

Business Manager Board Report
Feb. 24
Erin Ball

Ad Sales

Sales to end of January (local, UVic, UVSS): \$84, 537
National sales to date: \$7297

Ad sales have been consistently coming in each week unsolicited, which is a good sign. It means that our efforts to promote the Martlet, and our quality content, are selling the paper. We've had to increase the size of the paper a few weeks to accommodate the number of ads (which is great this time of year because we have staff who are now experienced at finding and creating good content to fill the pages).

I'll soon start promoting summer issues and the ad sale we usually offer.

Proposed dates for the summer 12-page issues (generally the 2nd Thursday of each month):

May 8 (or push to the 15th to give new EIC more time)

June 12

July 10

August 14

Budget

I will start preparing the 2014/2015 budget this week to present some options at the SAGM for approval. We still have not received our society membership dues for this term but I expect them this week. Some priorities to think about for the budget are:

Staff hours allocation—possible new position for a volunteer coordinator/promo manager with a higher number of hours. The idea here is to build a volunteer team in a more formal way, which would open up paid staff hours to do more skilled jobs. A pitch for this position with more info is coming soon.

New equipment—Will to put together a “wish list”

New chairs!—these are needed! But I think I can source some cheaply over the summer

Distribution

Matt, our reliable car-route delivery guy left to take another job, so JP will be covering his route for the rest of the volume.