

the CASCADE

CJS Board Minutes
Tuesday, July 20, 2021
4:00 p.m.
via Google Meet

Meeting called to order at 4:05 p.m.
Meeting chaired by Sunny Cheema, CJS President
Minutes recorded by Jessica Gill, Secretary

In Attendance

Jessica Barclay
Sunny Cheema
Chandy Dancey
Aneesha Naraang
Gurleen Kaler
Hannah Celinski
Jessica Gill
Elyssa English

[Recorder's Note: anything in quotations is a direct quote; anything out of quotation is a summation of that member's point.]

- 1. Sunny Cheema calls the meeting to order.**
- 2. Approval of Agenda**
 - *Motion to approve: Sunny Cheema, Second Hannah Celinski*
- 3. Discussion of May Meeting Minutes**
- 4. Regular Business**
 - Reports

4a. Executive Editor Report :

Nothing to report under the Executive Editor report.

Motion: Hannah Celinski , Second: Gurkirat Singh

4b. Creative Director Report (Elyssa English):

Elyssa has recently hired two new illustrators; they have been excellent hires and are eager to continue working with the Cascade in the upcoming fall semester. There are also giveaways in progress. The merchandise related work is also going according to schedule with t-shirts and other goodies for campus promotions in the works. Currently, Elyssa is waiting for quotes from the printing company.

4c. Managing Editor Report (Chandy Dancey):

Chandy has hired a news editor, arts/opinion editor and a new staff writer. She still has open positions for: production manager, production assistant, features editor, and newspaper distributor. Mikela Collins (Editor-in-Chief/Executive Editor) resigned through an email sent to the execs/board members. However, the current Culture Editor would like to take on the role of editor-in-chief. The contracts for both positions are fairly similar. The Board agrees that the Executives can proceed further in the hiring process- however if any debates/issues arise they must be brought to the board for further discussion.

4d. Business Manager Report (Aneesha Narang):

2021's financial position indicates a gain in net assets due to decreased costs due to COVID-19. The executives are attempting to increase expenses. This is consistent with previous board meeting discussions. Student Newspapers Fees are the main source of revenue and these fees have increased despite a lower amount being expected previously.

5. Special Business

5a. Weekly or Bi-Weekly Publications:

Chandy Dancey begins the discussion by comparing the costs of weekly and bi-weekly publications. Currently, there are some savings of contract costs (\$1,480) and printing. There will be less material published at a bi-weekly schedule, but bi-weekly scheduling will allow the Cascade to retain and attract more staff, ask of higher quality and diverse sources from writers, be more selective with material and there will be more time and funds for merchandise and equipment.

Certain salaries (production manager, production assistant, newspaper distributor) will remain the same as weekly pay as there is not a notable increase in responsibility for these positions. The difference between weekly and bi-weekly projected expenses are the result of fixed expenses decreasing due to contract and printing changes.

Jessica Gill asked about how quality will be measured. Chandy clarified that the editors will expect better resources and longer written material from writers. Quality will also be measured through student engagement- funds and effort will include allocations to increase presence in the eyes of UFV students.

Hannah Celinski asked about the timelines other near-by institutions follow. Elyssa mentioned she did reach out to a few near-by post-secondary institutions. The University of Victoria has been publishing bi-weekly and is considering going monthly. The University of British Columbia has also been publishing bi-weekly; they previously published weekly. Elyssa also noted that school newspapers are not comparable to city-wide newspapers as they tend to have more funding, staff and other resources resulting in the publishing of high-quality news more frequently.

It is also mentioned that long form journalism is more important for student learning as this is the type of experience usually required of recent graduates.

It is agreed that the switch to bi-weekly publishing can take place with Sunny Cheema recommending adding factors to measure qualitative changes to contracts (so the impact of bi-weekly publishing is positive and can be measured).

During the talk of contracts it is mentioned that the Cascade and University of the Fraser Valley Memorandum of Understanding needs to be renewed.

Motion:Gurkirat Singh, Second:Hannah Celinski

5b. Mikaela Collins' Salary Reallocation:

Aneesha Narang suggested splitting Mikaela's pay (from the beginning of May to the end of June) to Chandy and Elyssa as they performed her duties. Mikaela resigned July 1st after she had previously been in an internal performance review meeting (mid-April) with other executives where Mikaela's issues with completing tasks were discussed. A thorough job of editing paper was also not being done.

Reallocation of her pay to Chandy and Elyssa will follow once Sunny Cheema can get confirmation from Mikela regarding any loose ends or ongoing issues. She will have a month to respond to this email; if she does not respond it will automatically be assumed her account with the Cascade is settled.

If Mikela's reply occurs after the month period or indicates that she no longer feels the need to communicate with the Cascade, Chandy and Elyssa can invoice an even split for her salary.

Motion: Gurkirat ,Second: Hannah

6. Adjournment

Meeting called to adjournment by Sunny Cheema at 5:33pm.