

Business Manager

Board report — September 26, 2014

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Financial and Advertising

There was a large push from advertisers to advertise in the first few issues of September, and now that ad push has dried up a little bit. As a result, building advertising relationships is a priority going forward. Ideas for building these relationships include offering discounts to previous advertisers, partnering with other non-profit organizations, and implementing both a print and online events calendar. We've also been trying to move away from full CONTRA deals with advertisers, as some of these trades have not been greatly beneficial to our organization, and having access to more funds to purchase necessities would be in our best financial interest at the current moment. In addition to advertising revenues, I am also looking to build potential donor relationships within the immediate Victoria community.

Balance as of September 25: \$31,562.28

Balance at the same time last year: \$17,026.90

Distribution

Distribution has posed some challenges recently. One of our employees has resigned his position with distribution, and has handed over his spreadsheets tracking sites and overall distribution. I have heard from a few of our other distribution employees that there are several locations that either don't exist anymore, or have been missed entirely over the last couple of rounds of distribution. Additionally, some of our distribution boxes seem to be in poor physical condition. As such, I am working with one of our current distribution consultants to iron out some issues with our routes and boxes, and so far have a plan for location evaluation and a box repair initiative.

Insurance

Two of our three insurance policies expire at the end of October. Prior to renewal, I am conducting an investigation into our current coverage and premiums, and exploring a few options that could potentially save our organization money without compromising coverage.

Hiring

After reviewing almost 70 applications for 10 different positions, we have almost completed our hiring process. We have had to re-work some of our positions, and have ultimately decided to hire four editors and two staff writers instead of three editors and three staff writers. This has allowed for a marginal freelance investigative budget. Additionally, the positions of Production Assistant and Web Administrator remain open due to a lack of qualified applications.