**University of Michigan Board for Student Publications**

**Minutes of the January 19, 2015 Board Meeting**

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

Board members teleconferencing: none

Board members absent: David Hawkins

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

The Michiganensian was represented by: Ally Kane and Kaitlin Schuler

The Gargoyle was represented by: Nico Pigg

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: Caroline Kagan

Co-chair Steve Kagan called the meeting to order at 5:21 p.m.

**Minutes**

A motion to approve the December 15, 2014 teleconference minutes was made by Neil, seconded by Cindy and passed without dissent.

**Public Comments**

None.

**The Gargoyle**

Nico discussed their most recent issue and stated that they planned to publish again in February. He is going to be interviewed on WOLV-TV next week.

**SHEI**

Anna distributed copies of their recently released magazine and discussed their launch party. They are planning to create a style guide. They have planned a gelato fund raiser on January 31st with Iorios sponsored by Foundry Lofts and located at their leasing office. Their Charity Show is scheduled for February 13th raising funds for the National Eating Disorder Association. Finally, in April, they are planning to hold SHEI Fest, the launch party for their spring issue. They are considering having a gala rather than a fashion show and are considering UMMA as a venue.

She passed out some magazines that are similar to theirs: college student produced fashion magazines.

There was a general discussion whether it made sense to use the SHEI staff to create an online mini-mag. This dovetailed into a discussion of their advertising efforts and pricing and a discussion about collaborating with the Daily.

**The Michigan Daily**

Jen discussed breaking in the new staff. She discussed the progress that they’ve made on their new initiatives. They have approved the Living Well project. They have also approved a new section similar to Michigan in Color which will be focused on LGBTQ issues. She mentioned that the Edit staff had a team building retreat in Grand Rapids. She displayed the new website design which they hope to launch by March.

Doug discussed the results for the Career Expo Guide and how much the results have improved year over year. He also discussed his visit to Re:Fuel. He discussed all the changes that he made in his forecast. There was a general discussion about selling the Living Well section. He asked everyone to provide whatever contacts they may have for potential sponsors. He discussed his outdoor box/kiosk project. Finally, there was a general discussion about Google Micro-Surveys.

Mark passed out the January Flash report which showed that the Daily is likely to miss their targets for print ad sales for the month. This generated a discussion of what ads ran last year, that haven’t run this year.

**The Michiganensian**

Ally said she is going to focus on book sales for the next couple of months and that she has rented Diag Boards. She is planning to redesign the mailer that goes out to the parents of seniors. She is preparing ads to run in the Daily promoting the Grad Extravaganza.

Kaitlin discussed the critiques that they received from the Michigan Press Association. They received a gold medal and one of the highest ratings in the state. She showed the Board the cover and stated that they completed their assignments for the third deadline. There was a general discussion about including more Greek and other organizations in this year’s book.

**Finance**

Mark discussed the December financial activity. He highlighted the volume of gifts received and lowlighted the return on the investment return on the endowment portfolio. He discussed the favorable variance in December cash flow and the impacts of the updated Daily forecast on the cash flow projection for the remainder of the fiscal year.

**Development**

Sarah recapped the results from Giving Blue Day. She discussed the upcoming speakers for the Career Enhancement program. She reported that the 125th Anniversary of the Daily is getting a lot of buzz on social media. She discussed some of the events she’s planning and whom they will ask to speak. She has decided to reschedule the Parents Council Meeting to February 19th. She discussed the results from the Wine Tasting, the net was about $4,000. There was a general discussion of the event and how we might improve upon it in the future.

**Board Nominations**

Peter said that he’d been in contact with Anne Kubek, who was concerned about the travel. Neil said he’d reached out to Becky Blumenstein but hadn’t heard back.

Steve brought up the nominating process for the Board Co-chair. There was a general discussion about how the Board should proceed.

**Steinberg Book**

Mark wanted to get a sense of what the Board thinks the financial arrangements should be with Stephanie allowing her to sell books at the 125th Anniversary Event. There was a lengthy discussion about what the Board’s policy should be, in general, for sales at the event. It was agreed that Mark would draft a letter to Stephanie, for review by the Board, laying out our terms for her participation.

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

At 7:38 Steve closed the meeting.

**Actions Taken:**

Motion to approve the December 15, 2014 teleconference minutes: Neil Chase

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Motion to adjourn: Peter Mooney

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

Secretary/Treasurer

Board for Student Publications