**University of Michigan Board for Student Publications**

**Minutes of the March 21, 2016 Board Meeting**

Board members present: John Bacon, Alan Broad, Cindy Goodaker, Steve Henderson, Cliff Lampe, and Peter Mooney

Board members teleconferencing: Neil Chase (chair) and Kevin Tottis

Board members absent: David Hawkins

The Michigan Daily was represented by: Shoham Geva, Rose Filipp and Hussein Hakim

The Michiganensian was represented by: Ally Kane and Allison Zimmer

The Gargoyle was represented by: Evan Chavez

SHEI Magazine was represented by: Shannon King, Samantha Zwick, Aaron Pelo and Kassie Wallace

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

Others Present: none

Chair Neil Chase called the meeting to order at 5:32 p.m.

**Minutes**

A motion to approve the February 15, 2016 Teleconference minutes was made by Peter, seconded by Alan and passed without dissent.

**Public Comments**

None.

**Nominations**

There was a discussion of the strengths and weaknesses of each of the candidates. After all was said and done, the Board voted to nominate Terry McDonald and Jennifer Conlin. Thereafter, Kevin made a motion to nominate these two candidates for the two open Board seats. This was seconded by Peter and passed without dissent. Neil suggested that the Board reach out to the unsuccessful candidates and try to get them involved in the Board’s ongoing committee work.

**SHEI Magazine**

Shannon introduced her successor as EIC, Aaron Pelo. Their print magazine is just about finished and the launch party is scheduled for April 16th at the Study Hall Lounge. The March issue of SHIFT was delayed because they were able to sell an ad into it. They have already started work on the April issue. They are working with Music Matters on their spring concert on the Diag. They will be doing a fashion show during the event to raise funds for the Flint Water Crisis.

Samantha introduced Kassie Wallace as her successor as Publisher. She reminded everyone that Work It will be the Tuesday evening in the League Ballroom. They are hoping for 300 to 400 attendees. She said they received $500 from the Sadako fundraiser. They have already made arrangements to do it again next year. She announced that they have two new magazine distribution points – Bivouac and The Bar Code.

**The Michigan Daily**

Shoham discussed the debate that the paper organized for the candidates for the CSG election. They had about 100 people in attendance and another 200 watching via the internet. They have been making an effort to add more audio presentations to their website. They are also just about to launch their readership survey. They have asked the School of Information to review their website for usability and plan to act on those recommendations over the summer. They elected a Summer EIC – Lara Moehlman and a Summer Editorial Page Editor – Jeremy Kaplan.

Hussein stated that they had a Summer Business Manager identified – Emily Richner. They are making plans for the summer with the summer edit staff. He discussed the CMBAM Convention, where they won four awards and learned about new revenue ideas being tried at other college papers. He explained the problems that they had with FedEx sending out the postcards promoting the Baby Ads for the Commencement Issue. Nevertheless they have generated enough revenue to match last year’s total. They finished the Best of Ann Arbor Survey and the ad reps are meeting with their clients who won or placed second. Finally, the Advertiser Survey is well underway with results expected by the end of the term.

Kathy reminded everyone that she needs volunteers to help pass out the Commencement Issue at Commencement in the Big House on the morning of April 30th.

**The Michiganensian**

Ally reviewed the March Grad Extravaganza. They had 2,700 students come through the sale and sold over $100,000 of goods. They sent out a mass email reminding students that the deadline for purchasing the yearbook is the 25th. They will follow this up with an email to those appearing in the book’s index but who haven’t purchased books. She announced that the ship date for the book is April 4th and they will have them on hand for the April Grad Extravaganza.

In Sophie’s absence, Ally stated that they had started hiring for next year’s edit staff. They are planning to cut back the size of some of the staffs so that each person will get more exposure.

**The Gargoyle**

Evan stated that their current issue is at the printers. They are pleased with how it came out. He said that he has recruited a Business Manager for next year. However, they do not have an EIC as yet. They got funding for the current issue from CSG and that means they’ve had funding for all three issues thus far this year. They hope to get another smaller issue out before the end of the year.

**Finance**

Neil asked if there were any questions on the February results. Mark discussed the changes to the budgets that impacted the cash flow forecast for FY ’17. He discussed the problems he is having with getting computer support. He discussed the Daily’s Flash Report and the then current cash balance of $66,000 which didn’t count the previous Friday’s deposit or the Student Account amounts from Grad Extravaganza.

Neil had a couple questions about the Daily’s budget. Once those were resolved, a motion was made by Peter to approve all the budgets at once. This was seconded by Cindy and passed without dissent.

**Development**

Sarah reminded everyone about the Merit Award & Scholarship Event is scheduled from 3 to 5 on Sunday, April 17th. In addition, we will be recognizing many of the people who purchased naming rights around the building. She discussed her meeting with the Daily Alumni Association leader, Alan Fanger. They have two committees formed already – the Liaison Committee and the Reunions & Events Committee. They are planning to organize additional committees – Public & Professional Services, Career Development & Mentoring, Newsletters & Programming and Fund Raising & Governance.

She discussed the No Invite event for the Gargoyle Alums. She also discussed the research she did on alums that are also Regents of the U. All of them turned out to have worked for the Garg, at least in part.

**Strategic Planning**

Neil opened a discussion about how the Board is organized for this effort. This began a general discussion of the process. Hussein stated that he and the Daily Business Staff had some ideas from CMBAM that that they’ve been discussing and Neil asked him to bring those ideas to the next Board Meeting for discussion.

**Adjournment**

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

At 7:29 Chair Neil Chase closed the meeting.

**Actions Taken:**

Motion to approve the February 15, 2016 Board Meeting minutes: Peter Mooney

Seconded by: Alan Broad

The motion was passed without dissent.

Motion to approve all of the budgets: Peter Mooney

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Motion to adjourn: Cliff Lampe

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications