

# Fulcrum Publishing Society Board of Directors Meeting Minutes

Sunday, Sept. 13, 2009 10:30 a.m.

Location: Room 230C of the Déjà Vu Lounge

## **Attendance:**

- Nick Taylor-Vaisey (voting member)
- Maureen Hasinoff (voting member)
- William Stephenson (voting member)
- Andrew Wing (chair, voting member)
- Matthew Day (voting member)
- Frank Appleyard (business manager, *ex-officio*)
- Emma Godmere (editor-in-chief, *ex-officio*)

## **Absent:**

- Andrea Khanjin (voting member)
- Scott Bedard (voting member)
- Ben Myers (voting member)

1. Opening of the meeting
  - a. **WING** called the meeting to order at 10:47 a.m.
  
2. Approval of the agenda
  - a. **TAYLOR-VAISEY** – add discussion for the dismissal of a director
  - b. **WING** – added as agenda point 12.1
  - c. Agenda approved
  
3. Approval of the Minutes of the Aug 4, 2009 Board of Directors Meeting
  - a. Minutes approved without amendment
  
4. Nomination and election of a President
  - a. **WING/STEPHENSON** – Motion to send out an email to the entire board for nominations and to plan an emergency session no later than two weeks from today's date (Sept. 13)
  - b. Carried

## **Report from the Business Manager**

### **Business Manager Report – Sept. 2009**

Greetings all. The publishing year has kicked off, and the Fulcrum office is roaring back to life. Gone are the quiet, lazy days of summer. And gone is any time I had to not think about this place. And I'm quite ok with that!

Here's how things are going right now.

#### **Financials**

As of Sept. 10 we have \$72,212 in our chequing account, with a chunk of cheques to be deposited on the 11<sup>th</sup>. So all is well. We've maintained a pretty consistent balance during the summer, and given that those can be the lean months of the paper, we've made it through any time that I might be worried about cash flow. Now that weekly advertising revenue is coming in, as well as large student levy cheques, we are in great shape.

Our savings account is still sitting at slightly over \$20,000. It has yet to make a cent of interest since I took over this position. Interest rates are just that great right now.

On top of this, we have slightly over \$35,000 in our GICs, which are earning interest at about the same rate as the savings account. Sigh.

#### **Audit**

The audit process seems to be wrapping up, and I hope to have information for you—and hopefully have the auditor come in to present the results—at our next meeting.

#### **Camera update**

The camera equipment has arrived this week, and is very snazzy. It should serve the editorial staff very well, and was undoubtedly a great investment in the product we put out every week.

#### **Distribution box update**

The newspaper boxes are currently caught up in a bureaucratic nightmare. I was advised this week that the City must send inspectors out to, well, inspect all of the locations that we have proposed before we can be issued permits. This is expected to take 2-4 weeks. The entire process has been an absolute nightmare

for me, as the process of getting the right paperwork from the insurer, getting the right paperwork from the city, and finding a time when the staff are actually available to process the paperwork has taken this long. As such, I do not have an estimated time for the boxes being distributed, short of saying that I hope it will be done soon.

As for the on-campus boxes, they are tied up in university bureaucracy. I am waiting for U of O staff to be available (which apparently isn't 9am-11:30am or 2pm-5pm) to distribute the boxes with me, as the boxes apparently must be secured with their equipment. I am hopeful that these will be out in the next few days.

All in all, jumping through the hoops required to get these boxes out has been hellish. But, once they are distributed I have no doubt that the bump in our visibility will make it all worth it.

### **Nash Fundraising**

I am happy to announce that the University of Ottawa VP Academic Francois Houle has agreed to give \$3,000 in funding for the national conference. This is great news, and I am quite appreciative of the donation.

I have not heard back from any other prospective donors, although I am optimistic that CLS, Alumni Relations, and possibly even the SFUO will come through for us. Beyond those, I am unsure of where else we'll be able to find some funds. If anyone has ideas, I am more than open to them at this point.

There is a chance that we will be facing a not-insignificant shortfall in our fundraising this year. As is true in everything it seems, budgets have been cut and people just don't have the money to hand out right now. This is something that will need to be looked at in the coming months so that the number of delegates we can subsidize (or even send) can be confirmed.

### **SFUO / FPS Agreement**

Again, I have nothing to report on this. Despite some talk of having the agreement done in time for this board meeting so that it could (hopefully) be approved, I have heard nothing from the SFUO in a couple of weeks. Although, granted it is a crazy time of year over there. Hopefully once 101 Week is over we'll be able to get this filed away once and for all.

### **ORCUPdate**

Planning for the conference is now getting pretty crazy. We have nailed down a hotel for delegates, secured space for the conference itself, and are currently working on tracking down catering quotes. I need to get the budget prepared ASAP so that we can make a request for CUP funding and start promoting the conference so we can get papers out!

We have come up with a name and theme for the conference: ABCup. The basic gist is that this conference will focus on the fundamentals that every journalist needs to be successful. Or, the ABCs of journalism.

Emma and I have also confirmed the schedule for the weekend, and nailed down a couple more speakers. We have our wishlist and our topic ideas, so now it's just a matter of filling the empty spots in the schedule. We have plenty of targets, and plenty of email address. So now we're going to hit that pretty hard and see who we can recruit.

We've had good initial response from papers interested in attending. It looks like we should be able to draw about 40-50 delegates (fingers crossed) which would be fantastic for an ORCUP conference.

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

### **Editor-in-Chief report**

**Sept. 13, 2009**

I'm going to keep this brief, as I'm writing this at the end of an extremely busy week... that hasn't even ended yet. I'm realizing this is kind of what an EIC has to get used to.

#### Hiring, round 29380

I touched on this last time, but it's worth mentioning again, with a little more detail: we're now right in the middle of hiring a staff writer, staff illustrator/photographer, proofreader, ombudsboy, and ombudsgirl. The application period launched in coordination with our Frosh issue hitting stands on Sept. 3, and will close next Friday, on Sept. 18. I have already received an incredible amount of interest for many positions; I was pleasantly surprised to see several new faces march right up and hand me an application at our first staff meeting on Thursday. Definitely looking forward to filling these positions as soon as possible!

#### Frosh Week

Frosh Week has been truly kickass for the Fulcrum. Our condoms and pins were a hit (er, not together, as one volunteer pointed out...) and we had a packed staff meeting on Thursday. We're looking forward to getting a whackload of new volunteers acquainted with the Fulcrum... starting with our volunteer BBQ that we've tentatively set for the 24<sup>th</sup>, and continuing with a toga party on the first weekend of October.

Yes, you are all invited to both.

### Web presence

Hot Ink officially handed us our awesome new website shortly before our Sept. 3 issue hit stands, and our webmaster Amira has done an excellent job getting our content online. We're still working through some kinks, but we've definitely jumped right into posting breaking news on the front page, which I'm really proud of. I'll be sitting down with Amira in the near future to talk about other features we can look into adding to the site, whether or not we continue to seek help from Hot Ink in doing so (as the website really is in our own hands now). Definitely looking forward to continuing to work with the Online Media committee in figuring all this out, too. Check out our new pride and joy if you haven't already. And if there are ever any comments/suggestions for our site, as it is still a work in progress to some extent, feel free to drop me a line anytime.

### ORCUP

We're doing our best to solidify some excellent, attention-grabbing, Ottawa-based speakers... who are less likely to be available if an election happens. Frank and I are brainstorming some "Plan B"s and now with the madness of Frosh Week put to bed, I'll have much more time to dedicate to ORCUP planning. Frank's done an excellent job of solidifying the hotel, Desmarais rooms, and some caterers—I'll be tracking down more speakers this week.

### Student space mobilization

Several student groups, including the SFUO and its services, among others, have been planning a demonstration on campus this Monday. As the organizers explained to me and Frank, it's essentially a mobilization intended to illustrate students' re-taking of the Unicentre as a student space. The Fulcrum has been asked to participate, but the editorial board will be declining. Our position, in a nutshell, is that we're responsible as the student media to cover such an event, not participate in it.

### Office hours

I finally have set office hours now! If you'd like to drop by and chat, feel free to swing by the office on Wednesdays from 1:30 to 4pm, or Thursdays between 11:30am and 4pm (our staff meetings are at 1pm on Thursdays this year).

6. SPACES discussion
  - a. **WING** - motion that a letter drafted by Frank be written to the organizers of SPACES in support of their end goal to task the university centre as a student space.
  - b. Carried
  
7. Report from the Advertising Representative

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

**Frank (cheerfully): "I like thrusting..... I'm pro-thrust!"**

**DeeDee (solemnly): "I love this year already!"**

Hey Everybody! Welcome back and just straight-up welcome if there are any new people! I hope everyone had a spectacular summer. Not to rain on our parade now that we actually have nice weather, but I have four dire words to share with you all: recession, recession, effing recession! I'm sorry to be rude and swear, but doesn't *anybody* have any money left? Okay, now that I've unloaded some stress ..... things aren't really that bad.

So far the sales total for the year is at \$37202.00. If we add in the campus reports that we expect to be booked once we reach an agreement with the SFUO, then the total jumps to \$44572.00. At around the same time last year the numbers were (including the campus report) \$51138.55. The difference between the two is \$6566.55. This isn't horrific, but it is definitely an indication that we may not reach the astounding numbers that we had last year. I think this is because, at around this time last year, people were attempting to use up their budget lines before the fiscal year closed and the finances were reviewed; if anyone had any money left in their budget lines by the review time, they would seem not to need the money and therefore see larger budget cuts. How this affects us this year is that regardless of how much people spent last year, everyone got less money once the budget lines were allocated in the new fiscal year so advertisers have less to spend for this Frosh; it may be a new year for us, but it's still the same budget as last year for our advertisers. For example, Rogers (local) is spending about a third of what they usually spend on Frosh ad campaigns this year. This being said, the little guys are still alive and that may be

where we get to recover some of our lost revenue – at this point quite a few local advertisers are willing to spend some money just to get people in the door.

So, we've got a few new people this year that are small local businesses: Garlic Corner, Taoist Tai Chi Society, Famous Frenchie's, The House (St. Alban's Church), iTAN (YAY! Finally), etc. We also had the Draft with us for our last back cover (and once more in Jan), which may have attracted Tila Tequila Bar, whose marketing coordinator is a U of O student and saw the Draft's ad on the back cover – she indicated she would like to discuss a sizeable campaign since bars find it difficult to advertise on campus. Also we got a few people back that weren't with us last year: Power Reading for Athletes, Revolution Rock, and Reprography Services. We have also had a really great discussion with the NAC about a long-term partnership which would include both a really substantial dollar amount (I hope) and some superb visibility for us. I am also currently trying to revisit the relationship we used to have with Sports Services and Health Services. We've had many of our regular clients return as usual such as LOM, Oxford Seminars, and so on. We managed to stop Utan from leaving – for the record, he is very pleased with his service which says a lot since he was really really unhappy when I first started!

I think we can recover from our slow Frosh period, particularly if we get some good juicy contracts under our belts. I swore to Frank that we'll have a reasonable year even if I have to sell every issue 100\$ at a time (which if you look at the Frosh issue, is exactly what happened). Have a happy BOD!

8. Discussion of Society credit card
  - a. **WING** was in favour of securing against funds we already have
  - b. **APPLEYARD** says a credit limit of \$5000 would be best for the organization.
  - c. **APPLEYARD** says securing the card against the FPS chequing account wouldn't really have any impact on interest rates.
  - d. **HASINOFF** would prefer if two board members looked over statements, and not have the business manager be a signing authority for the visa bill payments.
  - e. **WING** says it is best if we don't limit it to President and VP, but keep the flexibility of having the other three signing authorities able.
  - f. **HASINOFF/DAY** (amended by **WING**): Motion to direct business manager to continue process of getting society credit card with a credit limit not exceeding \$5,000 and with the funds to be frozen out of the FPS chequing account, which will require two signing authorities—none of which may be the business manager, to review the credit card statement and applicable receipt.
  - g. Carried

- h. At next meeting, look at drafting policy to cement this procedure.
9. Report from the online media committee
- a. **TAYLOR-VAISEY** says that the first meeting was held, and was a great first step at establishing the *Fulcrum's* online media presence. A second meeting will be held on Sept. 30, and there will be one meeting following that. The committee is bringing back former online editors to speak at Sept. 30 meeting. It has come up with a couple of recommendations already.
10. Campus Plus update
- a. Nick T-V
    - i. **TAYLOR-VAISEY** is the new Ontario Regional Director for Campus Plus. He is going to be reaching out to papers in next couple of weeks.
  - b. In-camera discussion
    - i. **HASINOFF/TAYLOR-VAISEY**: Motion to move in-camera
    - ii. Carried
    - iii. **WING/HASINOFF**: Motion to move ex-camera
    - iv. Carried
11. Any other business
- a. Removal of a director (discussion)
    - i. **WING** says **KHANJIN** has now missed at least 2 consecutive meetings and asks if the board is resolved to remove her as a director
    - ii. **HASINOFF** says that if we are going to use policy in the case of **KHANJIN**, what about **BEDARD**?
    - iii. **APPLEYARD** says that it is a question of whether or not their summer absences will be excused
    - iv. **HASINOFF** says that both knew that there were meetings in the summer when they signed up. But it's a tough call.
    - v. **WING** says that if **KHANJIN** is removed, then **BEDARD** should also be removed
    - vi. **DAY** says that if you apply the rules to one, you have to apply them to both. He notes that **BEDARD** is more strategically important, being a signing authority.
    - vii. **HASINOFF** is concerned with **KHANJIN's** track record of attendance.
    - viii. **TAYLOR-VAISEY** says neither have great track records.
    - ix. **TAYLOR-VAISEY** asks if they should be given warning and another chance to attend.

- x. **HASINOFF** agrees with allowing both another meeting of grace so that the board applies policy consistently
- xi. **DAY** says we should consider something to distinguish **BEDARD** and **KHANJIN**
- xii. **STEPHENSON** says we knew when Scott was elected that he was going to be absent during the summer
- xiii. **HASINOFF** says that this is just a discussion and no motion needs to be passed either way
- xiv. **WING** defers issue to the next meeting and the board consents

## 12. Adjournment

- a. **WING**: motion to adjourn meeting at 12:01 p.m.
- b. Carried