

Arthur Newspaper Board Meeting

Tuesday, January 19th, 2021, 11:00 am via Zoom

In Attendance

Nick Taylor – Co-Editor

Brazil Gaffney-Knox – Co-Editor

Shae Mcleod – New Member

Dante- President and Chair

Danny Taro- Business and Distribution manager and External Affairs

Robert Gibson – Internal affairs commissioner

Cheyenne Wood – Secretary

- I. Call the meeting to order (11:12)
- II. Land acknowledgement
- III. Approval of agenda
 - Danny motioned to approve, Robert seconded
- IV. Approval of the previous meeting's minutes
 - Make sure to make them publically available on the website
 - Make sure Cheyenne is no longer member at large, and is now secretary on website
 - Robert recalling offer to take up position of treasurer, and the need for vote on becoming treasurer
 - Dante mentioned this would be something to discussed this meeting
 - Nick mentions that the Treasurer doesn't need to be a student to take the position
 - Dante asks for a motion to approve
 - Robert motions to approve
 - Shae seconds, Danny as well
- V. Board positions (Election of a new member)
 - Main order of business, accepting Shae to the board
 - Shae (She/They) introduces herself, talks about how she wants to stay involved in the community
 - Danny speaks on Shae's behalf due to prior knowing each other through BLM Nogojiwanong, how they never miss a meeting, that she has a talent for working through media, their sister and her do a podcast together, Shae is a natural speaker and has an interest working in media, would be perfect to have them join the team
 - Dante asks for confirmation that Shae is the only one needing to be elected in

- Confirmation
- Robert motions
- Danny seconded
- Welcome Shae! :)
- Elect Robert to Treasurer
- Dante asks for a motion to elect Robert
- Danny motions
- Shae seconds
- Nick offers to send a list of past roles not currently filled on the board, brings up possibility of making their own title/position

VI. Policy Writing

- Brazil suggests starting to explain policies/policy making, wanting to set up meetings after, being able to explain which policies that need to be focused on, the meeting will more than likely be monthly, hopefully contains three board members until the AGM
- Likes the idea of keeping the meetings spread out due to low capacity that's general amongst students during pandemic,
- Policies are non-legal rules that help dictate how the Arthur works and are agreed upon democratically, so people in power cannot just do what they want, being able to mitigate bias.
- Considering developing an advertising policy, how do we choose who we can/can't advertise to, something to point to if we have to say no to someone who wants to advertise
- Nick wants to mention how Arthur has changed a lot in the past year, and there needs to be a policy that can help support Arthur better
- Brazil suggests the committee chooses a policy to focus on, have an hour long meeting to discuss and alter if needed
- They can pick out the policies that are most important
- The reason they need policy for advertising is the only policies we have on ads is in regards to print, the fact that Arthur is still referred to as strictly print despite moving to online due to pandemic
- Revisions made to policies in 2019
- Robert asking if there's anything different for staff writers due to the change to online
- Nick explains that each week of publishing is treated like a print of the paper
- Brazil suggesting a new way to determine staff collective, due to how it's normally considered on percentage of publications to the paper and that being based on their voting rights
- Dante asks if anyone in specific needs to be on the board
- Brazil notes that no one needs to dedicate to a year, at the very least 3 months, so there can be consistency
- Dante asks if anyone in attendance would like to be apart of the policy committee

- Robert agrees to join
- Dante agrees to join
- Importance of diverse voices on the committee
- The fact that it'll be reported on in meetings in the future, suggests being able to put it in google docs so there can be comments, etc
- Cheyenne agrees to join
- Shae also agrees to join, cites it being able to familiarize herself with the Arthur
- Dante asks if it needs a vote
- No, due to it being a sub committee
- Nick and Brazil will send out an email to help organize the meeting
- Danny agrees to join, cites being the one who set up the website and familiarity with tech
- Dante suggests having Brazil and Nick at the meetings for consultation, being able to answer questions
- Nick says that they don't think they could do a sort of advisory position, but would be glad to hear/be able to answer questions at monthly meetings
- Robert doesn't think there would be a conflict of interest with Danny being on the sub committee
- Nick mentions that they should be able to attend meetings regarding updates to policy
- Dante suggests moving on to Editors update

VII. Editors' update

- Brazil brings up wanting to mention why not being at Sadleir
- Nick notes that Sadleir has been closed due to it being a non-essential business.
- Have set up a workspace in Traill College, working out of Room 105
- Both are in the same social bubble and have been since the start of the pandemic
- Mentions interviewing a bunch of people who were close to Simmons, are hoping to do a podcast this upcoming Friday, notes Danny being able to add it in on the website
- Nick notes excitement about current project going on with BLM Nogojiwanong coming up
- Mentions hosting Shae and their sister's podcast on the website
- Excited to be able to have the continued partnership with reframe
- Two student interns this semester, Alexia on a forensics project, reporting on crime and criminality, has a report coming up and will have two more after
- An environmental studies intern, Francine, who is working on Trent Land, first article about local species
- Cheyenne's working on a project about the Moose Moratorium, provides a brief summary
- Brazil notes hiring a new social media manager, have a very promising candidate and hope they will be part of Arthur soon
- Dante says thanks for the updates, asks if there is any questions

- Dante has a question about the student meetings, if they are getting enough attendance
- Nick notes that there has been good attendance, except for one week in November where no one really could do anything other than school
- A bunch of students who are volunteering to write
- Nick notes there being a healthy ecosystem of people contributing, between staff writers, volunteers, and board members
- Story meetings are always Mondays at 2
- Will add Shae to the slack channel, for the story meetings too

VIII. Business Manager's update

- Danny for the update
- Shae dropped off mics at Danny's, will get them to Editors soon
- Danny notes facilitating a healthy ecosystem as being the best thing we can do, even from a business perspective, that the organization since he's joined has completely transformed
- Danny screen shares the Arthur website (fears accidentally showing Starcraft)
- Danny notes adding in Reframe content where opinion pieces on the main page, but when you click on the Reframe button it shows information about their organization, especially since they really stand by their mandate
- Inclusion of BLM pop up
- New organized/balanced look of the home page, a new News page, as well as a Zora inclusion, and inclusion of animations
- Wanted the Podcast to look more prominent
- Arthur Literary review has its own section now, Satire and Sports have their own spot
- Culture has its own spot as well
- Danny notes wanting to adapt to the content
- Center for Teaching and Learning taking out an add on the Tom Symons obituary, notes the Center reaching out to Arthur for the advertisement
- Wants to reach out to other groups who would be able to afford/make their money back if they got a monthly advert with Arthur
- Demonstrates the phone format
- Notes another donation, a 10\$ per month format, 14 donations made total since the website launch.
- Note of being able to get more donations so that more writers from the community can be paid for articles
- Brazil notes that hopefully the budget will have more space for that next year
- Danny asks if there's any more questions about the website
- Dante thanks Danny for the motivating presentation, and gives thanks for the new layout
- Nick also thanks for the update, notes loving the new layout
- Dante has two questions:

- The new homepage layout, wanted to ask about the left hand and right hand, some text aren't lined up, wanted to inquire about it
- Danny is going to check in on this
- Dante's second question: might be totally speculative, and that they have a news section...have we ever contacted the university about the news column
- Nick notes one of the most important parts of the Arthur being separate from the university: we've never asked, don't think we should do that but we can see how that would be important, and that the news column is very PR oriented
- More book reviews to come, one by Danny
- More content coming from a friend of Nick's
- Danny shares analytics of the website, data between November 25th-December 25th, numbers sharing people who visited numerous pages, had over 8,000 page views, over 3,000 individual people used the website, spending an average of 5 minutes 30 seconds on the website.
- Dante thanks Danny, notes these being very encouraging metrics
- Dante asks if anyone else has more questions
- Robert asks if there's any thought put towards getting ads from the Peterborough Municipality.
- Danny notes wanting the city to be able to fund a full-time reporter to cover stuff in the city
- Danny notes wanting the city to help fund a project, but less than likely due to the Arthur who would be more critical.
- Nick notes the Canada summer jobs for the summer, wanting to prepare a proposal, so they will be able to hire who they want, perhaps putting focus on municipal politics, asks if anyone has any ideas for a Canada Summer Jobs to please give suggestions (Indigenous issues, environmental, etc)

IX. Fundraising update

- Dante is unsure if there's any updates here, wanted to be sure
- Danny notes there being an update on the website's donation page for fundraising, wanting people who will be donor matchers, Steven Stone being one of them.
- Nick notes meeting with Steven, who promised to match donations, a minimum of 1,000, he also gave a lot of good fundraising ideas, which they're working out with Danny (creating a huge email list including past editors, people who are really involved, alumni who are similarly wealthy to Steven)
- Nick notes excitement for the fundraising
- Dante asks for any questions.

X. Any other business

- Brazil asks about booking the next board meeting.
- Asks if we could do February 16th at 11 for the next meeting.
- Danny asks if Brazil and Nick want him to drop off the mics
- Dante moves for adjournment, thanks everyone for attending.

XI. Adjournment