibit/Wine Tasting. She mentioned that she also added a flyer regarding the Parents’ Council. She has eight student exhibitors lined up including some videos. There was a general discussion about the Parents’ Council initiative and what role the parents will play. There were some objections to sending this out without any input from the students.

She discussed Giving Blue Day, the matching fund, and SHEI’s participation. The emphasis is on getting students and recent alumni to start giving. All the funds will go to the publications’ program funds.

Sarah discussed some specific gifts from specific donors and what those donors are interested in funding.

**The Michigan Daily**

Peter introduced Jennifer Calfas who is the incoming Editor in Chief. He gave her a detailed and flattering introduction. Jennifer introduced herself and discussed some of her goals and initiatives. Everyone introduced themselves to Jen. Peter provided the Board with his outgoing assessment of the strengths and weaknesses of the Daily. He closed by making a pitch to the Board for an increased salary budget for the Edit staff. It was agreed that the Board would set up a subcommittee to review the new initiatives undertaken by the Edit staff and the impact they’ve had on the salary structure. The subcommittee would consist of Neil, Cliff, Jen, Doug, Peter and Mark. The Board commended Peter on the job that he had done over the last year.

Doug discussed the results from October. He also discussed the North Campus Career Fair Guide and their plans for special pages which would generate additional revenue. There was a discussion of Online Revenue.

Mark passed out the Flash Report which indicated that the Daily will miss their November Revenue by about $10,000. This was followed by a discussion of licensing the Daily’s content.

**The Michiganensian**

Ally discussed the November events. The number of Senior Portraits were on target. She discussed the promotion they’re doing for the December Grad Extravaganza and final Senior Portrait sessions.

Kaitlin told the Board that they had completed the work for their second deadline and that she’d pulled forward some of the work from the third deadline. They are on track to meet the requirements for the third deadline. They are working on filling the edit positions for next year.

**The Gargoyle**

Phil discussed their ad sales and their reimbursement from the CSG. He discussed their subscriptions and the barter deal they are doing for tee shirts. He admitted that they are about one week behind schedule for the next issue.

**SHEI**

Anna discussed the upcoming Fashion Speak event scheduled for the next day. They have enough attendees that they got bumped up to the Rackham Auditorium from the Amphitheater. She discussed their tee shirt promotional campaign with paid sponsorships.

Danni discussed their October results. They are sending the latest issue of the magazine to the printer at the end of the week. There was a discussion about how the magazine is distributed. Danni talked about the ads that they sold in the issue and their desire to increase the page count in upcoming issues. They discussed their decision to lower the price point of the magazine from $7 to $5.

**Finance**

Mark briefly discussed the audited financial results. There was a general discussion of the funds that Student Publications has invested and which funds are available to be spent. He discussed the October year to date results relative to the same period last year. He discussed the difficulty that he has forecasting cash flow because of the U’s accounts payable process. There was a general discussion about the source of funds for building repairs and upkeep.

Steve H. asked about the recommendations that the consultants made. Mark responded that we had implemented many of them and that they had a positive foundational impact on the results. Terry pointed out that the students had a more forward looking perspective than they had in the past and that they were looking for opportunities rather than just trying to stop the bleeding. This re-opened the discussion about what the Board expects the students to do in order to get their budgets increased.

A motion to adjourn was made by David H., seconded by Neil, and passed without dissent.

At 7:41 Terry closed the meeting.

**Actions Taken:**

Motion to approve the October 20, 2014 minutes: Stephen Henderson

Seconded by: Peter Mooney

The motion was passed without dissent.

Motion to adjourn: David Hawkins

Seconded by: Neil Chase

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

Secretary/Treasurer

Board for Student Publications