

Meeting Minutes
The Stanford Daily Publishing Corporation Monday, April 8, 2019

Board Members Attending:

Mary Liz McCurdy
Evan Gonzales
Claire Wang
Regan Pecjak
Gillian Brassil
Andrew Bridges
Nicholas Thompson (Telephone)
Ann Grimes (Telephone)

Observers:

Anna-Sofia Lesiv
Arianna Lombard
Ashwin Ramaswami
Holden Foreman

Chair Mary Liz McCurdy called the meeting to order at 7:06 p.m.

1. The board passed a motion to approve the minutes from February's board retreat and meeting
2. The board asked questions of Pecjak, the business manager, on February's and the fiscal year to end of February financials. Discussion of revenue and accounting changes year over year, advertising reclassifications, and recognition of in-kind contributions of legal services.
3. The board heard the report of Gonzales, ad sales manager, on ad sales in February and March. Discussion of summer advertising associates program and advertising lessons learned so far this year.
4. The board heard the report of Lombard, director of alumni development, with review and discussion of fundraising roadmap, Los Angeles alumni event, and final submission of the 2019 yearbook.
5. The board heard the report of Wang, editor in chief, with review of news coverage since the board retreat, and discussion of the election timeline for Vol. 256 editor in chief and student board of directors positions.
6. The board confirmed Bridges as board vice-chair and acting chair.
7. The board heard an introduction from Ramaswami, chief technology officer, to The Daily's technology initiatives, such as website optimization, mobile app development,

search engine optimization for the site, and open sourcing data projects. Discussion followed.

8. McCurdy and Grimes reported to the board on their meeting with the University. Discussion of the meeting and on The Daily's relationship with the University.
9. The board heard and discussed the analytics report about visitors to The Daily's site and behavior on the site.
10. The board reviewed and discussed sponsorship packages and alternate methods of engaging recruiters and corporate advertisers.
11. The board agreed to meeting on 5/21/19 at 7 p.m. and a call-in meeting 6/25/19 at 7 p.m. A board dinner in early June was also discussed.

The meeting adjourned at 9:16 p.m.