



**McMASTER STUDENTS UNION INCORPORATED**

TAKE NOTICE that there will be a meeting of McMASTER STUDENTS UNION INCORPORATED (the Corporation) on Sunday, July 21, 2013, at 10:00 am, local time, for the following purposes.

1. To adopt the minutes from MSU Inc – SRA 13D – June 9, 2013
2. To transact any further business that may properly come before the meeting

Dated at Hamilton, Ontario, this 5<sup>th</sup> day of July, 2013 BY ORDER OF THE BOARD OF DIRECTORS.

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Jessica Bauman  
Corporate Secretary

**MOTIONS:**

1. **Moved** by \_\_\_\_\_, **seconded** by \_\_\_\_\_ that the Full Members of the Corporation approve the minutes for MSU Inc – SRA 13D – June 9, 2013.



## McMaster Students Union Notice of Motion

DATE: July 10, 2013  
TO: Student Representative Assembly  
FROM: Jessica Bauman, Corporate Secretary  
RE: **NOTICE OF MOTION – MSU Inc**

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The following motions will be discussed at the MSU Inc. meeting scheduled for Sunday, July 21, 2013 (SRA 13E):

1. **Moved** by Doucet, **seconded** by \_\_\_\_\_, that the Full Members approve the allocation \$30,000 from the MSU Operating Fund to line 7001-0310 – PRL WAGES for the Communications Officer's salary and benefits.
  
2. **a) Moved** by Doucet, **seconded** by \_\_\_\_\_, that the Full Members approve the allocation of \$3000.00 from the Capital Growth Fund for the purchase of a RET-2000 78" electronic trimmer for the Underground.  
  
**b) Moved** by Doucet, **seconded** by \_\_\_\_\_, that the Full Members approve the expenditure of \$3000.00 from the Capital Growth Fund for the purchase of a RET-2000 78" electronic trimmer for the Underground.



**McMaster Students Union Incorporated Meeting**  
**Sunday, July 21, 2013 – SRA 13E**  
**YMCA Geneva Park, Room 15**

**Called to Order at 10:08 am**

**CALL OF THE ROLL**

<b>Present</b>	Abbas, Brodka, A. D'Angela, D. D'Angela, Diconzo, D'Mello, Doucet, Garasia, Gillis, Graham, Guarna, Harper, Jeyasingham, Leslie, Loewig, Mackinnon, Milani, Morrow, Narro Perez, Palczewski, Paul, Sparrow, Wolwowicz
<b>Absent Excused</b>	Abdelrahman (LOA), Candemir (LOA), Collins (LOA), Long, Mallon, Omran (LOA), Pullen (LOA), Rheume (LOA), Tichenkov (LOA), Van Nood (LOA)
<b>Absent</b>	Cicchi
<b>Late</b>	
<b>Others Present</b>	Jacob Klugsberg (TAC Coordinator), Rebecca McDougall (Advocacy Coordinator), Lauren McCauley (Campus Events Office Manager), Josh Patel (SCSN Director), Maria Daniel (MSU Speaker), J. Bauman (Recording Secretary)
<b>Chair</b>	David Campbell

**BUSINESS**

**1. To adopt the minutes from MSU Inc – SRA 13D – June 9, 2013**

**Moved** by Milani, **seconded** by Palczewski that the Full Members of the Corporation approve the minutes for MSU Inc – SRA 13D – June 9, 2013.

**Passes by General Consent**

**2. Wages for Communications Officer**

**Moved** by Doucet, **seconded** by Morrow that the Full Members approve the allocation of \$30,000 from the MSU Operating Fund to line 7001-0310 – PRL WAGES for the Communications Officer's salary and benefits.

- Doucet stated that the hiring process is underway, and ideally, someone will be in the role by August. The salary would be prorated for a nine-month contract.

**Vote on Motion**

**In Favour: 21 Opposed: 0 Abstentions: 2**  
**Abstentions: Milani, Gillis**  
**Motion Passes**

**3. Capital Allocation for Electronic Trimmer**

**Moved** by Doucet, **seconded** by Graham that the Full Members approve the allocation of \$3000.00 from the Capital Growth Fund for the purchase of a RET-2000 78" electronic trimmer for the Underground.

- Doucet explained that the Full Members had approved a \$15,000 capital expenditure request from the Underground to purchase a large format printer. The printer has been selected, costing approximately \$11,000. Underground would like to purchase an electronic trimmer. Doucet explained that currently, the Underground staff must manually trim the posters. Underground expects to be quite busy, especially with

printing thesis posters. Underground would like to purchase an electronic trimmer that would cost approximately \$3000. Doucet stated that since it would be a new piece of capital equipment that the request be brought forward to the Assembly. In total, Underground will still be under the \$15,000 originally allocated and expended.

- Jeyasingham asked if the allocated money that has not been used would continue to sit wasted.
- Doucet explained that it would stay in the Operating Fund and be reflected on the final balance sheet.
- Gillis asked why the money could not be taken from the funds that have already been allocated.
- Doucet stated that since it is two separate pieces of capital equipment, it should be reflected in the schedule as such. Doucet explained that the money is in a bank account, and if money is allocated and not spent, it stays in the bank account. Allocated funds are not sitting around in a separate account.

#### **Vote on Motion**

**Passes Unanimously**

#### **4. Capital Expenditure for Electronic Trimmer**

**Moved** by Doucet, **seconded** by D’Mello that the Full Members approve the expenditure of \$3000.00 from the Capital Growth Fund for the purchase of a RET-2000 78” electronic trimmer for the Underground.

- Doucet stated that this motion would give the authority to spend the money that was just allocated.

#### **Vote on Motion**

**Passes Unanimously**

#### **5. Capital Allocation for Website Redevelopment**

**Moved** by Doucet, **seconded** by Garasia that the Full Members approve the allocation of \$10,000 from the Capital Growth Fund for *The Silhouette’s* website redevelopment, maintenance, and hosting services.

- Doucet stated that one of the projects in his platform was to work with *The Silhouette* and CFMU to enhance their media presence. The next step for The Sil is to provide more online content. Doucet has been meeting with the Executive Editor to talk about what The Sil wants to provide to students in the near future. The Sil is currently running a survey to see what students want and how they want news delivered. The Sil does not have much of a web strategy. Besides updating the site once a week with the release of the paper, the site is not being updated, and it is not interactive; the site does not link to social media or imbed video effectively. Doucet stated the Information Systems Committee has been working to finalize a Request for Proposal. The Executive Editor would like to bring in a developer to do minor tweaks to the site and enhance the features, such as linking to social media and imbedding video. Doucet stated he is not sure of the final cost, but the group has decided not to spend more than \$10,000. Doucet has also asked the Executive Editor to look at finding inefficiencies in The Sil budget, specifically looking at the printing budget which involves a cost of delivering The Sil door-to-door in Westdale, to make up for the cost of the website. Doucet stated the Assembly would need to allocate funds at this meeting so the project could be started immediately. If the funds were not allocated at this meeting, Doucet explained that the project would be on hold until at least the first SRA meeting in September. Doucet stated he is only asking for an allocation of the funds, and when quotes have been provided, the Executive Board will be tasked with making the decision to expend the funds.

- Milani felt it should not cost \$10,000 to redevelop the website. Additionally, if the site already has a host, those costs do not need to be factored into the cost. Milani thought the project could be completed for less than \$3000. Milani suggested reaching out to students first, as there are very talented developers on campus, especially in the multimedia department.
- Abbas asked about the idea of merging CFMU and *The Silhouette* to form a media conglomerate so that the CFMU surplus could be used to enhance The Sil website.
- Doucet stated he is still interested in the idea of getting the MSU's two media services together and looking at how on campus media content could be improved. Doucet stated the concept of a media conglomerate is a large-scale project that would require extensive discussion and support from both groups. Doucet felt that at this stage, and given the low cost, he is uncomfortable holding up the ideas the Executive Editor would like to complete this year while a larger issue is sorted out. Doucet explained that in terms of using the CFMU surplus, it is a complicated issue; students paid money for the delivery of a specific service, so the funds need to be used for the specific reason. Doucet stated that both CFMU and The Sil have very different things they want to provide to students, and for a media conglomerate to be successful, both groups would have to be at the table and willing to work.
- Gillis stated that \$10,000 for professional web development is a low figure. Gillis explained that the RFP would be open to students as well, and asked the Assembly to pass along the information to anyone who might be interested. Gillis felt that the scope of the project might be too much for one student to handle. Gillis stated that he put forward the idea of hiring a web developer on a full time basis to save the MSU money in the long term, as there currently is no full time staff member responsible for exclusively supporting the website. Gillis felt that \$10,000 is not a large sum for the scope of the RFP.
- Doucet explained how the RFP process worked. The MSU will publicly publish and promote the RFP. Students should be informed that there is an opportunity available to them. Ideally, professional web development firms will submit proposals, and the Executive Board and Information Systems Committee will select a proposal.
- Sparrow noted a number of students are now accessing news on mobile platforms, and asked if there was going to be a focus on mobilizing the website for optimal mobile viewing.
- Gillis stated a key feature of the RFP states that the new website needs to be mobile friendly.
- Milani asked for clarification if the MSU as a whole does not have a webmaster, or just The Sil.
- Gillis stated there is no staff member tasked with updating the backend of the website. The MSU has a webmaster to assist with creating content for the site.
- Harper asked when The Sil survey will be ending, and when he could expect the preliminary results.
- Doucet noted the data would be extracted shortly. There will be another push in the fall once more students are on campus. Doucet stated it is important to always generate feedback. Doucet noted that looking at the current responses, students are saying they are accessing the content on mobile devices, and students want more digital content.
- Brodka stated he had previously asked the Executive Editor to provide the numbers, and the statistics showed that 14.5% of views last year were from mobile devices, and half of the viewership was generated from Facebook and Twitter links. Brodka stated he is interested in seeing the social media strategy, as we should not be creating something that people will be seeing without a strategy.
- Doucet explained that the hope is to add widgets similar to other news sites, such as "Doucet likes this article" or "Doucet read this article". Doucet stated that the majority of the traffic to the site is not direct views, but through social media links.
- Abbas asked what would happen to the money allocated if less than \$10,000 is used.
- Doucet stated he does not have any concerns about money being waste of misused. This would allow the Executive Editor to spend up to \$10,000.
- Gillis added that how much money is spent depends on the proposal. Gillis would like a student to be hired, but that would depend on a single student being able to both design and code a website. Gillis stated the intent of the allocation is to ensure funds are available to get the project started, and we just do not know what will actually be completed at this time.

#### Vote on Motion

**In Favour: 22 Opposed: 0 Abstentions: 1  
Abstentions: Harper  
Motion Passes**

**ADJOURNMENT**

**Moved by Morrow, seconded by Graham that the meeting adjourn.**

**Passes Unanimously**

**Adjourned at 10:33am**

/jb



# MEMO

*From the office of the...*

## Vice-President (Finance)

TO: Student Representative Assembly  
 FROM: Jeffrey Doucet, Vice-President (Finance)  
 SUBJECT: Wage allocation for Communications Officer  
 DATE: July 10, 2013

Hello Everyone,

This motion is a formality to ensure that the MSU has enough money to pay the individual that is hired for the position of Communications Officer. Applications for the position close on July 14<sup>th</sup> and we expect to have someone hired by August 1<sup>st</sup>.

Based on what we pay the SOPs, wages and benefits will be roughly \$30,000. The computer and space allocation requests will be going to EB once we have finalized which office space we will use. I do not expect any of the other budget lines in the PR department to increase.

This is what the proposed changes will look like.

Current Budget:

		2013-2014 APPROVED BUDGET
	All:	
3801-0310	PRL - OTHER REVENUE	0.00
5003-0310	PRL - OFFICE SUPPLIES	450.00
5051-0310	PRL - SUMMER MAILOUT	8,000.00
5101-0310	PRL - TELEPHONE	450.00
5201-0310	PRL - PHOTOCOPYING	50.00
5405-0310	PRL - MINOR OFFICE EQUIPMENT	1,000.00
5901-0310	PRL - SUBSCRIPTIONS & MEMB.	1,500.00
6501-0310	PRL - ADV. & PROMO.	50,000.00
6555-0310	PRL - ADVERTISING - PRESIDENTS PAGE	16,000.00
6595-0310	PRL - SIL ADVERTISING	18,000.00
6603-0310	PRL - SPECIAL PROJECTS	1,500.00
6612-0310	PRL - EXPENSE ACCOUNT	400.00
6901-0310	PRL - TRAVEL - GENERAL	1,000.00
6912-0310	PRL - TRAVEL - CONFERENCE	1,000.00
7001-0310	PRL - WAGES	60,000.00
7101-0310	PRL - BENEFITS	6,000.00
8001-0310	PRL - DEPRECIATION EXPENSE	324.00
8501-0310	PRL - HST/GST EXPENSE	0.00
	Total All	165,674.00

Proposed Budget:

<b>McMaster Student's Union</b>		
<b>Dept. 0310 - Public Relations Committee</b>		
		2013-2014
		APPROVED
		BUDGET
	All:	
3801-0310	PRL - OTHER REVENUE	0.00
5003-0310	PRL - OFFICE SUPPLIES	450.00
5051-0310	PRL - SUMMER MAILOUT	8,000.00
5101-0310	PRL - TELEPHONE	450.00
5201-0310	PRL - PHOTOCOPYING	50.00
5405-0310	PRL - MINOR OFFICE EQUIPMENT	1,000.00
5901-0310	PRL - SUBSCRIPTIONS & MEMB.	1,500.00
6501-0310	PRL - ADV. & PROMO.	50,000.00
6555-0310	PRL - ADVERTISING - PRESIDENTS PAGE	16,000.00
6595-0310	PRL - SIL ADVERTISING	18,000.00
6603-0310	PRL - SPECIAL PROJECTS	1,500.00
6612-0310	PRL - EXPENSE ACCOUNT	400.00
6901-0310	PRL - TRAVEL - GENERAL	1,000.00
6912-0310	PRL - TRAVEL - CONFERENCE	1,000.00
<b>7001-0310</b>	<b>PRL - WAGES</b>	<b>90,000.00</b>
7101-0310	PRL - BENEFITS	6,000.00
8001-0310	PRL - DEPRECIATION EXPENSE	324.00
8501-0310	PRL - HST/GST EXPENSE	0.00
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	Total All	195,674.00
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Let me know if you have any questions.

Thanks,

Jeffrey Doucet



# MEMO

*From the office of the...*

## Vice-President (Finance)

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TO: Members of the Student Representative Assembly  
FROM: Jeffrey Doucet, Vice-President (Finance)  
SUBJECT: *The Silhouette's* Website Redevelopment, Maintenance & Hosting Services  
DATE: July 16, 2013

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Hello Everyone,

*The Silhouette* is looking to grow to be a multi-dimensional media outlet, and not just a print newspaper. This would require an investment to create a website that would meet the growing needs of the paper, as well as performing well on a mobile platform. *The Silhouette* would not only like to change the design and look of the website aesthetically, but also enhance the website's performance to better integrate social media and mobile platforms.

The MSU has an Information Systems Committee that is tasked with receiving any requests for technological improvements. This committee met to discuss *The Silhouette's* request for an improved website, and the committee agreed to move forward with the project.

*The Silhouette* has done a significant amount of research, comparing the current website and its functionality to those of other leading campus newspapers. For example, UBC's paper the *Ubysses* has spent between \$10,000 and \$15,000 over the past several years upgrading their online presence. The current Editor-In-Chief has suggested that if *The Silhouette* does not make the same preliminary mistakes, such as hiring someone who does not know what they are doing, a new site should cost well under \$10,000.

*The Silhouette* spoke with several other campus papers whose websites they liked, to enquire about their website creation process, and their budget.

### ***The Varsity*, University of Toronto**

- WordPress based;
- They hired two recent U of T graduates who were starting up a web design business. They were just getting started, so they were willing to work for a little less money in exchange for some creative control, the opportunity to build their portfolio, and the status of having built a website for a paper;
- This year they have hired a student web-developer to work in-house as part of their masthead. Previously, the same people who built the site were on retainer to maintain it;

- It cost \$13,000 to build the site and they budget \$2,000 a year for upkeep.

#### ***The Fulcrum, University of Ottawa***

- WordPress based;
- Hired a web manager last summer, talked about design and he went ahead and did it;
- They're still tweaking it and not totally satisfied;
- Cost under \$2,000.

#### ***The Cord, Waterloo University***

- WordPress based. They commented that WordPress is the industry standard and is the most flexible, customizable and well-supported CMS available;
- Their construction process took 2-months of full-time work by a hired Webmaster who they have retained part-time to maintain moving parts, upload new content, update plug-ins, make new enhancements, etc.;
- The Webmaster's job was created initially as a 9-month full time contract funded through Service Canada's Job Creation Program called Career Focus from which you can hire recent graduates to work for you for up to one year;
- The initial contract cost \$1,100, not including continued maintenance and updates.

As you can see, the cost and quality of work varies between papers. I would like to request that the SRA allocate up to \$10,000 from the Capital Growth Fund for *The Silhouette's* website redevelopment, maintenance, and hosting services. **All expenditures of the funds will go through the Executive Board.**

We have only recently put a request for proposals out to various web developers, which is why we do not have firm quotes available. The decision would lay with the Executive Board to select a proposal and move forward with expending any funds necessary. The reason that I am requesting that we allocate the money before we have specific quotes is because following the July meeting the SRA will not meet until mid-September.

Given the costs of a new website I have asked the Executive Editor of *The Silhouette* to investigate other ways to generate efficiencies in the printing and delivery of the newspaper. *The Silhouette* is now running a short survey to help determine ways that the newspaper could save printing costs. For example, each edition of the newspaper is delivered to various houses in the Westdale neighbourhood at a weekly cost of approximately \$750. Any new costs that *The Silhouette* incurs this year for a website will be compensated by savings in other areas.

Let me know if you have any questions, or contact Jemma, *The Silhouette's* Executive Editor, at [thesil@thesil.ca](mailto:thesil@thesil.ca).

Thank you,

Jeffrey Doucet



# MEMO

*From the office of the...*

## Vice-President (Finance)

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TO: Student Representative Assembly  
FROM: Jeffrey Doucet, Vice-President (Finance)  
SUBJECT: Capital Purchase for Electronic Trimmer  
DATE: July 10, 2013

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Hello Everyone,

When the budget was passed in April, the SRA approved \$15,000 in capital expenditures to purchase a large format printer. Underground has gone ahead and purchased the large format printer and it will be installed and ready with plenty of time to train staff before the fall. The final cost of the large format printer is \$11,259.03. The company that sold us the large format printer also offered the MSU a deal on an electronic trimmer.

When posters are printed, they often need to be trimmed in order to remove excess paper. Right now, the Underground plans to use a large table and a straight edge knife to manually cut the paper. Manually cutting can result in a lower quality print, and is also much less efficient. Seeing that we hope to really grow the Underground's printing business investing in an electronic trimmer makes sense.

Underground requested that they use the remaining funds from the original allocation to purchase a RET-2000 78" electronic trimmer. I felt uncomfortable using the amount allocated in the original expenditure because it is technically a separate piece of equipment. Therefore, I am coming to the SRA to request that \$3,000 be allocated and expended to purchase an electronic trimmer.

The final amount for the two purchases will still fall slightly under the already approved capital expenditure to upgrade Underground's printing capabilities.

Thank you,

Jeffrey Doucet