

Annual General Meeting Notes for November 14 2020 at 13:00 over Zoom

Present:

Voting Members:

Robert Gibson\*  
Meghan Hickey\*  
Nicole Boere  
Spencer Wells  
Irene Suvillaga  
Casandra Lee  
Katie Pedlar  
Caleb Clawson  
Cheyenne Wood\*  
Myanna Hansen\*  
Megan Nicholson MacRae

Non-voting  
Danny Taro \*  
Dante Perapiece \*

Editors  
Nick and Brazil

\*Up for election for board

**13:05:34 Call to order**

**13:17 Confirmation of quorum reached**

**1) Land Acknowledgment**

**2) Chairs Address**

The chair was Dante Perapiece who was President for a year  
“You are the heart and soul of Arthur”

Arthur has been innovative and the new editorship has increased its presence online platform. We want to do more and go further and in times of crisis we have 2020 has been a special year. Talked about how Arthur overcame challenges and pride in those that made Arthur what it is today

**3) Introduction of the board**

**Robert Gibson**

**Internal Affairs** uses he/ him pronouns is Internal Affairs checks how staff are doing

**Meghan Hickey**

Accessibility commissioner

1<sup>st</sup> year on board

**Danny Taro**

External Affairs

Business manager and website developer

**Myanna Hansen**

Uses she/her

They/ them pronouns

1<sup>st</sup> year on board

**Cheyenne Wood**

Uses she/ they pronouns, recently joined board

At 13:18 the nominated board members were voted in with no additional nominations

**Cheyenne Wood was voted in**

**Robert Gibson was voted in**

**Meghan Hickey was voted in**

There was a separate meeting to vote in other members of the board

**4) Editor Report**

Nick and Brazil delivered the Editors Report

There were questions about delivering the paper safely given covid 19 – likely wont move to print next semester

Decided to move online

Worked to increase online presence

Operated an anti-oppressive media

Diversified medium like creating Oatmeal featuring poems, art and photos from 23 artists

Cleaned out office and painted

Worked from home during start of employment

Made first newspaper which was printed for First Years and safely delivered with TCSA partnership

Without Danny Taro issue zero would not have happened

Arthur Hour turned into a podcast called Hot Arthur Summer

Now called What's the point

Trent Radio provided support for broadcasting

Website was built in house

There was an expansion of social media engagement

Talk about Tik Toc from social media manger

Staffing

There are

5 TWSP students

1 TIP

Social media Manager

Business Manager

2 copy Editors

Staff did anti Oppression training with Sam MacAndrew of OPIRG  
Training on facts and libel

Got insurance remain in good standing with CRA  
Wrote articles

The Future

Don't know when printing next

Fundraising plan \$10000

-Continue to do investigative work

-Independence from Trent

Plan to run for 2<sup>nd</sup> term

Chat: 13:33:38 From Meghan Hickey : Great work, I can't wait to see the office in person!

### **Questions**

Katie Pedlar: Is Arthur considered targeted advertising?

Nick Taylor: Yes, held off until website and social media campaign ideally January start

Katie Pedlar: My Grandma wants to read articles but, print is too small. Has Arthur took accessibility into account?

Nick: That's a question for Danny but, text looks bigger

Danny: asked if article is on phone. There is an accessibility setting. Offered to look for solution if accessibility remains an issue

Dante: Asked if there is a motion to accept the report

Meghan Hickey: Motioned

Robert Seconds

### **5)Financial Report**

As there is no Treasurer the report was presented by Nick and Brazil

Brazil: Canada summer job grant not paid – Canada Summer jobs is behind as an organization expect it in full

Fiscal Year July 31<sup>st</sup>

Includes previous editorship

Student Choice Initiative (SCI) caused income to decrease  
Was in debt now not in debt

Wants to leave editorship with rainy day funds SCI is under appeal so may come back

Nick: Numbers reflect staffing choices  
Received half levy check  
Concern about drop in enrolment  
Is expected due to difficulty online learning

Increased fundraising goal by \$5000  
Want to keep Business Manager position

Printing unlikely to happen due to covid

Brazil: Accounting fees are higher due to accountant quitting

balance with University working with Office Manager of Sadlier House Sam MacAndrew for finances

Katie: How much have we saved by not printing?

Brazil: Printing costs vary  
Half cost was saved last year  
\$14000  
Danny's role is to find advertising to offset costs  
Hard to say how much is saved but, time is saved

Katie: Is there a comparison between online vs offline viewership

Nick: People stand on different positions on this and is a big decision  
There were untouched papers

Dante: Asked if there is a motion to accept the report

Meghan Hickey motions  
Myanna seconds

## **5) Website report**

Presented by Danny Taro

There's a new home page  
Thanks Editors, Dante and previous Editors

## Top 10 features

- 1) Speed and security  
Old site was slow and unsecure  
Now fast and secure
- 2) Changed from Word Press to Web Flow  
- Wants to avoid Google Ads
- 3) More Advanced sorting  
There was no news category and culture is a new category. There are additional new tabs people can click
- 4) Spot for opinions or editorials / letters to editor
- 5) Highlight of best content – most catching – updating tags
- 6) There's a donation feature with beating heart  
No one donated yet, can donate crypto currency if someone wants
- 7) Maintain independence  
Hopes to have advertising subscription  
Ad blocker can't block ads as its part of site  
Levy groups get 25% discount  
Can deny advertising if does not align with values  
Robots not able to advertise
  
- 8) A print section can view pdf  
Can read paper online like paper  
Used Flow paper application
  
- 9) Podcasts can be on page
- 10) Puzzles from Puz Puz Puzzles  
Can play with someone remotely – cross words and Sudoku can be played

People might spend 8-10 minutes per day and view site

Can have livestream can grow in any way we want

Dante: What happens to old domain

Danny: Can access old website – updating codes for older articles – wants everything to look good

Dante: Will articles on old site be linkable shared link seven years ago will it link to new page?

Danny: Yes can archive articles since inception

Brazil: Someone is scanning old articles separately

Spencer: Asked about two or more writers being tagged

Danny: Have not added feature to every part of website yet design work needed, old site not capable of this but, solved issue.

Article referenced was "Be Nice or Leave"

Robert: Asked if readers can sort chronologically

Danny: This is not a feature but, will add it to the site

Meghan: Clean bright and popping photos look great

Nick: Praise for Danny, took a few months deliberating  
Made right choice

Skills are transferable

Can teach skills

Katie: Likes when published from archives

Brazil: Likes idea

Nick: It's a big thing

From chat:

13:54:29 From Katie Pedlar : AWESOME!!!

13:54:38 From Meghan Hickey : SO BEAUTIFUL!

13:54:43 From Myanna : Looks great!!!

13:54:56 From Spencer Wells : Lookin snazzy

13:55:13 From Robert Gibson : Looks great

13:55:14 From Spencer Wells : Really nice!

13:55:20 From Dante Pettapiece : Thank you, Danny

13:55:36 From Cheyenne Wood : Thanks a ton, Danny! The website looks amazing!!!

13:58:56 From Myanna : the filters are really well organized!

14:02:15 From Meghan Hickey : I like the consistent concept of fish in the ads

14:10:13 From Maggie (she/her) : wow amazing puzzle page 10/10 !!

14:10:18 From Dante Pettapiece : Absolutely phenomenal, Danny!!

14:11:07 From Robert Gibson : 10/10

14:13:24 From Meghan Hickey : Obsessed with the design, about to do all the puzzles

14:13:28 From Nicole Boere : !! so great!!

14:13:32 From Maggie (she/her) : I love it!

14:17:59 From Robert Gibson : I like it

14:28:20 From mnicholsonmacrae : Thank you!!!!

14:28:25 From irene suvillaga : Thank you!

Adjured at 14:30