

Meeting Minutes
The Stanford Daily Publishing Corporation Sunday; Feb. 24, 2019

Board Members Attending:

Mary Liz McCurdy
Evan Gonzales
Claire Wang
Ann Grimes
Nick Thompson
Andrew Bridges
Regan Pecjak

Observers:

Anna-Sofia Lesiv
Arianna Lombard
Tim Marklein

Chair Mary Liz McCurdy called the meeting to order at 9:21 am.

1. The board passed a motion to approve November's meeting minutes after revisions from Bridges
2. The board confirms that today's retreat replaces February's normal board meeting.
3. The board heard the report of Claire Wang, editor in chief, with discussion of the focuses of her term as editor in chief from her platform, such as community building, multimedia and a podcast, and improving the way the investigative team works. Further discussion on evaluating online traffic and business/editorial collaboration on themed magazine issues.
4. The board discusses passive versus active marketing strategies and new tactics to connect The Daily with advertisers.
5. The board heard the report of Arianna Lombard, director of alumni development, with review and discussion of alumni event strategy, fundraising roadmap for the future, and discussion of the Friends of the Stanford Daily board structure and fund organization.
6. The board heard the report of Regan Pecjak, the business manager, with discussion of financials, investment in yearbook staff and staffing.
7. The board heard the report of Evan Gonzales, ad sales manager, with discussion of ad sales categories and trends, career fair related advertising.
8. McCurdy made a motion to enter a closed session at 1:00 pm, Pecjak seconded, all approved.
9. The board discussed ASSU funding and related issues.

10. Gonzales, Lombard, and Pecjak left the closed session. McCurdy, Grimes, Thompson, Bridges, Marklein, Wang, and Lesiv continued discussion.

The meeting adjourned at 2:10 pm