

# Minutes of Fulcrum Publishing Society Board of Directors Meeting

Tuesday, August 4, 2009 7:00 p.m.

Location: Basement of Fulcrum Offices (631 King Edward Ave)

## **Attendance:**

- Ross Prusakowski (President, voting member)
- Andrew Wing (Chair, voting member)
- Nick Taylor-Vaisey (voting member)
- William Stephenson (voting member)
- Maureen Hasinoff (voting member)
- Ben Myers (voting member)
- Matthew Day (voting member)
- Frank Appleyard (Business Manager, ex-officio)
- Emma Godmere (Editor-in-Chief, ex-officio)
- Amanda Shendruk (Production Manager, non-voting)
- Laura Clementson (New Editor, non-voting)
- Myriam Hebabi (GSAED representative, ex-officio)

## **1. Opening of the Meeting**

Wing called the meeting to order at 7:05 pm.

## **2. Approval of the Agenda**

- Taylor-Vaisey's moved that the agenda be amended by adding a new point 11) Discussion of BOA Members Sitting on the FPS Board of Directors
  - Friendly
- Myers moved that the agenda be amended by adding a new point 12) Website Update
  - Friendly
- Taylor-Vaisey/Prusakowski move that the agenda as amended be approved.
- Carried

## **3. Approval of the Minutes of the 5 July 2009 Board of Directors Meetings**

- Prusakowski/Hasinoff move that the minutes of the 5 July 2009 Board meeting which were circulated prior to the meeting be approved
- Carried

## **4. Report from the Business Manager**

**August 4 – Business Manager Report**

Ah August. When the sleepy days of summer turn into the hectic days of “Hold on. We start publishing how soon?” Exciting times we live in. Accordingly, my last few weeks—save the four days spent in Vancouver—have been quite busy. And of course, it’s only just beginning. The next month is going to be a blur of preparation and trying to get little projects squared away before the craziness of the fall hits. Unfortunately I am going to be out of town for 9 business days over the course of the month for a combination of CUP summer school and travel related to my position with the U of O. So it’s going to be a real sprint for me to ensure everything is looked after. Fortunately, I’m a world-class 100m runner.

Here’s what’s going on:

### **Financials**

As of July 31, we have a total of \$81,343.29 in our chequing account, with the first installment of our SFUO levy on my desk to be deposited. TD did transfer the \$15,000 into a GIC as requested, which accounts for the balance being about \$20,000 less than last time we met.

But with the first summer issue complete, we are making money again! Whoo! We sold approx \$1,000 in the issue, and now have a sales total of \$7,458 booked for the year. We are optimistic that the Frosh issue will yield another bumper crop, and hopefully we will see that number quite inflated by the next time we meet.

### **Collections**

One area where I am not happy to say there has been little progress is in collecting from advertisers. I have received one payment since our last meeting, despite daily / weekly check-ups and conversations with most of our advertisers. As it’s now over three months since I took over the job, I’m getting frustrated that this money is not in the bank yet.

I’ve been checking in on Rogers weekly, and I think my contact is getting a little frustrated with her staff’s inability to pay the bill. I’m going to ramp up the pressure a little bit in the next week, and indicate that interest is going to start accruing if it isn’t paid. Given that it’s a big corporation I think this is a case of internal confusion, and I am sure they will get this paid.

The U of O bookstore is one where headway has at least been made. The interim manager was appalled that the bill hadn’t already been paid, and assured me he would get the account settled within a couple weeks, once he checked back on the files to make sure they received their reimbursement from Apple for the ad. Shouldn’t be a problem.

Heritage Reforestation is actually a little bit entertaining to deal with. The manager seemed to think the bill had already been paid—maybe. But he couldn’t be sure. I assured him it hadn’t, and he told me he would head to the office at some point to check, and send payment. I have had trouble getting in touch as the manager is always “in the field” or has “run into town”. They’re harmless, and I think a good conversation with the manager will get this looked after.

Quantum Solutions has burned through as much of my patience as I am willing to provide. He assured me a cheque dated for July 20 would be sent in the first week of July, and it never arrived. When I followed up, I was told that he was just waiting on a payment and it would be sent soon. I am going to indicate that interest will start being charged on his account if it isn’t paid soon, and if he continues to treat the overdue amount in this way, he will be getting turned over to collections.

I am at the end of my tether with Audrey’s Costume Castle. They have been overdue since Halloween, and despite their “financial troubles” too much time has passed. I had been sympathetic to their situation, but the manager is now no longer taking my calls or returning my messages. Deeds is going to call them next

week as they have dealt with her for a long time, but if my next phone call is also avoided, I am likely going to deem them delinquent and turn them over to collections.

And lastly, Passage to India. Deeds is looking after this client, as they're an interesting case. Now that the summer issue is complete, Deeds will be paying them a visit—possibly with sock puppets—to explain the concept of payment, and possibly even currency. So I'm not too worried about this account getting settled.

## **Software**

I'm not going to vent my anger at Adobe in this report. Suffice it to say that the new copies of InDesign CS4 did not arrive in time for the summer issue production. However, full credit is due to Emma, Amanda, and the rest of the staff for putting out the paper in 2 days despite a challenging situation. I don't know how they did it.

However, we will (hopefully) not have to worry about software anymore, as all 7 copies of InDesign arrived on Thursday. All is well. But everyone should silently curse Adobe for not exactly coming through in the clutch.

## **Audit**

The auditors are off and running with our file. I have received the first round of questions from the auditor, and am expecting more soon. It seems like everything is going well on their end. It's a little early for me to be able to estimate when we will see the process wrapped up, but it is underway and we are at the mercy of the auditors, so to speak.

## **SFUO-FPS Agreement**

I have nothing to report regarding the SFUO-FPS agreement, as I have not heard back from Seamus Wolfe since the FPS' last meeting. As such I have advised Emma to move ahead with plans for 101 Week promotion under the assumption that we will not be distributing in the kits. In the absence of an agreement, I am also working under the assumption that the SFUO may not provide any support for Nash.

I hope to hear back from Seamus at some point soon about the SFUO's thoughts on the most recent draft of the agreement.

## **Telus**

There have been issues with the last two bills from Telus for Deeds' cell phone. Since the business manager's cell phone was cancelled, the pool of minutes available for the advertising rep has shrunk significantly. Instead of having a pool of 900 minutes (which were basically all for the ad rep, as Ross never used the phone), Deeds has 450 minutes per month—very little considering the cell number is the main point of contact for the Fulcrum's advertising. After receiving the June bill, in which close to \$100 was spent on overages, I made a move to change the phone plan. We were previously paying \$40 a month for voice services. We are now paying \$60 a month, and for that we get 1,000 minutes and 100 long distance minutes—useful as several of our advertisers are not local. So, after a couple of very large bills, we hopefully have things under control. I doubt we will be overbudget on the phones line as a result of these overbillings, but it might be close. With the new plan, we will certainly be underbudget on a month-to-month basis.

## **Fundraising**

The fundraising letters have been sent out to donors that we have come to count on, groups that maybe, might help out, and other groups in the U of O community that I figured it couldn't hurt to ask for Nash funding. Now it's a waiting game for people to get back to me. I will hopefully have good news at the next meeting. Our budgeted goal is \$10,000 and without SFUO support that will likely be difficult, but I'm

optimistic that other potential donors may increase their support. I would like to see a lot of volunteers get the opportunity to attend Nash, and I will be working diligently to ensure this becomes a reality.

## **Distribution**

This has been where most of my attention has been over the last couple weeks. Amanda and I undertook an on-campus distribution audit to review our drop locations and ensure we were maximizing the effectiveness of our drops. Along the way, we learned that we lost a rack recently. Our stand in Vanier Hall was thrown out by contractors working on the development of the new tower, as their contract indicated they were to throw out anything still in the building when they took over. I've contacted the university and expressed my displeasure with what happened, and I got an apology but little else. However, we didn't actually own the rack, so there was no financial loss. I'll explain in a moment.

While doing the audit, Amanda and I discussed giving a facelift to the racks, none of which have our current logo displayed, and with many the signage is no newer than 5 years. The majority of the Fulcrum's distribution system is made up of blue racks co-branded with Employment News. As the Fulcrum had no information about the nature of the agreement, I called the company to make some inquiries. It turns out that the contract which spawned the blue racks was signed in 2002, and expired in 2007. The basic gist of the contract is that Employment News provided these racks for free, in exchange for them being able to distribute on them as well. So, with this news I am going to be in touch with Employment News about going forward with rebranding the racks in a manner that works for both parties. It's important that we make ourselves more prominent, and given that the racks are in good shape, simply giving them a facelift should be more than enough.

Of course, I would be remiss if I didn't mention the Fulcrum's new source of mass sex appeal: the off-campus boxes. All 15 of the gorgeous boxes have arrived at the Fulcrum—go and check them out, please—and will be getting distributed across campus and the community within the next 2 weeks. I first must secure the permits from the City of Ottawa, which from what I've gathered involves something to do with a first-born and crossing the river Styx. I can't wait.

With the addition of the new boxes to the distribution network, there is a chance that we may have to increase our print run from 10,000. As it stands I have tweaked the drop numbers to accommodate the new boxes, but I am going to wait for a couple of issues to track pickup and see if it is a move that might be needed. The cost is approx. \$100 per issue to print 11,000, however, all I can do is speculate at this point on a need for this as we don't have the data yet.

## **ORCUP**

Planning is underway for the fall ORCUP conference, with a couple of speakers already penciled in. (I'm looking at you, Nick.) Emma and I have basically divided up the work as Rob and Mel did for Nash, with Emma looking after speakers, and myself working on logistics. We have already talked a great deal about what we would like to see happen at this conference, and we are convinced that we will be able to restore a shine to ORCUP fall conferences.

Unfortunately the U of O isn't cooperating as the ideal venue we were hoping for. Apparently there is only one room available on the entire campus for the day we want? I'm not satisfied with this answer, and will be meeting with the U of O's conference staff to try to work out something. I am not convinced that every lecture hall and classroom is booked for the entire day on Oct. 14 and I am sure something can be worked out. After all, this is the university that told me there was no parking available in our lot this year, five minutes before a permit for our lot magically appeared.

The next few weeks will be telling for the conference, as once papers return to their normal grind we will be able to start promoting it, and luring delegates to our amazing conference. Once we have the space booked, it will be easier to come up with a speaker schedule, set delegate fees, and all the other fun stuff that papers need to know about before they commit. I am looking forward to this conference, and I believe

that we will be able to put on a great show. We're going to make ORCUP a destination event—something that it hasn't been for several years.

## 5. Report from the Editor-in-Chief

### Editor-in-Chief report August 4, 2009

With only two issues under our belt, and having faced everything we've dealt with so far... I'm pretty sure we're ready to take on a busy September.

Regardless, August is set to be full of training wrap-up and Frosh week set-up, among other things...

#### 2<sup>nd</sup> Summer Issue

Even with no extra CS4 software on our computers, our July issue was a great success. It's pretty awesome to see a full-fledged issue finally in print. Granted, there were some distribution issues (I'm sure Frank will speak to that!) but ultimately, all of our issues made it on to our racks Wednesday evening. Once again, the summer issue was invaluable as far as training goes—I'm confident all of our section editors and the rest of the editorial board will be ready to jump into regular production come September, now with at least one full issue (or for Amanda, Balex, Dave, and myself, an excellent two) behind us. More meetings and training will help prepare us further...

#### Training

Which brings me to our actual training plans. More one-on-one meetings with ed board members are continuing this week, leading up to our ed board retreat (set for the weekend of August 8–9). The ed board retreat is set to be an excellent opportunity to get us all on the same page about production, editing, and the paper as a whole, along with giving us time to begin preparations for our Frosh issue, discuss 101 Week promotion, and talk about the incorporation of new volunteers and contributors at the start of (and throughout) the fall semester. I hope to also discuss the Fulcrum's online involvement, and how we'll be launching our website. Like I mentioned last time, there is much to be tackled, but I'm confident that as a group, we'll be able to solidify plans and ideas as we get ready for September.

#### Hiring

Man, it's amazing how hiring seems to be neverending. I'm happy to announce we have successfully hired Campbell Moore as our on-campus distributor for 09–10—he did a great job jumping right into the responsibilities upon distributing the July issue (with excellent help and training from Amanda). Our next round of hiring will occur in September, when we will be looking for a staff writer, staff proofreader, staff photographer/illustrator, and an ombudsboy and ombudsgirl. House ads and other online ads will be launched in or alongside our first September and will last for three weeks, as per Fulcrum policy. It'll be great to have a complete masthead soon enough.

#### ORCUP

Frank and I have jumped right into ORCUP preparations, which will definitely continue for the rest of August and into September. We've already devised lists of potential speakers, locations, activities, and themes, and have already begun looking into setting all of it up. Some ed board members have also offered to participate in the organization, which is excellent. Again, much more to look forward to this fall.

#### What else?

All in all, I'm expecting that by the time September starts, we'll have a confident editorial board that's ready to take on the busy fall; a slew of excellent swag to throw at first years over the course of 101 Week; a gorgeous website, ready to be unveiled to the world; and some delicious off-campus boxes sprinkled around the city, just waiting to be filled with our Frosh issue. It's ambitious, but like you can probably tell—I really can't wait for September... mostly because we'll be making a hell of a splash on this campus.

And oh yeah, I have a BlackBerry now

Which means I'm available to receive any questions, queries, concerns, comments—anything you may want to contact me about, almost 24/7 (or at least approximately 20/7, something like that). Feel free to drop me a line anytime.

-Taylor-Vaisey asked about the web traffic that resulted from the June online only issue. Godmere replied that at last count there were at least 350-400 hits and that the issue had also received a small blurb of notice on the front page of the SFUO's new website.

## **6. Report from the Advertising Representative**

### **Advertising Representative's Report – Aug 2009**

Hello all. So, how 'bout that weather? Hope everyone's summer has been great despite the rain! Things are starting up again here for the new publishing year. As you all know, the summer issue has already gone to print and has come out looking fantastic – congratulations to the Editorial staff for a wonderful start to the year!

The sales total for the summer issue rounded out at \$1020.00. This number is fairly average. Last year we had a few more dollars due to Apple at the Cosmos Bookstore running an ad on the back page, and our usual ¼ page ad from Utan. This year Apple had no approved budget for anything other than Frosh which we will be discussing shortly. Utan is an interesting situation since the message from the owner was that they did not want to advertise this year unless I agreed to give them the same (very low) rate as last year but for half the ads purchased - to which I replied "Is this at all negotiable because we'd still love to have you in our publication" and never heard back. I would rather have them than lose them, but the number they quoted was too far below the 14+ rate for me to agree to without asking for more. We'll see what happens. We did, however, manage to make that loss up a bit by signing Campus Pharmacy earlier than normal this year.

I have started to receive calls in advance to book for this year. The sales total at the moment is at \$7458.50 which is great. These dollars have come in from Oxford Seminars, BB&M Media, Surplus Warehouse (who took the back cover in the summer issue), Christopher Leadership Course, Party Mart, and Campus Pharmacy. I have visited with many of our local advertisers to deliver the rate card and some promotional material to show our new look (thanks Amanda!), such as Merriam Print, Laurier Office Mart, Timothy's, Lucas Nault Hair Studio, Cumberland Pizza and Urban Well. Most of these advertisers will return this year as usual. We have had inquiries from Revolution Rock, the Liberal Party, Garlic King (sigh), Magpie Jewellery (who will sign on for the whole year again), Caisse Populaire, and several others. Over the next two weeks I will basically be reaching out to everyone who hasn't yet been contacted for the upcoming year and booking for the Frosh issue. I think we will have a great year once again! Have a great BOD everyone!

## **7. Camera/Photo Equipment Purchasing Proposal Discussion and Motion**

## Camera equipment purchasing proposal

While most of the attention paid to equipment at the Fulcrum is given to computer equipment, the Fulcrum's camera equipment is equally important to the editorial staff's ability to produce a good paper. Unfortunately, over the last few years the lack of focus on upgrading our camera equipment as we have upgraded our computer equipment has resulted in now-substandard photography equipment.

In all honesty, our current camera equipment is not only outdated, it is horribly substandard by any newspaper's standards. Our current equipment consists of a Nikon d70 camera—a consumer grade camera that was replaced in 2006; a low-budget, poor-performing telephoto zoom; and a respectable wide-angle to mid-range zoom lens. On top of this we have a new memory card purchased last year, a cheap 512mb memory card, one battery for the camera, and a camera bag.

In assessing where we currently stand vs. where we should be in comparison with other student newspaper, I have come up with values that we should hold in maintaining our photography equipment. As it stands, we are incredibly limited in our photographic abilities. Our current equipment limits the Fulcrum to basic point-and-shoot photography. We do not have the equipment to help aspiring photographers learn more than "Just put it on auto and press the button" photo technique, and do not have equipment that can consistently produce high-quality images. Also, we do not have the ability to use the camera for long periods as we simply do not have the battery capacity nor the photo storage capacity.

The values that go into any good photojournalistic toolkit are:

- 1.) Equipment capable of shooting hard news (frame rate, low-light ability, memory capacity, battery capacity)
- 2.) Equipment capable of shooting sports (frame rate, zoom range, crisp photos, memory, battery)
- 3.) Photographic versatility (ability to use flash, long exposures, different photographic techniques beyond simple point-and-shoot)
- 4.) Logistical versatility (ability to use 2 cameras simultaneously for versatility on-location, ability to have photographers w/ full equipment at two simultaneous shoots)
- 5.) Dependability (with the amount of hours this equipment is expected to log, and the environments in which it is sometimes used, durability and long-life is key. That's why professionals use \$5,000 cameras)

In past years the Fulcrum has depended on committed photographers. Myself, Meaghan Walton, Pawel Dwulit, and Jason Chiu all owned our own camera equipment, and came to be depended upon to use our own equipment to shoot for the Fulcrum. Last year revealed that only having one camera to share among the art director, art staff, and volunteers is completely unacceptable at a news-gathering organization, and the equipment we did have tied our hands in terms of what could be done by our photographers. The proposal below will not just upgrade the equipment we have now to suitable standards, it will provide photography basics upon which the Fulcrum can upgrade and expand in future years.

### Camera Purchasing Proposal 2009-

10

<u>Items</u>	<u>Cost</u>
Nikon d70/d90 Battery (3)	\$45
2x4gb CF Cards	\$120
Tripod	\$75
Camera Bag	\$80
Nikon SB600 Flash	\$280
Nikon d90 Camera	\$1,000

Nikon d90 Vertical Grip	\$180
Nikon 80-200mm f2.8 lens	\$1,260
Nikon 18-70mm f3.5-4.5 lens	\$430

**Total        \$3,470**

**The breakdown**

**Batteries** – Essential to ensuring that photographers aren’t forced to miss opportunities because their batteries died. How we have survived on one battery for this long is beyond me.

**CF cards** – Essential to ensuring that photographers have the capacity to shoot a whole football game or at least half of a BOA meeting. Being limited to a couple of hundred photos is not acceptable. Purchasing two will allow for backup cards and photos from one shoot to be uploaded and edited while the camera is being used by another volunteer.

**Tripod** – This is more a case of “how don’t we have a tripod?”. It is one of the most basic and essential photographic tools, that allow photographers to use different, cool techniques and even some of the most basic photo techniques.

**Camera bag** – If we do purchase a new camera and lenses, we will need something to store them in.

**Nikon SB600 flash** – This is one of Nikon’s mid-range flashes. While our current camera—and the one proposed—have built-in strobes, they are low-powered and unsuitable for low-light work. Having a flash will give photographers the ability to take good photos in dark places—situations that are quite common to photographers.

**Nikon d90 camera** – This is Nikon’s second-generation replacement of our current camera, the d70. It is a consumer-grade camera with better functioning than the old d70. Its technical specifications meet everything that would be asked of a photojournalists camera (I won’t bore you with the details—unless you want them), and provides a much-needed upgrade over the d70. The d90 also offers a great deal of versatility in an unexpected way—it is capable of recording High Definition video. With the upgrade of thefulcrum.ca and the move towards web-based content, this camera would be a dual-purpose piece of hardware that can help the Fulcrum provide web-based content. Purchasing a camera and a video camera all in one is excellent value.

**Nikon d90 battery grip** – A battery grip is a nifty piece of equipment that allows ease of use for the photographer by letting you shoot landscape or portrait with ease, and holds two batteries, meaning that the battery life of the camera is effectively doubled.

**Nikon 80-200 lens** – This is the priciest item on the list. It is a professional-grade telephoto zoom lens—a photographer’s most used lens, and the only lens used for sports. The specifications of this lens make it ideal for use in low-light situations. The rationale for this lens over the other cheaper options is this: If you have looked through the Fulcrum’s sports photography in recent years, there are a lot of blurry, poor-quality photos. The reason for this is not the photographer—it’s the equipment. The U of O is cursed with god-awful lighting in the arena, gym, and pool, meaning that a lens capable of allowing decent photos to be taken in low-light is needed. We have never had this versatility, and the results have been sub-par. This lens would enable the Fulcrum to take high-quality photos in any situation. It is a big investment, but one that would constitute a massive upgrade in the Fulcrum’s photographic abilities. Yes, there are cheaper lenses out there. And the Fulcrum will again deal with poor-quality photos when a telephoto lens is needed.

**Nikon 18-70 lens** – We actually already own this lens, and not only is it incredibly cheap, it’s incredibly good. If we are making a move towards outfitting two complete camera kits (as we should be), having a lens in this range is essential. This gives us the most bang for the Fulcrum buck.

In short, if this proposal is accepted the Fulcrum will not be at the forefront of the photography world, but will have equipment that will enable staff and volunteers to capably provide images for the Fulcrum. And that is the minimum standard that we should be setting.

-Resumption of debate of motion from previous meeting with hard copy of budget year-to-date numbers supplied at the meeting.

-Appleyard indicted that currently we have a very low standard of photography equipment. Also that this is a purchase that needs to be made. It would be money well spent. This is the type of purchase that needs to be made this year and not later.

-Prusakowski noted that the purchase would be from the “capital line” of the budget and would put it roughly \$1300 over budget. Asked Appleyard and Godmere what other plans they may have for the line and if they’re willing to be conservative on spending for at least the fall semester. Appleyard said that remaining items are more wants than needs and that the spending can be tightened up until there’s a clearer picture of revenues. Godmere noted that the Editorial Board was unlikely to have any major funding requests outside of the editorial board retreat or promotions, both of which were already included in the budget.

-Myers asked how this would affect the standing “Purchasing Policy” the Society currently has in place. Appleyard and Prusakowski both indicated that this wouldn’t affect the policy because it’s getting equipment up to standard and not part of the “normal” cycle. Myers asked if this would mean no major capital spending next (2010-11) fiscal year based on the policy than. Prusakowski indicated it would and that beginning with the 2011-12 fiscal year the cycle would be established correctly. Noted that because of the state the FPS took over the operations from autonomy and in the first few years that initially the Purchasing Policy would be a little wonky as equipment was brought up to standards.

-Prusakowski indicated that the Board was responsible for oversight of spending and could put in place as part of any motion that any spending above a certain threshold would need to be submitted to the Board, via email, for approval and that if the Board doesn’t consent then the money wouldn’t be spent.

-Prusakowski/Hasinoff move

BIRT the Board approve the spending of no more than \$4 000 for photography equipment as outlined in the Proposal tabled.

BIFRT for any expenditure of \$1 500 or more between 4 August 2009 and 31 December 2009 the Board shall be asked to provide consent for the spending.

-Carried.

## **8. Initial Discussion Regarding Application for a Society Credit Card**

-Appleyard noted that currently all Society expenses that can’t be paid for by cheque are paid for by the Business Manager on their own personal credit card. This is not ideal for a number of reasons, including the problem that would arise if the Business Manager did not hold a personal credit card. Would like the Board to consider and discuss the potential for getting one for the FPS that would be controlled by the Business Manager and subject to review.

-Consensus from the Board that this needs to be done, but that policy and financial controls for the credit card need to be developed before a card is issued. Appleyard will investigate the requirements from the bank for the credit card and present a proposal along with some potential policy to the Board at the September meeting.

## **9. Discussion Regarding Online Media and appointment of a Committee to Develop Specific Policies**

-Prusakowski asked for this to be included because feels that with the new website, use of social media, the Society needs to develop a clear and coherent set of expectations and policies for the editorial side. This is a big piece of work and there are a lot of things from employee contracts to discussion of new positions that are involved and it's unwieldy to discuss them at a single meeting. Prusakowski believes that the best way to approach this is to strike a committee along the lines of what was done for the website and require them to report by the November meeting so items can be changed for the AGM if bylaw changes are required.

-Myers dissents that this is such a big issue. Says the Fulcrum is a newspaper and since there are only so many hours in a day, the focus should be on the printed product.

-Appleyard says that printed only source of revenue currently and that need to broaden thinking if want to work on generating online revenue. Taylor-Vaisey says that if the Fulcrum is going to be taken seriously in the online world, this needs to happen quickly. He believes that the paper has been pushing this off to the side for a number of years.

-Prusakowski/ Taylor-Vaisey move

BIRT the Board strike an Ad-Hoc Policy Committee to develop a policy regarding online media use and expectations. This committee shall also consider and recommend any changes to existing contracts, budgeting, other policy and bylaws as nessessary.

BIFRT this committee shall complete its work and provide a report and policy suggestions for the 22 November 2009 FPS Board meeting.

-Carried

-After discussions and nominations the committee membership was set as Frank Appleyard (non-voting), Taylor-Vaisey, Myers, Day, Wing, Godmere and 3 other members of the editorial board to determined later.

## **10. Tabling of the President's Letter of Resignation**

The Fulcrum Publishing Society  
631 King Edward Ave  
Ottawa ON K1N 6N5

4 August 2009

Dear Directors, Staff and Member of the Fulcrum Publishing Society,

Two years ago I arrived at the University of Ottawa to attend graduate school with only a vague idea of the community in which I was about to immerse myself. Having a passing familiarity with student papers from my time at the University of Alberta, I started volunteering with the Fulcrum and was welcome with far more kindness than I expected to be possible—especially from people familiar with my run for CUP President at Nash 69.

Since those first days writing sports for Ben Myers, talking student politics with Nick Taylor-Vaisey and just generally annoying Mel Wood I have been privileged to serve as a staff ombudsboy, Business Manager, a member of the Board of Directors since November 2007 and President since May 2008. Having been able to work with such amazing people in all of these positions, it is with sadness I must tender my resignation from the both the position of President and Alumni Director of the Fulcrum Publishing Society's Board of Directors effective Wednesday 26 August 2009.

As a result of completing my graduate studies I have been offered a position in another province and I have chosen to accept. While this will preclude me from being able to serve out the remainder of my time, I feel that I would be remiss if I did not offer the Board some parting ideas and thoughts on issues I believe the FPS needs to address or at least be cognizant of.

- While ensuring the organization has adequate savings to negotiate troubled times, it should not be afraid to invest in equipment and people that allow it to grow and strengthen the paper and its connection to the U of O community. The recent computer and outdoor box purchases represent our most recent attempts to grow and should not be treated as anomalies.
- Bylaws and conflict of interest policies for the Board of Directors and staff need to be reviewed and strengthened to prevent the appearance of a reduction in the organizations independence. I strongly believe that this should include the prohibition of BOA members from serving on the FPS Board of Directors in executive position and perhaps the Board as a whole. The FPS should offer the BOA an ex-officio seat and the opportunity to participate in our discussions, as we do with the SFUO and GSAED exec, but it reduces the appearance of our independence to have them in voting positions.
- I also firmly believe that the FPS Board of Directors and staff structure are a disjointed mess and need to be revised. They may have suited the organization coming out of autonomy when there were dramatic tensions between parts of the paper and the position of Business Manager was non-existent, but I believe that this structure is now a hindrance to the paper.
- Lastly, I believe that the exact division between Editorial and Business sides that the FPS seeks to maintain is impractical, divisive and detrimental to the paper. It leads to too much of a disconnect between the editorial side and the Board of Directors which does not engage people enough in the overall organization. With my suggested changes to the Board I hope that the culture issue can be addressed, but even without a massive overhaul things like joint Board of Directors-Editorial Board meetings, combined working groups and other minor moves can help erode this detrimental culture. For the FPS to thrive long-term both sides of the paper need to care and be attentive to the needs of the other.

These thoughts represent my own and the Board and Society are under no obligation to act on, or even discuss them. However, to leave without putting them down I believe would have represented a failing on my part as a director and member of the Society.

In conclusion I must thank everyone that I've had the opportunity to work, volunteer or serve with during my time at the Fulcrum. The passion and dedication of everyone has been incredible and meaning of my time at the paper and the friendships it created for me are impossible for me to articulate justly here. So I'm limited to just saying thank you and wishing the paper and everyone involved with it continued success.

**Ross Prusakowski**

FPS President 2008-2009

FPS Director 2007-2009

FPS Business Manager 2008-09

FPS Volunteer 2007- Forever

## **11. Discussion of BOA Members on the FPS Board of Directors**

-Taylor-Vaisey believes that this is a point the Board needs to address and should do so, especially given the interests of some members not currently attending the meeting.

-Prusakowski/ Taylor-Vaisey move that this motion be tabled until the September meeting of the FPS Board of Directors to allow for all interested directors to be in attendance.

-Carried.

## **12. Website Update**

-Prusakowski noted that things were still progressing with the Hotink website. Nothing much to provide as an update aside from the files are being migrated from the Fulcrum's current site to the new one. Will have it available for the first issue of the fall, just a question of when. Prusakowski will get an update at Campus Plus meeting in two weeks.

## **13. Any Other Business**

## **14. Adjournment**

-Prusakowski moved to adjourn at 8:10pm.

-Carried