

Meeting Minutes
The Stanford Daily Publishing Corporation Tuesday, Nov. 27, 2018

Board members attending:

Gillian Brassil
Andrew Bridges
Courtney Douglas
Evan Gonzales
Ann Grimes
Mary Liz McCurdy
Regan Pecjak
Nick Thompson (by telephone)

Observers:

Arianna Lombard
Tim Marklein Ex-officio
Josh Wagner

Chair Mary Liz McCurdy called the meeting to order at 7:07 pm.

1. The board passed a motion to approve draft minutes of the previous meeting as revised.
2. The board approved a new procedure for meetings, with an expectation that members will review board packets before the meetings so that oral delivery of reports at meetings will be unnecessary.
3. The board heard the report of the Regan Pecjak, the business manager, with discussion of developments in advertising revenue, cash flow, staffing, yearbook sales, advertising marketing strategies, branded content, and app development.
4. The board heard the report of Courtney Douglas, the editor in chief, with discussion of particularly noteworthy coverage and issues, national attention, and staff recruiting/retention ideas (including strategies for socio-economic diversity).
5. The board heard a report from Arianna Lombard, director of alumni development, with discussion of the homecoming open house, regional alumni mixer, Big Game banquet, capital campaign, and yearbook sales/marketing.

The meeting adjourned at 8:50 pm.