



Fulcrum Publishing Society
5th year of autonomy

Board of Directors Meeting
MINUTES

Sunday, October 17, 2010
Fulcrum Boardroom, 10:30 a.m.

Voting members present:
Scott Bedard (President)
Andrew Hawley (VPIC)
Niels Wolkmann

Ex-officio members present:
David McClelland (General Manager)
Amanda Shendruk (Editor-in-Chief)

Applicants for vacant Director positions:
Desmond Fisher
Devanne O'Brien

(1) Opening of the meeting

- Bedard calls Meaghan Walton (Chair), who is at the hospital and unable to attend the meeting. She is present at roll call to achieve quorum. Bedard states that a new Chairperson will be required for the meeting. Bedard nominates himself, seconded by Hawley. Motion carried. Bedard calls the meeting to order at 10:54 a.m.

(2) Approval of the agenda

- McClelland wants to add "Time Capsule" as item 14. Bedard moves to approve the agenda, seconded by Hawley. Motion carried.

(3) Approval of the minutes

- Bedard moves to approve all outstanding minutes, seconded by Hawley. Motion carried.

(4) In camera: Board vacancies

- Bedard moves to go in camera, seconded by Hawley. Bedard moves to go ex camera, seconded by Hawley.
- Bedard moves to approve Devanne O'Brien to the Board as a student representative, seconded by Hawley.
- Bedard moves to approve Desmond Barry Fisher to the Board as a Fulcrum staff representative, seconded by Andrew Devin Hawley. Motions carried.
- Shendruk mentions that the Board needs to ratify certain staff members. Hawley moves to add Staff ratification to the agenda as item 15, seconded by Bedard. Motion carried.
- Bedard to O'Brien: We are a serious Board. We are. There are times when it gets bad.
- Shendruk calls Bedard a drama queen. Bedard would be rather be a drama king.
- McClelland: you don't have to be gay.
- Shendruk: I don't get sued, the Board does.

(5) President's Report

- *President's Report*

October 17, 2010

101 Week Kit Issues

There was an issue with the issues we printed for the 101 week kits. This has been most of what's been occupying my time since the last meeting, and you'll hear a lot about it in a little bit.

Director's Handbook

This is still in the works, but progressing slowly, as things which are more pressing keep coming up. It figures into something we'll be discussing a bit later on, so I'll leave it to then.

Off-Campus Distribution

Though our off-campus distribution is limited, Dave is finding it difficult to make it out to Roger Guidon. We need to figure something out; it'll come up in a bit.

Board Vacancies

We have applicants!

Employee Performance Review

I think performance reviews for business employees are worthwhile, so we've got a motion before us to establish them.

In Other News

I'm now the Legislative Assistant to Anthony Rota. Can't argue with full-time employment.

(6) General Manager's Report

GM's Report, Oct. 17, 2010

Greetings board,

I don't have a lot to talk about this month, so here's a quick rundown of the important bits.

First of all, the financials. We currently have \$108, 180.58 in the chequing account (plus about \$4,000 of deposits which will get done Monday or Tuesday), and the usual \$20, 061.00 in the savings account. Nothing too surprising in there, I don't think, and as you can probably tell, ad sales are beginning to balance out against expenses, which is good, obviously.

On a related note, though, we may be in tough for Nash fundraising. We're only getting \$500 from CLS this year (compared to \$1000 last year, and \$5000 two years ago), which, plus the \$1500 or so we can probably expect from the SFUO, leaves us well short of our fundraising target. I'm going to continue to contact various people and organizations around the university, but we've still got our work cut out for us.

Off-campus distribution is another concern right now. The current solution of me delivering to RGN is less than ideal—it's time-consuming for me to get out there, and Thursday\Friday are often my busiest days of the week, meaning that it can be really tough to get out there at times. My thinking is that it may be a good idea to just go back with the company from last year, as it would seem to be the path of least resistance.

Finally, as we will likely discuss later, I think the board should start looking into an eventual replacement for the Time Capsule. We had a minor incident with it not working properly at the end of last week, and I do worry the thing will just die someday soon. I think we can probably make it to the end of the publishing year, but we should probably start considering our options now, so that we have a plan in place should it decide to up and fail on us.

Oh, and finally, I'm sorry the desks aren't all finished yet. They take bloody forever to finish making.

Okay, that's all I've got for this month. Be seeing you, BOD.

(7) Ad Rep's Report

- Thanks to Dave, my new desk is in place and looking great. Between the new computer and new desk, everything is going well in that department. Dave and I have been checking out alternatives to Adobe Photoshop in an attempt to save some money on a new license. GIMP, an open source piece of software has so far been the strongest contender, but it is severely limited for even simple ad design. If the board knows of any other Adobe alternatives I would love to hear about them. Sales are continuing to come in at a fairly steady rate. We have had some interest from some new advertisers (e.g. The Athletic Club who bought 3 full page, colour ads) which is helping to make up for the drop off of old advertisers in September. There are a number of people who seem interested, but have already spent their annual budget so I'm hoping that some of them will have some money together after the New Year.

Thanks to a suggestion from Jessie about Google Docs, I have transitioned the ad tracking sheets to Google Docs and now Jessie, Dave and myself are all able to access the document simultaneously and even update the sheet remotely. This has been very helpful in keeping track of ads and has so far worked out very well.

\$64937.75 from target!

(8) Editor-in-Chief's Report

*- Editor-in-Chief report
October 17, 2010*

Production is going incredibly well. The paper comes out every week without difficulty. We're all really proud of the issue that is currently on stands, the Travel Issue. We did a travel photo contest to get pictures for the issue and we had many more people than expected participate. The issue is a bit of a community effort because of this. It's always nice to get as many people around the university as possible involved.

Two weeks ago we held our annual volunteer BBQ, which went extremely well. We had no leftover food, and no one who didn't get fed. I consider the event very successful because a number of people not usually at our meetings showed up, including people from OPIRG and the SFUO. This is great because we want the Fulcrum to foster as inclusive a community as possible.

We're also planning our epic Halloween party! (To which you are ALL invited!) It will be held on the evening of Saturday, October 30 and will be a kegger. We'll charge \$10 per person. The Halloween party is usually a highlight of the year, and I expect it will be no different this year.

On a personal note, I accepted some part-time contract work with the Ottawa Citizen as a copy editor. It means a few shifts a week; however, it will not interfere in the production of our paper whatsoever. I start at the end of October and finish at the beginning of December.

Well, that's about all. Not much to report, as things are going just wonderfully. I couldn't be happier with the staff and our product.

Amanda

(9) Off-campus distributor

- McClelland says that he finds it tough to find time to go out to Roger Guidon and distribute a bundle of papers. It is a busy time of the week for him. He doesn't believe him taking the paper out there is the ideal solution.
- Hawley asks McClelland if any deliveries have been missed. McClelland says once or twice. One time he had to deliver on a Tuesday. Wolkmann comments that the paper should be there on Thursdays.
- Bedard is concerned. He doesn't want to hire for one off-campus location. Off-campus distribution is limited to Roger Guidon and areas around campus. The Board would be hiring for one box. We're asking someone to take one bundle, once a week. Could the on-campus distributor do it?
- McClelland says he doesn't want the on-campus distributor to quit. It's a hassle to get out there. He says he honestly believes that we need to find another solution.
- Bedard: It's a pain in the ass, and a relatively large campus.
- McClelland says that the on-campus distributor has been good.
- Hawley says we should look into pickup. Is the bundle at Roger Guidon being picked up by the student body? Is it worth the delivery?
- Bedard says the bundle should be going out there. The Charlatan has a presence there.
- Bedard to McClelland: can you come in early and deliver it? McClelland: Fair enough.
- Bedard proposes to the Board that we look into pickup. Look at the outdoor boxes. We can put some off-campus as an incentive to hire an off-campus distributor. Locations should be discussed.
- McClelland says that the "City" puts up obstacles. They shut down the "Elgin Plan."
- Bedard moves that the General Manager produce a report on the placements of boxes on and off-campus, seconded by Hawley. Motion carried.
- Bedard moves that the General Manager have the on-campus distributor produce a weekly report on pickup of the paper on campus, seconded by Wolkmann. It is the General Manager's duty to complete the report if the on-campus distributor is unable/unwilling to. Motion carried.
- Locations for stands/boxes are discussed. Mayfair, Bridgehead, etc. Bedard prefers we have fewer house ads. McClelland doesn't see the point in getting Bridgehead. Bedard asks to give Bridgehead an eighth page ad. Try a deal. Get the Fulcrum in every single Bridgehead in Ottawa.

(10) Advertising Plans

Advertising Plan

WHEREAS advertising forms the backbone of the Fulcrum Publishing Society's income, and WHEREAS the formation of a detailed plan to obtain that advertising is the essential,

BE IT RESOLVED THAT the following Policies be added to the Policy Manual as Section 6.21:

6.21 Advertising Plan. At the earliest reasonable opportunity following the hiring of an Advertising Representative, they, in conjunction with the General Manager, must develop a thorough and comprehensive plan for obtaining advertising sales. The plan must be reviewed for comprehensiveness, thoroughness and feasibility by the President of the Society in a meeting with the Advertising Representative and General Manager at a meeting called for that purpose.

- Bedard says that the Ad Rep should discuss plans for hitting target with the General Manager at the start of the year. The plan will then be reviewed by the President. This is important, as it's what generates revenue for the corporation. The Ad Rep is supposed to have some kind of plan, but this makes it formal.
- At the earliest reasonable date, the plan will be submitted from the Ad Rep and the GM to

- the President. The Ad Rep and GM will devise the plan, then meet with the President to review it. It must be thoroughly enforced.
- Wolkmann: Should more of the Board be involved in the drafting/consulting of this plan?
 - Bedard: I don't think the Board needs to get involved. If its the will of the Board, we can have it that way. But this is what the President is here to deal with.
 - Fisher: And hopefully we have hired an Ad Rep who has bounced ideas in their head and doesn't need a Board telling them what to do.
 - Hawley has concerns about the "earliest reasonable date." He thinks a solid deadline is needed.
 - Wolkmann: Not sure a deadline is a good idea. The report could be half-assed to get it done in time.
 - O'Brien says she agrees with Hawley and is in favor of a deadline.
 - Fisher: What about President's discretion? But deadlines exist to make things happen.
 - Bedard: What if a family member dies and they are unable to complete it by the deadline?
 - Hawley: Then a family-killed clause? Bedard: this is a grim meeting.
 - Vote on deadlines. Two votes for hard, two votes for soft. Shendruk favors President's discretion (soft), McClelland favors hard deadline.
 - After lengthy debate, Board agrees on hard deadline. Draft a statement: should the meeting between Ad Rep, GM, and President not occur within 60 days of employment, an emergency meeting of the Board must be called to consider the advertising plan and the reasons for which it was not drafted by the deadline. Therefore, a 2/3 majority must approve.
 - A debate about the deadline ensues. 30 days? 45 days? 60 days? Arguments for and against the deadline. McClelland argues that ad rep training takes a few weeks to a month on its own, therefore a longer deadline is needed.
 - Wolkmann: They might not take it seriously if its 45 days long. What if it's a soft Board?
 - Bedard: We are an employer that gives so much leeway. You can make lots of money as GM and Ad Rep. Just because its slow in the summer... Come in and do the job. Go out and visit people. And put together an ad plan. This can be done in a month.
 - New vote by the Board: 30 days is the new deadline.
 - Wolkmann: If there is no plan by 30 days, that'll give the Board more time to plan a course of action before it gets to deep into the summer.
 - So it will be: should the ad plan meeting between Ad Rep, GM, and President not occur within 30 days of employment, an emergency meeting of the Board must be called to consider the advertising plan and the reasons for which it was not drafted by the deadline.
 - Bedard moves the motion, seconded by Hawley. Bedard moves the amendment, seconded by Wolkmann. Motion carried.

(11) Performance review

Performance Review Policy

WHEREAS performance review is a best practice common to every industry, and

WHEREAS performance review meetings allow for constructive feedback between employers and employees,

BE IT RESOLVED THAT the following Policy be added to the Policy Manual as Section 6.22:

18 Performance Review. Twice per fiscal year, at regular intervals, the President and Vice-President must meet with each Business Employee to review their performance. These meetings must be focused on improving their performance in relation to their job descriptions and any other guiding documents, and must be positive in tone.

- Bedard: We have no performance reviews for business employees. Its reasonable to have performance meetings. If were off target in December, something needs to be done. If Dave has a tan and \$40,000 is missing...
- McClelland: I don't tan.
- October and February are the decided months. The end of October and February, the last days of these respective months will the time when business performance reviews are held.
- Bedard moves this motion, seconded by Hawley. Bedard moves the amendment, seconded by O'Brien. Motion carried.

(12) Director's involvement and NASH fundraising

Bedard: As we alluded to earlier, meeting on this Board isn't just getting together once a month and answering emails every now and then. We have responsibilities. We need to help with fundraising. Boards are for fundraising.

- Everyone should be approaching everyone they know for NASH. Shendruk, can we produce a letter? A letterhead? We'll redesign the letterhead, draft a modern letter, with Dave for NASH.
- Bedard moves that the EIC and GM produce a letter by October 31st for the purpose of approaching sponsors for NASH. Seconded by Hawley, motion carried.
- Bedard: We have four kegs. We need to have four keggers. The first is Halloween, then Christmas. First of December kegger? That'll be the Christmas kegger... then one in January. The 4th kegger will be retroactive. We might make decent money.
- Wolkmann asks who sets up the parties. Shendruk says its her and Katarina Lukich, the Volunteer and Visibility Coordinator. Bedard says we should revisit the Party Planning Committee. Revive it for Halloween.
- Hawley asks for NASH info (dates, prices, etc.). Shendruk says we'll find that out later on.

(13) In camera: legal liability

Bedard moves to go in camera. Seconded by Wolkmann, motion carried. Bedard moves to go out of camera, seconded by Hawley. Motion carried.

(14) Time capsule

- McClelland doesn't trust the Time Capsule. It failed completely in May. This past weekend there was a minor incident. But its been working; good idea to replace the Time Capsule. Do it in the next budget, since were about \$1000 dollars away in capital assets.
- Shendruk: do it online. There are storage sites online that can be used. Let it be accessible. Its far more safe that on the little system that fails. We need a physical backup and we need to keep Jessie on that.
- McClelland says we need an online hard drive. Wolkmann: Try Google wave.
- Bedard does not trust Google. He wants a physical backup. If something ever happens, God forbid... I don't trust anything that's not proven or used by fortune 500 companies.
- Wolkmann: Google is free and something we can use right now. The Time Capsule is a fairly shitty piece of hardware. We will need a new router. Something worth mentioning: we need to make a hardware purchase.
- McClelland: New hardware or move online?
- Fisher: what about approaching the university and talking to the computer science people? Shendruk is offended: Do not use the university for anything! For ideas, yes. But having them run the phones is bad enough.
- Shendruk tells McClelland to talk to Jessie and get her to do a backup.
- Bedard: ultimately, this is a budget discussion and we can talk about this more in the future.

(15) Staff ratification

- Bedard moves to ratify the following individuals into Fulcrum staff positions, seconded by Fisher: Nicole Bedford as Copy Editor; Kate Waddingham as Staff Photographer; Alexandra Schwabe as Staff Proofreader; Chelsea Edgell as Online Editor; Katrina Medwenistch as Staff Writer. Motion carried.

(16) Any other business

- Hawley proposes a Fulcrum casino be constructed on campus. Lac Leamy is too far away and expensive for most students. A FPS-operated casino on campus would be a goldmine.
- Bedard adds that he'd like to mention this to his Chinese gambling den.
- The website: Fulcrum society page. It is reiterated to McClelland that the Fulcrum website needs to be updated. The members of the Board must be presented in up-to-date fashion on the website. The link to the Society page must be thefulcrum.ca/Society.
- The previous minutes must also go on the website. Hawley says he has most of the minutes prepared, but he needs to add the Seal of the Corporation. Hawley asks Shendruk if she can have the Seal of the Corporation done for the next meeting. He will add it to the minutes and then send the minutes to McClelland to be put on the website.
- Bedard: Matthew Day has resigned as Vice-President of the Board. Day will resign as a Board member once he knows we have quorum. We will soon have another opening on the Board. We need a new Vice-President.
- Bedard: VP is what you make of it. It's an important job. Last year I met with Nick Taylor-Vaisey every Saturday and we would talk about the meetings. Somebody has to be willing to come. That call at 3 a.m. If Amanda goes crazy and kills me, we need a strong VP.
- Wolkmann and Hawley declare their candidacy for VP.
- Secret ballot to determine vote. McClelland runs the vote, to be double-checked by Shendruk.
- The vote is in favor of the current VPIC. Hawley is the new VP!

(14) Adjournment

- Fisher moves to adjourn, seconded by Bedard. Motion carried at 1:10 p.m.