**University of Michigan Board for Student Publications**

**Minutes of the March 16, 2015 Board Meeting**

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

Board members teleconferencing: none

Board members absent: Cindy Goodaker and Cliff Lampe

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

The Michiganensian was represented by: Kaitlin Schuler, Ally Kane and Sophie Ruf

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: Lorraine Currie and Patrick Elliott from the University’s Internal Audit Department

Co-chair Terry Kosdrosky called the meeting to order at 5:31 p.m.

**Minutes**

A motion to approve the February 16, 2015 Board Meeting minutes was made by Steve, seconded by Peter and passed without dissent.

**Public Comments**

None.

Kaitlin introduced Sophie, who is the EIC elect for the Ensian.

**Internal Audit Report**

Patrick stated that there had been two follow-up meetings since their audit. They presented a status report which they distributed to the Board. There was a discussion about strategic planning and some of the revenue generating ideas that have been and are being pursued. Kathy discussed the upcoming Daily Readership Survey and Advertiser Survey and how that might dovetail with a strategic plan. There was a discussion about what the Regents might be looking for in terms of long term viability. During this discussion, Mark mentioned that he had been able to get FinOps to agree that Student Publications did not need to have an external audit and that he’d removed the expense from the FY ’16 budget.

**SHEI**

Anna discusses the NEDA Walk and that SHEI raised over $600 for the charity. They will be participating in Spring Fest on April 17th. They will partner with a couple of other fashion organizations to produce a fashion show on the Diag. They also will be having their spring magazine launch party on April 11th at the Foundry Leasing Office. She discussed their reorganization and filling their leadership positions for next year.

**The Michigan Daily**

Jen discussed their upcoming elections for the summer edit positions and that the Summer EIC position will split between two students: Emma Kerr and Laura Schinagle. She discussed the review they’ve undertaken of their by-laws. There was a discussion of the work for hire copyright issue and the license retained by the student who creates content. She discussed their desire to use the upcoming 125th Anniversary for a fund raising campaign. This turned into a general discussion of our overall fund raising efforts.

**Development**

Sarah reviewed Hail Yeah, an event on the previous Thursday when the students write thank you notes to donors who have given $50 or less. She discussed the results to date of the Telefund campaign. They have called 20% of the 180 alumni on the list that she developed with OUD. They have raised $1,050 so she is projecting a total of about $6,000. His led to discussion of what OUD does for us. Sarah discussed the plans she has developed with Peter Mooney for the 125th Anniversary Event. She discussed an upcoming event in NYC: Former Board Member Stephen Selbst has agreed to host the event at the law offices where he works. The event will feature a documentary film produced by former Board Member Andy Sacks about gospel singers. The date has yet to be determined. Sarah briefly discussed her efforts to obtain internships and job interviews for the business staffs. She reminded everyone of the Awards Reception on April 19th at 3 and the Commencement Reception on the May 2nd.  She mentioned that one of the Daily alums, Robin Wright, is receiving an honorary degree. There was a general discussion about the 125th Anniversary event.

**The Michigan Daily**

Jen updated the Board on the case brought to the Central Student Judiciary by a former columnist. There was a lengthy discussion about how the Daily should or should not respond to this complaint and whether the CSJ has jurisdiction over the Daily.

Doug discussed the results to date for March. He reported that there has been a lot more interest in the Best of Ann Arbor this year and that a lot of the companies involved are posting the link to the survey on their websites and on Twitter. He also updated the Board on the Health and Wellness syndication project.

**The Michiganensian**

Ally discussed Grad Extravaganza and how much volume they did the first day. She discussed book sales and her plans for selling any unsold books.

Kaitlin announced that the yearbook is complete and that it will be shipping the week of April 4th. They are working on documenting their process for editing the book.

**Finance**

Mark reviewed the year to date results for the enterprise. He discussed cash flow, accounts payable and accounts receivable. He mentioned that we have overdrawn past the $100,000 hurdle and that FinOps is expecting us to sell shares at the next opportunity which will be at the end of June.

**Board Elections**

There was a discussion summarizing the interviews of all four of the candidates. There was a discussion about how to keep the unsuccessful candidates engaged with Student Publications. By a motion and unanimous consent, the Board elected John U. Bacon for the campus community seat and Kevin Tottis for the alumni seat. It was agreed that Steve Henderson would reach out to Ken Davidoff and try to engage him.

**The Steinberg Book**

Mark reported that Stephanie had agreed to all the terms the Board proposed with the exception of providing a hard copy of the book two weeks prior to the event. She agreed to provide files in lieu of the hard copy.

**The Christine Vance Subpoena**

Mark informed the Board that he had received a subpoena for the personnel and payroll records for a former Daily copy editor. Alan identified all the shortcomings of the request and agreed that he would respond to the subpoena on the Board and Daily’s behalf.

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

At 8:19 Terry closed the meeting.

**Actions Taken:**

Motion to approve the February 16, 2015 Board Meeting minutes: Steve Kagan

Seconded by: Peter Mooney

The motion was passed without dissent.

Board Elections:

Campus Community Representative: John U. Bacon

Alumni Representative: Kevin Tottis

Motion to adjourn: Neil Chase

Seconded by: David Hawkins

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications