



Fulcrum Publishing Society
5th year of autonomy

Board of Directors Meeting
MINUTES

Sunday, September 12, 2010
Fulcrum Boardroom, 10:30 a.m.

Voting members present:
Scott Bedard (President)
Matthew Day (Vice President)
Andrew Hawley (VPIC)
Meaghan Walton (Chair)

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

(1) Opening of the meeting

- Walton calls the meeting to order at 10:37 a.m.

(2) Approval of the agenda

- Bedard moves to approve the agenda. McClelland wants to add the item "Unpaid Wages." Bedard moves to make "Unpaid Wages" item 12 of the agenda, seconded by Hawley.
- Shendruk wants to add a point on the Webmaster. Bedard moves to make "Webmaster" item 13 on the agenda, seconded by Day. Motion carried.

(3) Approval of 15 August 2010 Minutes

- Hawley moves to approve the minutes. Bedard strikes portions of the minutes. Bedard moves to approve the amended minutes, seconded by Day. Bedard calls Day "Vice." Hawley asks if Day can be called "VP," but Bedard says no. Bedard says he would like to be called "El Jefe."
- Discussion about Shendruk's Spanish degree.

(4) Report from the President

Bedard reads the President's Report:

President's Report
September 12, 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.

Complaint to the Ombudsman

Campbell, our Ombudsman, has reviewed all the documents pertaining to the case before him, and has contacted Dr. Rancourt; I await further updates from him.

Director's Handbook

Since I got back from Toronto, where I spent a few weeks, I have spent my days working on the 101 week kit issue. Unfortunately, that means I haven't had time to sit down with Professor Koppel (and Meaghan and Niels) to start work on the Director's Handbook.

Hiring

We hired an on-campus distributor. Unfortunately, all the candidates for Notetaker had scheduling conflicts on Sundays, and so we have to re-open hiring.

Board Vacancies

A mixed bag here. Unfortunately, our house ad didn't run in the last issue, which means we have to extend the deadline for applications. Fortunately, at the first staff meeting of the year, two people told me they were interested in sitting as directors going forward. Hopefully we'll be fully stocked by October.

Off-Campus Distributor

We have several candidates to choose from at this meeting, following a review of our options.

Policy Adjustments

The Policy Review Committee, which we'll strike at this meeting, has a few things to sort out: contracts, ombuds policy, and a few quick tweaks to the Ad Rep job description. Mercifully, it should be a much shorter process than last year.

In Other News

I spent two and a half weeks in Toronto, and saw three Jays games in one week. Though the end of baseball season is always a terrible time of year, the fall has some pretty nice colours. So, I'm looking forward to that.

- Bedard says he has been pleased with Moore. The Ombudsman is "kind and gentle."
- Debate ensues about hiring for the Notetaker position. Walton asks if a Notetaker is needed. Shendruk says that the VPIC can take notes, and that Hawley has done a good job in this capacity.
- Bedard says the Notetaker position was intended to allow the VPIC to contribute more at meetings. But Hawley's contributions aren't valuable, so he can continue taking notes.
- Hawley's heart breaks.

(5) Report from the General Manager

- McClelland is set to read the General Manager's report. The Board encourages him to do in the stylings of William Shatner. McClelland becomes hesitant. He caves in to the pressure, and begins to read the report in the voice of William Shatner. The attempt incites laughter. The Directors playfully laugh at the budget report and all the money they are spending. McClelland reads the report:

[Insert GM Report]

- Walton expresses disappointment with the Apple Care situation.
- McClelland implies that he lived in the Apple Store trying to fix things.

(6) Report from the Ad Rep

- Bedard begins reading the Ad Rep Report, as Andrew Wing was unable to attend the meeting.

Advertising Representative – Report 2

Hi Board! Just over \$19,000 worth of ads have been sold since I last talked to you and although I remain optimistic about sales projections, sales for the September 16th issue have been lagging with just over \$3000 worth of ads. Sales for the 101 Week double edition were around \$9,200.

The SFUO has not purchased any ads for the September 16th issue and none of my calls or emails have been returned. Unfortunately our contract with the Student Fed expired last year, but we will be looking into a new one in the next few weeks.

We have had a number of advertisers leave us this year, such as Magpie Jewelry and uTan, while others, like Rogers, are responding to neither emails nor phone calls. I will continue looking for alternative contact information for advertisers like this and hope to have many of our missing advertisers back on the grid by week's end.

We have a few potential advertisers who look very promising and should help boost local sales. XS Cargo and Wind Mobile have both expressed interest in advertising with us, and I will be back in touch with them in the coming week to try to strike a deal.

\$78,923.50 from target!

- Hawley asks what the A-Wing's sales target was for the 101 Week double edition.
- McClelland says that A-Wing was aiming for \$10,000. But that was a “best” projection.
- Bedard moves to approve the Ad Rep report, seconded by “Veep,” a.k.a. Day.

(7) Report from the Editor-in-Chief

- Shendruk is encouraged to read the report as Mon Mothma. Accordingly, she turns grave and serious. She begins, “many Bothans died to bring us this information.” She continues:

*September 12, 2010
Editor-in-chief report*

Almost two weeks ago, our epic, double-sized Frosh issue hit stands. Both myself and the staff are very proud of this issue. At 40 pages, it is the longest Fulcrum I believe to have been published by our society, and is also the longest issue Performance Printing would allow us to publish. (We could publish more pages, but the paper would have to be broken into sections and then folded to be held together. We weren't keen on this option.) It is filled with relevant information for both first-year students, and those that have walked the halls of our campus before. I've heard many good things about the issue from acquaintances and strangers alike.

Its publication, however, was not without some difficulties. Like they have for years, the Student Federation of the University of Ottawa (SFUO) decided not to place our issues in their 101 Week kits. This would not be a problem for us had they not guaranteed our inclusion in the kits only days before we went to print. The SFUO decided they disapproved of our cover and so did not put our papers in their kits, leaving us with 4000 extra copies of our Frosh issue. We have been able to get rid of most of these issues thanks to the hard work of our staff who have been distributing the issues around campus, and handing out copies in person. I would especially like to thank Andrew Wing, as he was instrumental in helping us disseminate issues across campus. I'd also like to thank Scott Bedard. Scott assisted me in negotiations with the SFUO (and continues to do so), which I sincerely appreciate.

This past Thursday we held our first volunteer staff meeting. Aside from the yearly keggers and Halloween party, I have not seen so many people stuffed into our tiny offices! It was

a fantastic success! I think this is a testament to what a great product we have. People want to be involved!

On Monday we will be in production on our third issue of the season. It's shaping up to be another great edition. This issue will incorporate the help of at least two new staff members, a staff proofreader and a staff copy editor. We've been busy the past few weeks hiring for these positions, as well as the positions of staff photographer and staff writer. We completed hiring this weekend, and as long as no one quits, we should be done for the year.

Please let me know if you have any questions. editor@thefulcrum.ca

*Cheers,
Amanda*

(8) Kits, copies, SFUO

- Bedard moves to go in-camera, seconded by Walton. Motion carried.
- Bedard moves to go ex-camera, seconded by Hawley. Motion carried.

(9) Off campus distributor

- Bedard says that former GM Francis Appleyard was not terribly impressed with last Off campus distributor. Bedard to the Board: what do we want to do?
- Shendruk asks Bedard why the old OCD was bad.
- Bedard says that we weren't getting value for our money. Most of the off-campus boxes are close to campus, with the exception of Roger Guindon building. We were paying \$50 for distribution.
- McClelland says that we can distribute papers ourselves to all the off campus boxes except Roger Guindon. He says that its pointless to pay someone just to distribute to one location. Proposes taking the shuttle.
- Bedard proposes to get McClelland to distribute. It is proposed that Sports Editor Jaehoon Kim could take the bundle to Roger Guindon, as he travels there. But Bedard states he would need to be paid and policy would be written. The idea is dismissed.
- Shendruk asks if the \$50 we are paying the OCD goes to maintaing the stands. Bedard says no. The GM has to clean and maintain all the stands. Members tell Dave to get a mop and bucket.
- Bedard reports that the paper stand on the second floor of Morriset is missing.
- Bedard moves that McClelland distribute Fulcrum issues to Roger Guindon until further notice, seconded by Walton. Motion carried.

(10) Board Vacancies

- Bedard says that an ad for Board hiring was not placed in the Frosh double issue. An ad will run in the next issue. Board member hiring will be opened until 5 p.m. on Oct. 9.

(11) Policy Review Committee

- Bedard: we need to stack this committee. Who wants to sit down for hours with pizza and beer?
 - McClelland is on the committee with Shendruk, they have to be there. They were "voluntold."
 - Shendruk: I'm going to make life difficult.
 - Bedard: I will kidnap you.
 - Walton says she will join the Policy Review Committee.
 - Walton asks Day about his Law studies. He says the excitement of law has been ... something to do with fear. Despite this, Walton states excitedly that she will be going to Law school soon.

- Bedard says he is also going to law school. But he must first obtain an MA.
- Hawley says he is also going to law school. But he will obtain an MBA.
- McClelland asks everyone who's not going to law school to raise their hand. Shendruk raises hand.

(12) Unpaid Wages

- Bedard moves to go in-camera, seconded Walton. Motion carried.
 - Walton moves to go ex-camera, seconded by Bedard. Motion carried.

(13) Webmaster

- Walton moves to go in-camera, seconded by Bedard. Motion carried.
Walton moves to go ex-camera, seconded by Bedard. Motion carried.

(14) Any other business

- Walton asks for an update on the 11 July 2010 Minutes. Hawley says he hasn't had the time to edit them, working for Her Majesty's Privy Council and stuff. But he will.
- Walton discusses updating the Society page on the Fulcrum website. Bedard says he and McClelland will update it. Also, Shendruk needs to get the Webmaster to fix a link to the Society page. www.thefulcrum.ca/society no longer leads to the Society's page.
- Walton also asks whether Tyler has received his 2-4. Shendruk says no. Bedard and McClelland agree to go with Hawley to buy Tyler a 2-4 after the meeting. Tyler likes dark beer.

(15) Adjournment

- Walton moves to adjourn, seconded by Bedard. Motion carried at 12:00 p.m.