**University of Michigan Board for Student Publications**

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

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

Board members teleconferencing: none

Board members absent: David Hawkins and Steve Henderson

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

The Michiganensian was represented by: 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 and Kathy Ciesinski

Others Present: Carolyn Gearig and Austen Hufford

Co-chair Terry Kosdrosky called the meeting to order at 5:40 p.m.

**Minutes**

A motion to approve the January 19, 2015 Board Meeting minutes was made by Neil, seconded by Cliff and passed without dissent.

**Public Comments**

None.

**SHEI**

Anna discussed the results of their gelato fund raiser. She discussed SHEI Fest which is scheduled for mid-April. She told the Board that SHIFT, their online mini-mag had launched. She discussed the re-structuring of their board, adding positions and redefining the responsibilities of others. She explained how each of the officers on the board is elected and how they plan to handle the transition to the new officers.

**The Michigan Daily**

Jen discussed how the new staff has been doing and that they had resurrected the newsletter. She described the impact of the two new positions they’ve created, Special Projects Manager and Investigative News Editor. There was a discussion about the Google Micro Surveys that have been added to the site. There was a discussion of the new Video Department, their products and the viewership.

Doug introduced Rose, the incoming Business Manager. He discussed the growth in sales on the Daily Twitter account. He stated the online inventory is sold out for February. He explained the implementation of the Google Micro Surveys and the expected revenue. He detailed the results from sending out the ads for Commemorative Ads and Best of Ann Arbor. He stated that they have other universities signed up for the Health & Wellness syndicated column and they are starting to look for a corporate sponsor. He asked the Board to pass on the contact information for anyone that might be interested in sponsoring the column.

Kathy discussed the article that appeared in the Ann Arbor Observer detailing how the Daily has expanded their distribution. She mentioned that the article generated a call that resulted in adding drop spots at Glacier Hills. She solicited help passing out the Daily Commencement Issue at the Big House at Commencement.

**The Michiganensian**

Ally discussed their upcoming Grad Extravaganzas and that she’ll be ordering inventory soon and how they plan to promote the events. She is planning to advertise in the Alumni Association Newsletter. In Kaitlin’s absence she discussed the review they received from the ACP: All American, the highest rating possible. She briefly discussed the few recommendations that they made.

**The Gargoyle**

Phil distributed copies of their latest issue. He brought some tee shirts to sell to the Board. There was a discussion about selecting next year’s officers.

**Finance**

Mark discussed the results for January and the cash flow projection. He distributed and discussed the Daily Flash Report. The Board reviewed each of the proposed budgets and approved them. The motions, seconds and votes are detailed below. The Daily’s budget for National Accounts Revenue was reduced to $50,000. The SHEI budget for Ad Sales was increased to $2,500 and Dues Revenue was reduced to $3,000. There was a brief discussion about whether it was time to sell shares to shore up the cash position.

**Development**

In Sarah’s absence, Mark delivered her report. There was a discussion about the speakers for the Daily’s 125th Anniversary Dinner. He told the Board that Sarah has decided not to pursue the Parents’ Council any further because of a lack of interest. Sarah is updating the prospect list and developing a list of mentoring and internship opportunities. She’s planning an event in New York during the summer. She wanted the Board to know about “Hail, Yeah” a day of thanks for the donors and about her plans for engaging Telefund to solicit donations.

**Board Nominations**

Mark announced that we have three candidates: Ken Davidoff, John U. Bacon, and Mike Marzano. A Board Member and a student were assigned to interview each of the candidates. Mark said that he would send a list of criteria and questions to the Board for use in their interviews. Neil suggested that we should start cultivating potential candidates for next year that have experience in finance and development as well as candidates from under-represented groups. It was agreed that Neil and Cliff would work together to cultivate such candidates and to use technology to make it easier for out of town Board Members to participate in the meetings. It was agreed that all the interviews would be done at least a week in advance of the next meeting and that each interviewer would email their impressions to the entire Board soon after the interview.

**Board Chair Nominations**

There was a discussion about how to proceed with this issue. Alan pointed out that the by-laws require that only one Board Member shall be elected Board Chair and that this appointment needs to be approved by the President of the University. In addition, the Board shall appoint a Board Member to be Secretary/Treasurer. It was agreed that the current Board is permitted to elect the Board Chair for the upcoming Board year. Neil was the only Board Member who expressed interest in the position. He was asked to leave the room so that the remainder of the Board could speak freely about his qualifications. Thereafter, a motion was made by Alan to elect Neil to the position, this was seconded by Cindy and Neil was elected without dissent.

**The Daily Archives**

Mark discussed the project that he’s been working on with the Bentley Historical Library. The Bentley has requested a copyright license for their uses. At Alan’s suggestion, it was agreed that Mark would obtain the opinion of an IP attorney on the agreement. Mark suggested that he could pass it on to former Board Member Stephen Selbst in hopes that he has a law partner that specializes in IP issues. Neil agreed that he would reach out to Kevin Tottis, a former candidate for the Board and an IP attorney, to get his opinion as well.

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

At 8:05 Terry closed the meeting.

**Actions Taken:**

Motion to approve the January 19, 2015 Board Meeting minutes: Neil Chase

Seconded by: Cliff Lampe

The motion was passed without dissent.

Motion to approve the Daily’s FY ’16 Budget: Cindy Goodaker

Seconded by: Steve Kagan

The motion was passed without dissent.

Motion to approve the Gargoyle’s FY ’16 Budget: Steve Kagan

Seconded by: Neil Chase

The motion was passed without dissent.

Motion to approve the Michiganensian’s FY ’16 Budget: Peter Mooney

Seconded by: Cliff Lampe

The motion was passed without dissent.

Motion to approve SHEI’s FY ’16 Budget: Steve Kagan

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Motion to approve the Development FY ’16 Budget: Neil Chase

Seconded by: Steve Kagan

The motion was passed without dissent.

Motion to approve the Board’s FY ’16 Budget: Steve Kagan

Seconded by: Peter Mooney

The motion was passed without dissent.

Motion to elect Neil Chase Chairperson of the Board for FY ’16: Alan Broad

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Motion to adjourn: Cindy Goodaker

Seconded by: Steve Kagan

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

Secretary/Treasurer

Board for Student Publications