

Minutes of Fulcrum Publishing Society Board of Directors Meeting

Saturday, July 5, 2009 10:30 a.m.

Location: Room 230C of the Déjà Vu Lounge

Attendance:

- Ross Prusakowski (President, voting member)
- Nick Taylor-Vaisey (voting member)
- William Stephenson (voting member)
- Maureen Hasinoff (voting member)
- Andrea Khanjin (voting member)
- Ben Myers (voting member)
- Frank Appleyard (Business Manager, ex-officio)
- Emma Godmere (Editor-in-Chief, ex-officio)
- Matthew Day (applicant for vacant director position) (arrives at 10:50am)

1. Opening of the Meeting

- Prusakowski called the meeting to order at 10:33am

2. Appointment of an Interim Chair

- Prusakowski notes that Wing is absent from the meeting due to work and that the Board needs to appoint an interim chair for the meeting.
- Prusakowski nominates Taylor-Vaisey, Taylor-Vaisey accepts.
- No other nominees, Taylor-Vaisey elected interim chair for the remainder of the meeting.

3. Approval of the Agenda

- Hasinoff/ Prusakowski move that the agenda be amended by moving agenda item #3 (Nominations, Deliberation (in-camera) and Appointment of Directors to Fill Board Vacancies) to the end of agenda to see if any applicants show up.
- Carried
- Hasinoff/ Prusakowski move that the agenda as amended be approved.
- Carried

4. Approval of the Minutes of the 24 May 2009 Board of Directors Meetings

- Prusakowski/ Myers move that the minutes of the 24 May 2009 Board meeting which were circulated prior to the meeting be approved
- Carried

5. Report from the Business Manager

July 5 - Business Manager Report

No, I don't have a funny quote this month. This lack of a funny quote has been brought to you by The Grand Pizzeria and Bar and Time Vampire.

Ah, the second board meeting. That new-business-manager smell has worn off, and I am quite settled into the job. Since we last met the FPS's books have been flipped to a new fiscal year (thankfully) and I have become much more familiar with the accounting software, and the day-to-day work and things to remember that come with being the business manager. I'm starting to feel like a business manager, I guess.

There are still some niggling issues that crop up (like the fax machine apparently deciding it doesn't want to work anymore), but for the most part between my own common sense and some of Ross's experience and advice, everything has gone smoothly.

I have been very busy at The Grand over the last two months, which has kept me away from the office more than I would have liked. However, as of July 2 I will no longer be working at the restaurant, giving me the flexibility to spend the amount of time that I would like at the Fulcrum. While everything has gotten done and been looked after, I am looking forward to settling in further, spending more time re-organizing things, and making the job my own. As you all know, I will be working for the U of O for the next two months, and I am looking forward to the opportunity as well as the freedom to do two jobs from one desk.

Financials

As of Thursday, July 2 there is \$105,522.00 in our chequing account. We're at that wonderful time of year where aside from getting a monthly C-Plus remittance, there isn't a whole lot of revenue flowing into the coffers. With so little remaining to collect from our advertisers, we are basically only going to be receiving some SFUO levy money over the next couple of months (which I have contacted them about to see when it's coming). However, we are doing just fine, and I'm confident that our cash flow won't be a problem throughout the summer.

Investment

The board wanted to explore the idea of investing \$20,000 in a long-term GIC similar to what we currently have invested. However, after consulting with TD, we have been advised to stay away from a long-term investment right now because the current interest rates are well—awful. Instead, the advice he offered if we are intent on putting money aside is taking out a 90-day GIC with automatic renewals. The current interest rate is .5%. It's not much, but it's better than what we're making on our savings account which is “absolutely nothing”.

Collections

As of July 1 there is a total of \$3805.05 outstanding from last year's advertisers. We have received payment from three advertisers in the last couple of weeks, and have promises from another four or five that payment is forthcoming. Our biggest outstanding advertiser is Rogers at \$1,155. I've been in touch with them, and the invoice—which they apparently didn't initially receive—has been forwarded to their accounts payable department. I am optimistic that we will be seeing this money soon. The other big advertiser is the U of O bookstore at \$742. They have had this amount outstanding for quite some time, as the person responsible is on sick leave. I've spoken with the bookstore's manager and she is going to do her best to get in touch with this person, and hopefully see if he can look after this despite being on sick leave. Ultimately we will get the money, it's just a strange situation.

The only advertiser that's proving difficult to get in touch with is Heritage Reforestation who owe slightly under \$400. They're a tree-planting group that is busy—well, planting trees—during the summer. I'm not overly worried about them, as Ross has told me that they may take a while to pay, but will pay eventually. As for everyone else, as I said a few advertisers have made promises to get their accounts settled ASAP, and given that each of the amounts for these advertisers is small (approx. \$150-\$250) I don't think we will have much trouble getting collections finished completely within the next month.

Audit

I've actually been in touch with our auditor Luc Imbeau. Hooray. We are going to be beginning the audit process within the next week, at which point it will be in his capable hands. I will be answering any questions the auditor may have of us, or deferring to Ross if he has a better idea of what went on last year. I should have more information on the progress of the audit at the next meeting, as well as an idea of when Luc will be addressing the board with the results.

Insurance

I have emailed our insurance broker Mitch Miller to set up a meeting regarding increasing our coverage as previously discussed by the board. A meeting will be set up within the next week, and we can discuss

changes to our policy and how our new off-campus boxes will fit into things. I will have more information on any new costs associated with this change in time for the next BOD meeting.

Because things can't always go right

Our purchase of the new Adobe CS4 suite of software for the new production manager and art director macs was something of a mixed blessing. On the upside, we have awesome new software for our new computers. On the downside, we have software that is completely incompatible with our old Adobe CS3 suite of software on the rest of the editorial staff's computers. The Fulcrum uses a fully integrated network for the copy chain, and documents are opened on various computers throughout the process. While CS4 has a contingency in it that allows CS3 to **OPEN** the newer files, there is no contingency allowing them to **RE-SAVE** the files in a format readable by CS4. Given that the production manager's computer is the lynchpin of the copy chain, this caused considerable headaches during the last production.

After speaking with Adobe it has become clear that this is not a flaw or a fluke. Everything is operating properly, and there are no plans for a software fix or patch. Our only solution is to either downgrade the production manager and art director computers to CS3 (which would mean we wasted money on CS4—also an undesirable move as CS3 is no longer supported by Adobe) or to upgrade our seven affected mac minis to Indesign CS4. The unexpected costs of upgrading the software is \$274.99 per computer, with seven computers needing to be upgraded. As such, the total cost would be \$1924.93 plus tax. This money would be allocated from our capital asset budget line.

SFUO-FPS Update

I have taken over the negotiations regarding the draft SFUO-FPS agreement. Following a productive meeting with SFUO President Seamus Wolfe, I am happy to say that we have a proposal back from the SFUO to be presented to the board later in this meeting. It was important to me that this get squared away as soon as possible, as our preparations for the 101 Week promotional blitz depended on having at least one of the clauses in this proposal figured out. So we will talk about this soon! I am happy to note that the meeting with Seamus went incredibly well, and will hopefully form a good basis for SFUO-FPS relations over the coming months.

Camera purchasing plan

Unfortunately the motion to purchase new software ties our hands somewhat in the capital assets department, but I have spent some time researching other student newspaper's camera equipment, and have drafted a purchasing proposal to be discussed this meeting. This proposal will bring the Fulcrum's neglected photography equipment to a standard that is not only fitting of a newspaper of the Fulcrum's size, but can help us to embrace the web as well.

Fulcrum trademark

I began the process of tracking down information pertinent to obtaining a copyright for the Fulcrum by asking the U of O archives to track down our date of first publication. I was assured this would be a quick task for them. But, I hadn't heard back from them for quite some time, so I went into the archives a couple of weeks ago to check in with them—and like any good university bureaucracy they had never heard of my request. So I filed another request. And still haven't heard from them since. This is the fun part of my job.

Fundraising

I have started the process of appealing to campus groups and organizations for donations to help subsidize the cost of sending staff and volunteers to Nash in Edmonton. I am going to be sitting down with Marc Duval of CLS within the next couple of weeks to hopefully chat him up a little before making a request for funding. I am also going to hopefully meet with the U of O's new vp academic in the coming weeks, as in past years Robert Major's office provided us with a great deal of funding. Finally, I will be approaching Alumni, student, and several other groups in the U of O community to round out the attempts. While we have approached media outlets in the past, given the lack of success seen in past attempts, and the current financial state of media in Canada, I am not planning on appealing to such organizations this year. If anyone has any suggestions for who to get in touch with, please let me know.

ORC-Update

Emma and I have started planning for hosting the fall ORCUP conference. We have chosen the weekend of Oct. 16 which is timed to avoid Thanksgiving, and to fit in with other regional conferences across the country that CUP President Rob Fishbook and National Bureau Chief Josh O'Kane would ideally like to attend. We've only begun the initial brainstorming of where we would like to do it, what types of speakers we would like to see, and other large-scale visioning that will hopefully lead to a successful conference. It looks like we will likely try to book rooms in Desmarais Hall for the seminar sessions, which is in line with other regional conference facilities. Beyond that, I wish I had more concrete plans for you right now, but

the truth is that we're just not at that stage yet. There is a chance that this conference may wind up being attended by CUPbeq papers, and perhaps even PUC papers, which will make things a little more interesting to coordinate. As the CUP Quebec Board Rep is presently in China, I won't know any more about this until he returns.

That's all for this report. If you have any questions, please fire away.

6. Report from the Editor-in-Chief

Editor-in-Chief report July 5, 2009

I'm very quickly learning that the summer is hardly a quiet time for the Fulcrum's EIC. Once again, quite a bit has happened in the last month:

1st Summer Issue

Our first summer issue—a.k.a. our web-only Issue 1, Volume 70—is now online! We've had hundreds of readers check it out so far, thanks to word-of-mouth, some online promotion, and poster-ing and flyer-ing around campus and Sandy Hill. If you haven't already, I encourage you all to take a look at it—Amanda has done an excellent job with the paper's redesign, and we've got some great content in there. That said, there were several curveballs tossed our way over the course of the multiple-day production, including software issues surrounding the compatibility of the two different versions of InDesign we now have in the office. I can't begin to explain how thankful I am and how important it was for the editorial board to have this additional summer issue—I couldn't imagine having to work with as many issues as we encountered this time during an early-September, 40-page Frosh issue. I think everyone involved in this first process learned a lot and was able to point out what needs to be further worked on before September rolls around. More one-on-one meetings with editors will be held in the near future, not only to evaluate the work that was done with the most recent issue, but also to set a course for the next few months in terms of what can be improved, worked on, and prepared for September. And our next issue, too....

2nd Summer Issue

Editorial board members involved in the July 30 issue will be meeting this week to discuss and organize content for the upcoming issue. We were able to take advantage of having approximately an entire month to prepare the June issue and we hope to do the same this time around. Without any set content or plans as yet, that's about all I have to say for that!

Hiring

Information has now been sent out regarding our hiring of an on-campus distributor, and we have received some interest already. We expect to have the position filled before the end of July—primarily to get all of our on-campus stands filled with our first published issue!

Other bits and bytes

Frank and I have already discussed some initial plans for hosting ORCUP, and will continue to put plans together over the next while—I know I'm really excited about getting the Fulcrum involved in the hosting of a CUP conference again, albeit a regional one. Also, our Volunteer and Visibility Coordinator Anna Rocoski has begun brainstorming promotion and recruitment strategies for the fall. Once we get this July issue under our belts, I expect August will be filled with preparations for 101 week, finishing the training of our staff, training new volunteers, the ORCUP conference, among other things. I definitely plan

to use these next two summer months to our advantage, and ensure everyone is on the same page in time for September. Busy, but nevertheless exciting times!

-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.

7. Report from the Advertising Representative

Advertising Representative's Report – July 2009

Hello all. I hope you are having a wonderful summer and not working too hard. This report will be quite short since the summer months can be quite laid back for the ad rep.

Basically I've just been tying up loose ends from the last publishing year. As I have been made aware, collections have gone incredibly well due to both Ross and Frank's diligent efforts – thank you both! I feel this is also a good indication of the fact that our clients got enough attention during the school year to be inclined to pay in good time. The only file we are still attempting to follow up on is Passage to India (a restaurant) – the gentleman there is easily confused so Frank has asked me to go and follow up with him (Ross can attest to the fact that this guy is a little out to lunch...harhar).

The rate card has been updated and has been sent to those advertisers already inquiring about the new publishing year. The next little bit of time will be spent preparing for next year (ie: making new files for 2009-10, updating the contract template for dates, 'archiving' old contracts, preparing new materials for media kits, preparing a new spreadsheet and folders on the network, etc.). I also plan to revisit the database.

As for sales for the 2009-10 publishing year, we have already had a full year booking from Oxford Seminars, as usual. This year due to increases on the rate card their subtotal is \$3080 which is great. We have had several inquiries from advertisers such as Nissan Canada and Shoppers Drug Mart (both would be national advertisers and have been referred to Campus Plus), the Don Zierdt Agency, 724 Marketing, The Royal Canadian Legion, Bureau d'Immigration Law Office, and several others. Next week I will begin emailing and calling our regular clients (depending on their preferred method of communication) to sell the summer issue or Frosh issue (or just to touch base and prepare their regular ad buy..... attempting to up-sell them of course!) as well as following up on new leads or new clients from last year (like Taylor Group). So, basically we'll start the ball rolling again!

I am very much looking forward to another successful year!

8. Amendments to the Board of Directors Meeting Schedule

-PRUSAKOWSKI/ STEPHENSON move:

WHEREAS there are some schedule conflicts due to CUP meeting commitments and the CUP National Conference for members of the executive of the organization, and

WHEREAS it's easier to amend the FPS Board Meeting Schedule,

BIRT the 17 January 2010 meeting be rescheduled to 10 January 2010 and the 16 August 2009 meeting be rescheduled to Tuesday 4 August at 7:30pm 2009 and be held in the basement of the Fulcrum offices.

-Carried.

9. Discussion and Motion Regarding Transfer of Funds into Investments/Savings

-Myers asked why the funds are going into the 90-day rollover investment rather than a GIC. Prusakowski replied that it's because of the minimal return on GIC rates at the moment and that these investments are still secure, while earning slightly more interest.

-PRUSAKOWSKI/ HASINOFF move that:

WHEREAS the Board has previously discussed and expanded savings to insulate the FPS from major economic problems or emergency purchase, and

WHEREAS the society continues to have excess cash earning no additional return in its chequing account,

BIRT the Board transfers \$15, 000 from the society's chequing account to a 90-day GIC with automatic renewals for at least one year.

BIFRT at the first Board meeting occurring one year from the approval of this motion the Board shall seek appropriate advice from our bank and determine what form the investment should take going forward.

-Carried

10. Adobe InDesign Purchase Motion

-Appleyard noted that according to Adobe the inability to save files in inDesign 3 that inDesign 4 can read is not a flaw, but rather a design point.

-Godmere noted that because of this hiccup that production took forever because there were only 2 computers, both of which were in heavy use during production, that editors could input corrections into. Massively slowing the process.

-Prusakowski noted that a purchase of this size would need to come out of the capital budget line likely. Asked if there were any other plans aside from the camera equipment that would be coming up. Appleyard noted there weren't likely anything beyond what's already on the agenda.

- PRUSAKOWSKI/ MYERS move:

BIRT the Board approve the expenditure of no more than \$2 300 from the Capital Expense Budget line for the purchase of copies of Adobe CS4 InDesign to make all files compatible.

-Carried.

11. 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.

-Taylor-Vaisey noted that he was flummoxed at the current situation of the Fulcrum's camera equipment. Wanted to know how people have worked in the past given this?

- Appleyard noted that previous volunteers had used their own equipment and own interest in photography to carry out assignments for the paper.
- Hasinoff wanted to know about how much money would be remaining or over spent in the capital line of the budget?
- Appleyard noted that it would likely lead to being a little over.
- Hasinoff noted that by her calculation this would bring the line about \$1000 over budget or so. Worried about over spending by so much in one line.

- Prusakowski / Hasinoff moved that this agenda item be tabled until next meeting so more information can be included about the current expenses booked to the Capital purchases line of the budget.
- Carried.

12. Update from the President on the Adhoc Website Committee

- Prusakowski noted that the committee had met and laid out specific functions and features they wanted to see from the Hotink site. Things had gone well with the project thus far and the design was looking to be a big improvement from the current site in use by the paper. Should be a site that can be reworked and updated internally as we get used to things and want to alter/evolve the site over time. Also noted that he was very happy with the work from the C+/CUP end on the project.

13. SFUO-FPS Agreement Update

- Prusakowski/ Myers move to go in-camera.
- Carried

- Taylor-Vaisey/ Hasnioff move to go ex-camera.
- Carried.

14. Update Regarding Unreturned Advertising Contracts

As a requirement of policy and their employment contract, the Advertising Representative is required to submit at the end of every publishing year a report noting the status of the contracts from Advertisers. That is, whether the advertiser has paid their bill and returned a signed copy of their advertising contract, paid their bill and not returned a signed copy of their advertising contract or not paid their bill and not returned a signed copy of their advertising contract.

In policy this report must be submitted to the Society's President for approval, or in the case of the Business Manager simultaneously serving as the President, to the Board of Directors.

Since the latter case does not apply this year, but there should be documentation of the approval, FPS President Ross Prusakowski notes that the document was received and approved on 30 June 2009.

15. Nominations, Deliberation (in-camera) and Appointment of Directors to Fill Board Vacancies

-Matthew Day presented himself to the board of directors\

-Prusakowski/ Taylor-Vaisey move that the FPS Board of Directors appoint Matthew Day to fill the vacant Disinterested Student position for the remainder of the 2009-10 fiscal and publishing year.

-Carried

16. Any Other Business

17. Adjournment

-Prusakowski moved to adjourn at 11:47am.

-Carried