



Fulcrum Publishing Society
5th year of autonomy

Board of Directors Meeting
MINUTES

Sunday, August 15, 2010
Fulcrum Boardroom, 10:30 a.m.

Voting members present:

Scott Bedard (President)
Matthew Day (Vice-President)
Andrew Hawley
Meaghan Walton
Niels Wolkmann

Ex-officio members present:

Amanda Shendruk (Editor-in-Chief)
Andrew Wing (Advertising Representative)

(1) Opening of the meeting

- Bedard calls the meeting to order at 10:49 a.m.

(2) Approval of the agenda

- Bedard moves to approve the agenda, seconded by Hawley. Motion carried.

(3) Election of new Chairperson

- Bedard notes that former Chair Andrew Wing has resigned from the Board due to his new position as Advertising Representative. A new Chairperson must be elected.
- Walton nominates herself for Chair. No other nominees. Bedard moves to approve that Walton be elected Chair, seconded by Hawley. Motion carried. Walton is the new Chairperson!

(4) Approval of minutes of 11 July 2010 meeting

- Bedard notes that the Minutes of the 11 July 2010 Board of Directors Meeting have several spelling errors. The document is incomprehensible at times. Asks the directors whether to approve the minutes or have somebody else go through it.
- Walton suggests that somebody else go through it.
- Bedard recommends that the VPIC come up with a standard format for all minutes.
- Bedard moves to make the new VPIC come up with a new format for the writing of the minutes. All future minutes will conform to the new style. Seconded by Walton. Motion carried.
- Bedard says he'll work with the VPIC to make sure that the 11 July 2010 minutes are improved and made legible.

(5) Election of Board Members

- Bedard moves to merge this item with item ten (10), Board Vacancies. Seconded by Walton. Motion carried.

(6)(a) Report from the General Manager

- Bedard mentions that General Manager David McClelland is in Peterborough for a medical appointment and will be at the next meeting. Reads the GM's report:

General Manager's Report

Aug. 15, 2010

Greetings BOD,

First of all, as you've hopefully noticed, I am once again absent from the meeting. I do apologize for this; I had a medical appointment in my hometown that was moved up by a week and had to leave town. I'm not avoiding you guys, honest, and I will be at the next meeting. If you do have any questions you need to ask me, feel free to email me or drop into the office—I'm usually around during the afternoon.

So first of all, the finances: there's really nothing out of the ordinary to report. As you can see from the budget, we are about 25,000 in the red right now, but that's purely owing to the fact that it's summer, and we don't have any advertising revenue coming in. Once the paper is back into production, those numbers will start to even out. We currently have \$126,093.82 in our chequing account, and both the savings account and GICs are basically where we last left them at \$20,054.83 and \$35,449.02, respectively.

Next up, computers: the advertising rep computer has completely died, and the EiC computer is not connecting to the network, despite numerous attempts on my part (and Frank's, in the past) to get it working. I'm currently investigating the situation re: Apple Care as they are both supposed to be covered, but they didn't seem to have the information on file, and weren't much help. I'm going to take both machines in to the Apple Store on Monday, and see if there are any options to fix\replace them. I'm hoping to be able to avoid purchasing new ones, but we'll have to wait and see. I'll also be purchasing an iMac for the online editor once I have that situation sorted out and know how many machines we need to buy.

In other news, there's... well, not a lot to report. Things are pretty quiet, generally speaking. Now that I've finished training, and with Andrew settling in as ad rep, things are starting to hum along fairly well in the business department. The only major items I can think of are the fact that Apple refunded us for our Time Capsule issue (that's about a \$600 credit on our Visa), and that I've purchased new desks for the EiC, general manager, and ad rep (at about \$500 each), carrying out a plan to refurbish those office set out by Frank. There are a few other purchases along those lines I have yet to make (filing cabinets, bookcases, etc.), but I will as soon as I have the computer situation sorted out, as I want to leave room on the credit card.

So as I said, pretty light on news for this round. For now, enjoy the rest of your summer, and I will see you in September. For real. I swear. Cross my heart. Etc.

- Shendruk reminds the Board that Tyler is owed a 2-4 for his help with the Time Capsule.
- Bedard says the GM swore on the life of his mother that he would attend the next meeting.

(6)(b) Report from the President

-Bedard reads the President's Report:

President's Report
August 15, 2010

Summertime, summertime
The summer has proceeded as might be expected.

Ombuds complaint
The Ombudsman has been sent all documents pertaining to the case he is meant to hear. I'll keep you in the loop.

Director's Handbook
One of my major projects this year is the compilation of a Director's Handbook. It will cover everything a Director might need to know to do their job: A history of the Corporation, A quick-find guide to important sections of the Bylaws and Policy Manual, a how-to on reading financial statements, a glossary of important terms (operating profit, capital expenditure, etc.) a guide to Robert's Rules, a description of the liabilities and responsibilities of directors, a timeline for the year, etc. I'm meeting with Peter Koppel next week about it. I'm not sure when it will be ready- I honestly have no idea how long it will take, since it's looking increasingly tome-like every time I remember something that's important to include.

Hiring
We have had turnover this year, which means our committees are seemingly never fully staffed. When they are- with some permanence- we can finish hiring the on-campus distributors and notetaker.

Board Vacancies
We have lost several people from our Board this summer. We will need to get more people to apply. We'll discuss this later in the meeting.

CUP Goings-On
Starting with this meeting, I will make an effort this year to keep the Board abreast of anything involving CUP that arises. Some policy manuals were sent around, at the request of some papers, and there was a discussion about outside employment, sparked by us. A few autonomy agreements- though not ours- were sent around too. The summer, otherwise, has been pretty quiet.

Director's Liability
To finish this point, I made a few phone calls, and will bring you ideas that came from them later on in this meeting.

Policy Adjustments
There will be some policy adjustments forthcoming, particularly with regards to the Ad Rep's duties. They should have been finished for this meeting, but I was in the hospital while I was

meant to be meeting Andrew (Wing) and Deeds to discuss the changes. They'll be ready for our next meeting.

In Other News

I'm planning on attending the Boardsource Leadership Forum, an event centred on non-profit governance, on November 10-11. It should be pretty fun, but it also looks like it will provide some useful tips for improving how we operate. I look forward to it.

- Bedard informs the Board that Campbell Moore is the new ombudsman. He was a Fulcrum distributor for about four weeks last year.
- Shendruk assures the Board that he'll do a good job.
- Walton adds that Moore is looking to do this as a career, longterm perspective, not do it flippantly. He'll take it as an actual job.
- Bedard confirms that he was really happy with him. They had coffee and went through the complaint. Moore is fully on board. Bedard made sure he wasn't crazy.
- Bedard mentions an incident that happened last night at a Liberal Party event he attended: one of the Fulcrum staff ombudsman from last year approached Bedard and said he wanted to sit down with him. He wanted to share experiences and give input on how to improve the process. He will send Bedard an email. Ryan Durn is his name. Bedard says that this means adding people to the policy review committee. He says everyone on that committee but he and Amanda are gone.
- Bedard begs Shendruk not to leave.
- Shendruk says she has a surprise at the end of the meeting!
- Walton: lock her in!

(6)(b)(i) Director's Handbook

- Bedard begins explaining the Director's Handbook. Says that Professor Koppel of the Telfer School of Management will help him put this guide together. They plan to meet the week of the 22nd of August.
- Walton asks permission to join Bedard for his meeting with Koppel. So does Wolkmann. Bedard says we can see.

(6)(b)(ii) Board Vacancies

- Bedard begins discussing Board vacancies. Says that the we have lost a lot. One more today, with the sudden resignation of VPIC and student rep Maureen Hasinoff. Bedard says we can't lose more, and reminds directors to attend the meetings.

(6)(b)(iii) CUP-date

- Bedard asks if we're going to ORCUP.
- Shendruk doubts it, doesn't think there is enough interest. She doesn't have the time, but she will talk to staff. Reminds the Board that the Fulcrum hosted ORCUP last fall and nobody went.

(5)(b)(iv) Boardsource Leadership Forum

- Bedard says he plans on attending the Boardsource Leadership Forum in San Francisco, California, running November 10-11. Says the trip will not be spent on Fulcrum funds.
- Hawley asks if he can come too, presumably for non-Boardsource Leadership Forum-related activities.
- Walton also asks to join. Hawley and Walton can both come because they work in government jobs.
- Bedard says yes, and will provide all the trip info to Hawley and Walton. Demands a hug from all of you.

(6)(c) Report from the Editor-in-Chief

- Shendruk reads the EiC report:

*Editor-in-Chief report
August 15, 2010*

Production on our summer issue went splendidly. There were no major problems, and a pretty good time was had by all. Now everyone's attention has turned to creating our Frosh issue, which will hit stands Sept. 2 — and I can promise you that no one is going to be disappointed! This issue is going to be big—epic big. This means, however, a heck of a lot of work right now. I couldn't be happier with the editorial board; everyone is putting in a lot of effort to make this year's Frosh issue great. We're going to have an entire Frosh pullout, which I don't believe has been done by us before. At least not in the past few years. Due to the projected size of the issue, we have decided to leave it on stands for two weeks instead of one. This will reduce our production year by a single issue. As I explained to Scott, we have decided that the Frosh issue is going to be about double the size of a regular issue, prompting double the work from the editors. Scott has approved this and we will be paying the editors for two issues.

In addition to preparing for the Frosh issue, I've been getting ready for our volunteer recruitment blitz during the first weeks of September. I've managed to get issues of the Frosh edition into 3500 first-year 101-week kits. This is great for Andrew, as he can use these eager eyes as a selling point for our advertisers. As well, the volunteer guide is well underway (Mercedes has been a HUGE help with this), and will be completed by the time recruitment starts. We will have both print versions and an online copy for volunteers to access. Speaking of online, our webmaster is working away at improving our website. Hopefully we'll have something new to debut by the beginning of September.

Finally, we're also in the midst of hiring. We're looking for a copy editor, proofreader, staff writer, staff photographer/illustrator, and an online editor. We hired Amira Elmi as our online editor in the spring; however, she has had to resign due to time constraints and concerns over her grades. It's unfortunate, but I'm confident we'll be able to find someone else just as suitable for the job.

That's all for now. I'm really looking forward to the upcoming months and getting into the rhythm of putting out a weekly paper. I have immense faith in my staff and I know it's going to be a great year for everyone.

- Bedard asks Shendruk if there is a contingency plan in place if no online editor is hired.
- Shendruk says she's doing what she can. She's been gone all summer more or less, the online editor, so Shendruk has been uploading articles herself. She will keep on doing it.
- Shendruk adds that the webmaster is working on the new website as were looking to overhaul the current one and debut a new-look website to make the Fulcrum's the best in the country. Says

there aren't any good newspaper websites for Canadian university papers.
- Shendruk repeats that there isn't really any contingency plan but she's doing what she can.

(7) Report from the Ad. Rep

- Wing reads the Ad Rep report:

Advertising Representative – Report 1

Hi Board! My transition into the Ad Rep job has been fairly seamless thanks to DeeDee, although we have hit a minor setback with the Ad Rep computer not having any of the Adobe programs, and then it crashed entirely, leaving me with a glorified paperweight.

I've been looking at the rate card and have some ideas for how to update it. I submit my proposal to the board, along with this report. If you have any suggestions or ideas I would love to hear them!

Dave has been good enough to let me share his desk (or at least he hasn't forcibly removed me), and that has helped keep the ad rep desk up and running.

Sales are going well with \$7,036.25 sold already and more coming soon. The 101 Week issue is a little light with only \$2,067 worth of ads sold so far, but I have a lot of interest from other advertisers so I know we will do well with this issue. Last year we sold around \$8,000.

\$97,963.75 from target!

(8) New Rate Card

- Wing explains the new rate card:

***Proposed Rate Card
2010/2011***

	<i>Single Ad</i>	<i>2 – 7</i>	<i>8 - 13</i>	<i>14 +</i>
<i>1 pg</i>	840	780	725	695
<i>½ pg</i>	420	390	365	350
<i>1/3 pg</i>	280	260	245	235
<i>¼ pg</i>	255	230	205	180
<i>1/8 pg</i>	140	130	120	110
<i>BC</i>	80	80	55	55

Changes

These changes are being proposed to make the rate card more consistent, based on the price of a full-page advertisement, except where the consistent price would undercut our current rate.

The most significant proposed changes are in the 14 + category, where the half-page and third-page are significantly off from the ratio.

	<i>Size</i>	<i>New Price</i>	<i>Old Price</i>	<i>Change</i>
Single Ad	<i>½ pg</i>	<i>\$420</i>	<i>\$415</i>	<i>1%</i>
2 – 7 Ads	<i>1/3 pg</i>	<i>\$260</i>	<i>\$255</i>	<i>1.9%</i>
8 – 13 Ads	<i>1/3 pg</i>	<i>\$245</i>	<i>\$230</i>	<i>6.5%</i>
14 + Ads	<i>½ pg</i>	<i>\$350</i>	<i>\$335</i>	<i>7.5%</i>
14 + Ads	<i>1/3 pg</i>	<i>\$235</i>	<i>\$205</i>	<i>14.6%</i>

- Shendruk mentions to Wing that production on the Frosh issue will be August 28th and 29th (Sunday/Monday) instead of the usual Monday/Tuesday. The issue will be printed early, so ad material will be needed for the 28th. It has to be sent to the printer Monday night, so preferable to have the stuff Friday.
- Bedard asks Wing if he projects that the Frosh issue will meet target.
- Wing believes so. He says he has half a page coming with a few other interested offices. He's hitting the pavement this week to go to the pizza shops that will cater to frosh students. Repeats that there is ad interest.
- Shendruk says we if we sold \$8,000 last year we need to sell \$12,000 this year. We save some money from not printing a second issue. Says it is cheaper to print 40 pages at once than 20 pages twice.
- Bedard asks what the difference is.
- Shendruk says she doesn't know off-hand, but the sheet is upstairs.
- Bedard asks to go upstairs and find it, and they agree to get it later.
- Wing asks if our contract with the SFUO was altered. He says something was signed but not sure what we committed to.
- Shendruk says the SFUO doesn't seem to know if we have a contract with them.
- Bedard says that doesn't surprise him, they don't know anything. Our contract with the SFUO has expired.
- Bedard moves to accept the Ad Rep report, seconded by Wolkmann. Motion carried.

(9) Director Liability

- Bedard moves to go in-camera, seconded by Wolkmann. Motion carried.
- Bedard moves to go out of camera, seconded by Walton. Motion carried.

(10) Board Vacancies / (5) Election of Board Members

- Bedard says there are five (5) vacant Board seats: university rep, Fulcrum staff member, and three student seats.
- Shendruk says former copy editor Des Fisher wants to apply for a seat but doesn't know how.
- Bedard asks Shendruk to tell Des to email him. He must reply with a letter and resume explaining why he wants to be on the board. Shendruk says she'll let him know.
- Walton says former director Ben Myers is also interested.
- Bedard points out that Des and Ben aren't students anymore, so they'd have to run for the same seat. Bedard says that if two (2) more directors resign, then the Board has to call an AGM.

- Bedard to the Board: please, no one else resign.... Says we're fine if one person resigns, but if it's two. ..We'll have to open hiring until the evening before our next meeting at 5 p.m.
- Bedard moves to open Board member hiring, closing the night before the next meeting (5 p.m. on September 11, 2010), seconded by Wolkmann. Motion carried.

(11) Online Advertising

- Shendruk says that an entrepreneur approached her and Dave. He and some computer programmers have come up with a prototype for online advertising, so the Fulcrum needs an online ad rate. He has a website where companies create profiles and they put online ad rates when space is available. It has social media too, so they can message us and we can barter with people behind the scenes.
- Wing says he's offering it to us for free because he wants to populate this website.
- Shendruk says we have nothing to lose by joining, but we do need an online ad rate.
- Walton asks whether ads on the website would mess with the aesthetic. Shendruk says it always does.
- Wolkmann suggests that we make more space for online advertisements, especially if the goal is to have the best website.
- Wing adds that we potentially have an online ad client already with Julie Seguin of the U of O.
- Day asks about the online and print ad rate price difference. Eight weeks of print and x-weeks of online discounts?
- Bedard responds that would be the Ad Rep's discretion on a case by case basis.

(12) Hiring Committees

- Shendruk needs to stress again that we need a distributor.
- Bedard says that the hiring committees for notetaker and on-campus distributor need new members since Maureen has resigned. We need to finish this in two weeks.
- Walton volunteers to join the committees.

(13) Any other business

- Bedard says that Maureen's sudden resignation means the Board needs to elect a new VP Internal Communication.
- Bedard nominates "Hawleywood." No other nominees. Bedard moves to elect Hawley as VPIC, seconded by Day. Motion carried. Hawley is the new VPIC! No other business.

(14) Adjournment

- Bedard moves to adjourn, seconded by Walton. Motion carried at 12:31 p.m.