



**Board of Directors
Meeting Minutes
Friday, May 3rd, 2013, 12:00PM
Council Chambers, CAW Student Centre**

BM2013/05/03

Present:

UWSA Board Members: Ahmed Farhan, Adam El Dika, Samer Bolbol, Jessaline Fynbo, George Ogunbande

UWSA Executives: Robert Crawford, Shaista Akbar, Omar Shahid, Ivona Bilbilovska, Mohammad Akbar,

UWSA Staff: Dale Coffin, Nicole Morrell, Josh Paglione

Guests: Jake Pfaff, Natasha Marar (Lance), Jon Liedtke (Lance), Candace Spencer (Lance Oversight Board), Adam Bednarick(Lance Oversight Board)

Regrets: Jacob De Jong (VPUA), Ye Hong (Board Member)

ITEM	DESCRIPTION	ACTION
1	Call to Order	Robert Crawford
2	Chair's Business: Robert's Rules not meant to hinder, they are meant to keep things moving. Please keep this in mind.	Robert Crawford
3	Approval of Agenda Moved by Ahmed Farhan, Seconded by Jessaline Fynbo Passes Unanimously	Approval
4	Presentations	
4.1	Welcome Week Concert Josh: We are here to present ideas for this year's concert, and last year's successes, and issues. We can hold concert again. Our budget is \$50000. Last year, the rider was a problem. We ended up spending a lot more than we expected on the rider. This year, we want to have Disco Donni promote and run the concert, since they are more experienced with large scale events. Ahmed: What type of talent? Josh: Thinking of a few different artists.	Ivona & Josh

	<p>Ahmed: supplementary: Who else contributing? What's the budget?</p> <p>Josh: We can look into sponsorships, we get 10% of it.</p> <p>Ivona: City of Windsor is sponsoring this year.</p> <p>Josh: Last year's sponsors include booster juice and pizza pizza.</p> <p>Jessaline: Do we know percent etc. the city will provide?</p> <p>Josh: We will know more next week, BIA is interested as well</p> <p>Mohammad Akbar: What's the accommodation/venue planned for this year?</p> <p>Josh: Riverfront Plaza.</p> <p>Jacob Pfaff (Akbar gives speaking rights): What is the capacity?</p> <p>Josh:</p> <p>Jon Liedtke (Fynbo gives speaking rights): That's our student ticket price, only place to make revenue is sponsorship? Why forego more profit?</p> <p>Josh: We want to break even, want to guarantee our costs, don't want to lose money.</p> <p>Ivona: We want to bring a great artist</p> <p>Dale: Board will have to decide, but this is risk mitigation rather than reward, capping reward at give or take \$5</p> <p>Ivona: The contract isn't written up yet, can bring it</p>	
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<p>up with the production company to get more profit, nothing to lose by asking. We could do other things to bring in money at concert, sell swag, merchandise.</p> <p>Ahmed: Question to Dale: during tenure as GM, have we ever made profit on concert?</p> <p>Dale: One Bedouin Soundclash show that we got ridiculously cheap.</p> <p>Ivona: Technically we're not losing money, will be reusing it all through the year.</p> <p>George: How do you intend to sell tickets?</p> <p>Ivona: Through the UWSA office, lots more time to market and promote, go to grade 12s because also a main target, get them excited about university, during welcome week before concert happens.</p> <p>Adam: Whats the age limit/target group?</p> <p>Josh: Last year was all-ages, starting age was 16.</p> <p>Ivona: University age group target</p> <p>ahmed: Selling alcohol again?</p> <p>Josh: Yes, Disco Donnie will be in charge of that.</p> <p>Dale: Only revenue is tickets and 10% sponsorship, all other costs absorbed by company. If we sell tickets, we get back money.</p> <p>Omar: Are we getting tickets at \$15 only for students of UWindsor or all students (St Clair, highschoools, out of town, etc)?</p> <p>Ivona: Last year no one checked student ids.</p> <p>Omar: Is that student price available at the door or</p>	
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	<p>general is higher?</p> <p>Josh: Only thing we are responsible for is student tickets</p> <p>Jacob Pfaff: What is benefits of working with st clair</p> <p>Josh and Ivona: We reach more students, promotionally helpful, not as large as us, but definitely helpful.</p> <p>Josh: They bought 300 tickets last year</p> <p>Jake: Will there be only one entrance?</p> <p>Josh: Disco Donni has done these events all over the world, they will take care of logistics</p> <p>Jessaline: What about security? Will we ask Windsor police to patrol etc.?</p> <p>Ivona and Josh: Yes</p> <p>Jon Liedtke (Farhan gives speaking rights): will this be put to tender?</p> <p>Josh: No, we feel Disco Donni has the best experience.</p> <p>Ahmed: if something goes wrong, are we liable?</p> <p>Josh: Disco Donni will be responsible</p> <p>Ivona: We are only selling tickets and have our name on the tickets.</p>	
<p>4.2</p>	<p>Student Handbook Proposal Presentation</p> <p>Akbar: I would like to discuss changing handbook (Campus Compass) providers to CFS Services.</p> <p>Please refer to section 3&5 of the document I have</p>	<p>Mohammad Akbar</p>

	<p>handed out as the main reasons.</p> <p>I believe we should recognize, we pay fees for advocacy, representation, services, handbooks, student savers, isic cards, ethical purchasing network, and more CFS services, subsidiary of CFS.</p> <p>Cost of books by PrintFinder, section 5 : 26</p> <p>The costs are relatively the same, most costs covered by advertising, regular partnership with University. I've spoken to Brooke White and Karen Benzinger, and they are okay with it</p> <p>The main benefit is a more environmentally friendly and conscious product. Also, these handbooks would have more information on student rights and information campaigns pertaining to students. For example, there is a section on tenant rights and residence student rights. This is valuable info not in our current handbook.</p> <p>My main reasons: fair trade, lower environmental footprint, our own content, keep revenues, does include campaigns and additional information for students, student saver, information needed for students, stickers,</p> <p>If you want to amend, cost exists for calendar pages regardless of ... interrupted</p> <p>Ahmed: Whats total projected costs for CFS?</p> <p>Akbar: ranges 25235-27335</p> <p>Ahmed: explain options</p> <p>Akbar: refers to order form</p> <p>Ahmed: What is custom calendar? not familiar?</p>	
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<p>Akbar: CFS has their own calendar pages available, we paid a designer to design custom calendar pages with important dates included, so in my opinion, we should use it.</p> <p>Ahmed: what's the difference?</p> <p>Akbar: Josh can elaborate</p> <p>Josh: custom calendar would include all important dates from registrar's.</p> <p>Dale: It would also include banner ads.</p> <p>Adam: How many students have you spoken to?</p> <p>Akbar: Many throughout year</p> <p>Jessaline: UTSU has information of student government information, will we be able to have that too?</p> <p>Akbar: I chose 64 pages of local content, which would be our local University information.</p> <p>Omar: From which budget would this come from?</p> <p>Akbar: It will come from campus compass budget, same as always.</p> <p>Dale: In the end, if we can print the same advertising, either way will break even or make a bit. Budgeting 1900, if you want stickers 800.</p> <p>Josh: CFS purchased ads worth \$4000 last year, probably not this year so I would suspect a bit less sales. We would get those ads to another advertiser anyway so it doesn't really affect anything.</p> <p>Akbar: CFS is paid for by us, they really shouldn't pay for ads to tell students their services, we should give</p>	
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	<p>any info to students</p> <p>Ahmed: if we decide to go against, you're gonna make us lose 4000\$?</p> <p>Akbar: We shouldn't waste student resources, point of CFS handbook is to advertise more student issues and more student content.</p> <p>Adam: do you feel we can make up those lost ad sales?</p> <p>Josh: I've sold some, it will be less than last year, considering Ali Baba's closed.</p> <p>Jake: Can societies have some space</p> <p>Dale: Would have to include all societies, not</p> <p>Ahmed: Major societies have own agendas.</p> <p>Akbar: Maybe we could talk to them?</p> <p>Chair: any other questions?</p>	
<p>4.3</p>	<p>Lance Presentations</p> <p>Ahmed: I discussed with 4 other board members regarding the lance proposal (refers to restructuring plan document), we are waiting for presentation version of plan.</p> <p>Ahmed: national sales are too high, no guarantee that they will give us, we need to be fiscally responsible,</p> <p>Natasha: this is a very conservative estimate, we got 19000 in 2011</p> <p>Ahmed: if we consider past few years, this is inflated, over the summer: May, June, July, and August, fiscally horrendous, 40000 loss, only months pulled a profit</p>	<p>Ahmed Farhan</p>



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	<p>was 3 months of the year, 2 of the months were ones got student fees. April had most revenue and least cost. revenue is 10000, great, overall is 6000. made 2000 profit. This is the only month made profit.</p> <p>Chair: can we keep this towards a presentation and not a discussion?</p> <p>Ahmed: This plan is not realistic, we came up with a new plan.</p> <p>Chair: Please present and not ask questions</p> <p>Ahmed discusses budget. cost of sales/commission, only difference is furniture, computer etc, will try and get it from capital fund. This is more fiscally responsible.</p> <p>LOB Member Candace: You excluded the Lance while making this new budget?</p> <p>Omar: How many computers do you need? How old is current equipment?</p> <p>Natasha: 4 years old, need about 4, great offer, but not biggest cost.</p> <p>Ahmed: biggest cost is?</p> <p>Natasha: It's our job, this much adjustment warrants our involvement, it's my job as editor to set budget, 10000 for national is way too low, campus plus didn't sell summer, free media will. I would think we can pull in at least this year's revenue and ad sales with poor management, we can do a lot better. Printing costs are fixed, accepting wildeman's offer will affect, biggest thing is salary. Salaries are too low, cannot run paper on 60000 in salaries, need staff to train and get business growing,</p>	
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	<p>Omar: proposal consulted business manager? Why isn't he here?</p> <p>Adam: Projected sales based on?</p> <p>Ahmed: only pay out when receive money, only 5\$ commission.</p> <p>Natasha: gives higher commission, less base salary, could make modest, livable wage</p> <p>ahmed: other university have more volunteers</p> <p>adam: first year's salary was much lower</p> <p>Natasha: more turnover, worried paper would go bankrupt, was working overtime and many jobs, and sacrifice, we can't do this anymore.</p> <p>Ivona: wants to remind board, student levies are set until may 2014.</p> <p>Ahmed: withdraws</p> <p>Adam: you keep bringing up a business, but it's a student service, it should be a student service.</p> <p>Natasha: it is referred to as a business because of the model, we don't have any other money reserved for deficits, if student fees paid for everything we would have no problem, Lance has to have customers to cover costs. It is a business because businesses are paying more than students. Bread and butter comes from local ad sales.</p> <p>Ahmed: you have 100000, your telling us you can't run a student newspaper in this amount? This is a student newspaper, I understand serving community, we need to be fiscally responsible and restructure.</p>	
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	<p>Ivona: question for Natasha, how many copies are you planning on printing?</p> <p>Natasha: 5-7k, plus web advertising.</p> <p>Natasha: asking for feedback, is it based on first scenario?</p> <p>Robert: we don't have a motion on the table</p> <p>Jessaline: This is just our feedback after looking at it, we didn't find it fiscally responsible. This is just our feedback based on what you gave us.</p> <p>Jake Pfaff: what is the highest deficit UWSA would cover for the lance? What is fiscally viable?</p> <p>Ahmed: need to be more responsible</p> <p>Candace: Has an ad been put out for Editor in Chief?</p>	
<p>4.4</p>	<p>UWSA GM/Lance Hiring Committee</p> <p>Has board chosen their Lance hiring Committee members? Jessaline and George</p> <p>The UWSA exec member : Rob</p> <p>We will figure out how to promote.</p> <p>Natasha: we've lost another week</p> <p>GM Hiring Committee (Board): Ahmed, Samer, Adam.</p> <p>We have also 6 execs. This is a position that is very important. Dale's been here for 10 years. We would like to add 1 more exec to the hiring committee. This will add more perspective. The execs will be dealing with the incoming GM most.</p> <p>Ahmed: bylaw says he reports to board. He will be</p>	<p>Robert Crawford</p>

	<p>responsible to answer that.</p> <p>Rob: GM works closely with execs, and we would be the ones to bring up problems to the Board, very reasonable to have more execs.</p>	
4.5	<p>Venting in UWSA Restaurant Space</p> <p>Previous board voted no venting space, students voted to have restaurant, architect drew designs with venting space allocated, opportunity to make restaurant, students voted for restaurant, only extra cost on top is fireproofing, 10000 could come out of capital fund, 4 people responded, dale?</p> <p>Dale: we have emailed that we want venting. One email said ok, one email said to think about it, might affect height of ceiling, confident we will win it, already have it in the designs, meeting on Wednesday said its in the drawing, hopefully are successful, made our desire very clear to not delete vent.</p>	Robert Crawford
4.6	<p>Capital Requests Refer to chart</p> <p>Dale: expanded executives, we need these items.</p>	Dale Coffin
4.7	<p>Agenda/Minutes Timelines for Board</p> <p>TABLED due to lack of time</p>	Shaista Akbar
5	Posted Motions	
5.1	<p>BIRT there be a student referendum to increase student fees for the Lance.</p> <p>Adam: hopefully we can have a referendum to increase student levies. This is based on other universities, it's a student service, a referendum will show support</p> <p>Ahmed: poi how much do u want to increase it?</p>	

	<p>Ahmed: amendment, BIDRT Rob Crawford take this to council, Motion to refer this to council, Ahmed, seconded by Adam, Omar: can we amend it to include a board rep, Natasha: suggestion, doesn't include a date, how much to include, Rob Crawford, levies set until 2014. Amendment passes</p>	
<p>5.2</p>	<p>BIRT the UWSA print handbooks from CFS-Services; BIFRT the CFS handbook contract presented to Board be signed and adhered to by the UWSA and all personnel of the UWSA; BIFRT the contract be forwarded to CFS as soon as possible. Moved by Adam, Seconded by Jessaline Debate: Ahmed: speaking against, not financially certain of cost/revenue, great presentation, would we lose money, uncertainty, campus compass never lost money, Ivona: against, great idea, can we postpone to get more options, can we make a better financial decision, lots of options to take into consideration, don't need to rush. Wants to table motion Adam: So you have a rough date? Mohammad Akbar: April 26, need to know now. We are behind schedule. Adam: a decision on this would be premature. Need to know today. Need to know today. Cost for both is same, CFS is a bit cheaper without custom calendar. Part of Ontario CFS, pushed them to include advertisement. CFS cost is less. GST not included on either. Dale: To make it clear, we are not deciding on whether or not we're printing handbook. We are discussing which printer we are going with. If you cant decide, status quo. Ivona: should include custom calendar, with info we have now, less risk with print finder. Omar: possible to have email vote? ahmed: concern is not with cost, until josh brought</p>	

	<p>up revenue. losing 4000 in revenue. Akbar: 4 pages were divider pages. cost of 3500. only losing 500. When talked to Josh, we will get 30000 regardless, the question is here is printer A or B. not really based on revenue. one last point. Contract was decided independently on board. Cost to be incurred regardless. Not a big obstacle. George: First question: is it compulsory to use custom calendar. Everyone concerned about CFS ad revenue what's the guarantee they will purchase ads. Akbar: zero guarantee. Josh: If we switch to CFS, it affects timelines. It would be nice to know ASAP, because it's causing a rift. Designer has used 3 designs, think about it, we paid him 3000 to design it. Ivona: is there a time difference of ad content Josh: stuff would be due months ago, CFS and PrintFinder both willing to work with us. Chair: voting on which printer, ads are already produced, fairly simple. Jon: are you not, loss of 4 grand each way. 3-1-1 PASSES</p>	
<p>5.3</p>	<p>BIRT 1 additional executive be added to the GM Hiring Committee</p> <p>Motioned by Adam, Seconded by Jessaline</p> <p>Motion for Ivona to chair so Rob can participate Motioned by Ahmed, seconded by Jessaline All in Favour</p> <p>Back to original Motion Debate Robert speaking in favour because hiring a GM is an extremely important task to UWSA. No harm in giving more voice, this is someone who will sit for another 10 years, more perspectives, more informed decision. Ahmed: Bylaw 50: Board has majority of voice for a reason, GM is responsible to report to board, I understand GM works with executive, but this is a</p>	

	<p>board decision</p> <p>Robert: Bylaws are guidelines. This is not a matter of board having more say, when bylaw was written, we had 4 execs. We now have 6, it's reasonable to have more say,</p> <p>Ahmed: ultimately, Board holds GM responsible, if we will be held accountable for GM, we should have a higher voice in hiring.</p> <p>Adam: hiring should have more representatives, more fair to have more representation. Holding GM responsible is a separate issue.</p> <p>Robert: The President still has to bring issues to board, it's not execs vs board, it's a matter to bring more people on the decision making process, its not a matter of hired or fired, lets make it a more representative.</p> <p>Adam: adding another person to the committee wouldn't impede ability, would improve it.</p> <p>4-1-0 PASSES</p> <p>Motion for Robert to resume as chair Ahmed, Jessaline, All in Favour</p> <p>Point of Privilege: Ivona has to leave due to prior engagements.</p>	
6	New Business	
6.1	<p>BIRT board accept capital request proposal itemized as presented Motedioned by Ahmed, seconded by Samer Debate: Item 1: Dell computers at 599.00 + HST</p> <p>Omar: This is the max price, doesn't consider education discount. PASSES unanimous</p> <p>Clubs couch for 250.00 PASSES unanimous</p>	



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<p>Whiteboard cabinet for \$400.00: Jessaline: who will use this? Omar? Ivona: No I will use it, good for brainstorming, won't be moved after it's in my office PASSES Unanimous</p> <p>Button maker 1: George: Who will do maintenance? Dale: not much maintenance: who ever wants to make buttons can provide supplies. PASSES Unanimous: Buttons maker 2: PASSES Unanimous</p> <p>Whiteboards: We need 5, not 6. Good investment to write goals. Adam: would other execs use it too? Omar: All execs would use it in the future. PASSES Unanimous</p> <p>Coffee maker: Ahmed: joke about salaries 4-0-1</p> <p>3 printers: Ivona: where? Nicole: Shinerama, Clubs, Afrofest, Walksafe offices. PASSES Unanimous Microwave:</p> <p>Ahmed: against because: can't go through microwaves like this. Samer: how long have you had it? Dale since 2002 Omar: Ahmed bought one yesterday for cheap, we can buy that. Ivona: these are estimates Unanimous</p> <p>VP Social desk and hutch. unanimous</p>	
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	<p>Blinds for VPUA Unanimous</p> <p>VP Social couch: unanimous</p> <p>ALL ITEMS PASSED</p>	
<p>6.2</p>	<p>BIRT the lance consider board's suggestions Natasha: do you guys accept anything? This is with consultation with numerous professionals. Lots of work done, maybe a bit ambitious, we should work more in collaboration and consultation, business takes a long time, would like board to acknowledge our work. Rob: board doesn't see it as a viable business plan. George: Can we discuss later. Natasha: Consider our motions first Ahmed:</p> <p>BIRT the UWSA board accept the Lance's restructuring plan submitted on April 26th, 2013. Ahmed, Jessaline unanimous</p> <p>10 minutes/proposal to debate Adam: with working with a new company, may be risky, we felt we can plan a bit more safe and conservative, reduce revenue sales. Natasha: 20000 is what I was told, new company, new advertisers and agencies, process is a lot different, not against reducing a couple grand but 100000 is too much. 98000 reflects we currently received 90000, its tight but with new commission structure can bring in a bit more. Adam: the commission for last year was 11000, Natasha: we switched advertiser pay, to increase base pay, lowered commission from 10% to 5%. Ahmed: point of restructuring, need to identify problems and fix them, we went over month by month, only 3 months of profit, 2 were ones where collected student fees, one was last month. Need to</p>	



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	<p>pull back a bit, Jessaline: average was 82000 of local add revenue, that's why we brought it down. You had projected over 10000, so we had to bring it down. Natasha: all budget scenerios are similar, plan is proposing one real thing. Good response to editorial. agree or disagree, reinvest in a better business manager to support a better compensated. scaling back will never increase revenue. Do you disagree with my assessment? Rob: Student fees are limited for this year. Jessaline: depends on what Wildeman sets as maximum. Natasha: Wildeman aware, awaiting response from board, lets clear the matter today.</p> <p>BIRT uwsa board approve budget scenario 1 as presented in the Lance's restructuring plan for the 2013-2014 publishing year. 0-4-1 FAILS</p> <p>BIRT uwsa board approve budget scenario 2 as presented in the Lance's restructuring plan for the 2013-2014 publishing year. 5 minute recess: Ahmed, Adam Samer left, 0-4-0 FAILS</p> <p>BIRT UWSA board approve budget scenario 3 as presented in the Lance's restructuring plan for the 2013-2014 publishing year. 0-4-0 FAILS</p> <p>Motion to move chair from Rob to Mohammad Akbar 4-0-0 PASSES</p>	
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<p>NEW BUSINESS: ROB would like to revisit 1st scenario and amend as needed. Ahmed, Adam. 4-0-0 Samer is back</p> <p>Does everyone recognize what scenario 1 is? Natasha: request to go in camera Ahmed, Jessaline, Adam: why in camera. Dale: it is not just salaries that are in camera, no more live tweeting, EVERYTHING is in camera. Jon: silencing some? Jessaline: we can go in camera when talking about salaries rob: nothing wrong with frank in camera discussion unanimous</p> <p>IN CAMERA</p> <p>OUT OF CAMERA: NATASHA: when will we know about operating loan Rob: should we do this after hiring editor in chief Natasha: should we hire then? Should we expect money? Dale: the board has given you 133000 to budget in expenses.</p> <p>Shaista: What are the details of Dr. Wildeman's offer?</p> <p>Dale: As it stands, the loss the Lance incurs will stay with Lance. What Dr. Wildeman is proposing is we eliminate the deficit, so we have to pay \$11.5k NOW. He is requiring UWSA to pay NOW. Not that Lance pay for a future year.</p> <p>Rob: To take that out of our operating budget, it would hurt us. With the bookstore we might be able to address it, Natasha: scared lance would never be able to recover, didn't want to take money from UWSA</p>	
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	Adjournment at 4:35 Moted by Ahmed, Seconded by Jessaline 3-1-0	
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