

Fulcrum Publishing Society Board of Directors Agenda

Sunday, January 18th, 2009 10:30 a.m.
Location: Deja Vu Lounge – room 230C

Attendees:

Andrew Wing (voting member)
Ben Myers
Nick Taylor-Vaisey (voting member)
Ross Prusakowski (voting member)
Tyler Meredith (voting member)
Scott Bedard (voting member)
Toby Climie (voting member)
Andrea Khanjin (voting member)
William Stephenson
Peter Raaymakers (voting member)
Frank Appleyard
Peter Henderson
Shawn Wenuk

1. Opening of the Meeting

Meeting called to order: 10:35 am.

2. Approval of the Agenda

Prusakowski recommends pushing item 4 until next meeting since there isn't a pressing need for the position to be filled.
Carried.

3. Nominations, Deliberation (in-camera) and Appointment of Director to Fill Vacancy

4. Appointment of a Vice-President (Internal Communications)

Shawn and William present themselves to the Board.

Motion to move in-camera to deliberate
Tyler moves.
Andrea seconds.
Carried.

Motion to move out of camera
Ross moves.
Scott seconds.
Carried.

Motion that William Stephenson be appointed to the FPS Board or Directors for the remainder of the 2008-09 term

Tyler moves.

Nick seconds.

Carried.

5. Approval of the Minutes of the November 23rd 2008 Board Meeting

Toby notes that location of last year's AGM is incorrect in the minutes.

Ross notes the correction and will ensure it is carried out.

Motion to approve minutes

Peter R moves.

Toby seconds.

Carried.

6. Report from the Business Manager

Business Manager's Report to the Board of Directors **January 18th 2009**

"I know that was really unprofessional, but I just wanted a three-way, – Deeds.
January 15th, 2009

I hope everyone had an enjoyable break and good start to 2009. My travel over the holidays was interesting and full of delays and lost luggage. I think I almost need a holiday from my holiday.

Fiscal Update:

As of this writing our chequing account holds \$97 672.66. This is a pretty sizable amount given that we're once again going to receive levy cheques from the SFUO and GSAED. As a result we will be exceptionally well placed to execute the plan from October which will see us purchase another GIC in May or June to ensure liquidity is available year round.

Despite the failure of the SFUO to increase its support for our Nash efforts, the final extra cost to the FPS for Nash was only \$1,689.69. Given our fiscal situation and the value we receive from attending the conference (see below), I think this is a reasonable expense.

This is really the first full week I've been in the office so I don't have much of a hard update on collections. From anecdotal evidence we've received a lot of payments and there's not a ton of things outstanding. There are a couple of first semester items that are outstanding and they have begun to receive my withering attention.

Collections continue to proceed at a good pace. There are a couple of larger accounts outstanding from the summer, but I've been discussing the situations with the advertisers and it seems to be a result of bureaucratic or normal delays. I'm going to focus on this as Christmas draws closer and more accounts near the 60+ day's overdue category. We're also going to mail out our regular end of semester statements to advertisers just to give them a reminder on where they stand.

The world economic conditions have spilled over to directly affect us in terms of the interest we're receiving on our savings account. The interest we've been credited with has fallen from \$12.35 in the month of September down to \$3.17 in December—a pretty shocking decline. However, even with this decline, the savings account (and GIC) are still excellent for us because as low as the interest rate is, it is still adding more to our accounts and ensuring they're not eroding away with inflation (which was also markedly lower in the last part of 2008). The only regret I have was that we didn't ensure we got about the \$10 000 threshold sooner and take advantage of high interest rates in the early part of last year.

As you can see in the budget-to-actual spreadsheet document that was sent out, we're actually well below expenditures in a number of categories and should exceed our projections. This is excellent given the economic conditions which have been walloping C+ and national ad sales in Ontario. There are a couple of small purchasing items that may result (ie: finally replacing the 2 make-shift monitors we've been using since the theft) before the next board meeting. Also, next meeting we'll probably be dealing with salaries and potentially a request to replace or slowly dying design editors computer. But that's for next time.

NASHkatoon:

Earlier this week the Fulcrum delegation to Nash 71 returned from Saskatoon and it seems that everyone had a great time. The theme of the conference this year was new media and there were a number of excellent workshops and speakers throughout the conference. From everything I've gathered the editorial staff and three volunteers we sent learned a lot and enjoyed the experience mixing and talking with people from other CUP papers.

Frank, Ben and I attended fewer sessions but participated heavily in the annual general meeting aspect of the conference with Frank and Ben running CUP policy commissions and I chairing plenary. These roles are as important to both the Fulcrum and CUP and I can't stress enough that in future years the paper ensures that staff participate in these roles. It ensures that the paper has a leading role and voice in CUP and that the organization doesn't drift away from the aspects that make membership in it valuable for us.

During my time in Saskatoon I also had time to speak with C+ Executive Director Bob May regarding ad sales. Things are still pretty murky in Ontario and even with our conservative budgeting on national advertising it could be a slow semester. He did note that Rogers is running their biggest campaign ever (which we're seeing some of) this semester, but otherwise it's going to be a slow period. He was happy to hear that unlike some papers across the country we were conservative in our budgeting though because there are some papers that are cutting back or even changing format size (the Bruns went from a broadsheet to a tab) to cut expenses.

My predecessor (and current CUP President) Rob Fishbook was re-elected to a second term as President while Josh O'Kane from the Brunswickan was elected National Bureau Chief. Also, the Gateway put forward a good presentation and was selected to host Nash 72 next year. So we're going to Edmonton next year.

Odds and Sods:

- The Fulcrum t-shirts are still available and they look really snazzy. If you've got \$5, stop by the office and talk to Frank, he'll make sure you get one.
- If you walk by our office you'll notice that our new banners are up hanging outside. We also have an extra one on the inside for events and other things.
- I've been in contact with Vince Laplante about once again chairing our AGM. Things seem positive and hopefully he should be confirmed soon.

Ross has managed to close most outstanding ad accounts from the fall with a few exceptions. NASH71 was a success. CampusPlus took a nosedive but we are ok thus far. Less interest going into accounts.

7. Report from the Editor-in-Chief

Editor-in-chief report

Greetings everyone. Short report for you this month.

Things are only just starting to get rolling again at the Fulcrum, after the vacation and a week in Saskatoon at Nash 71. We produced an issue in between that time, adorned with my eye on the cover. I was pleased with everyone's performance given an extremely tight timeframe and a new production schedule to accommodate Ben and I leaving for Saskatoon a day early. Now we're back, with only one week off left in the semester—reading week. It's going to be crazy, and that's how I like it.

As for Saskatoon, the conference itself was a blast. I spent a significant amount of time working as one of the Hiring Commission facilitators, but managed to take in a couple of keynote speeches and run two seminars myself. Based on response from the editorial

board and volunteers who attended, the seminars themselves were very informative, and I feel like everyone learned a lot not only about the trade of journalism, but about the world of student journalism. I consider this to be a complete success.

Also, I learned that Saskatoon is actually a pretty nice place. And that hotels with water slides are totally awesome.

I would like to thank the board for its generous contribution to ensure the maximum number of Fulcrum delegates were able to attend. Nash is a worthwhile endeavour, as the information and training provided far superior to anything that can be provided by the Fulcrum alone. I would strongly encourage the Fulcrum's contribution to become a regular component of our Nash fundraising, as it is an incomparable source of training for volunteers.

The upcoming months are going to be incredibly busy on the editorial side. Not only are there editorial board elections for the next publishing year commencing on March 5, but we are also going to be caught up in the SFUO and GSAED elections, and hosting several skills workshops for volunteers. It's surely going to be busy times ahead.

Lastly, I would like to note that I really want OC Transpo to come back to work. Getting to my other job is a massive pain the ass.

As always, if anyone has any questions, don't hesitate to get in touch with me.

-Frank

NASH71 was an excellent experience. We will be getting back into the swing of things now. We will offer training workshops. Rob Fishbook was elected into his second term as CUP president and Josh O'Kane was elected as National Bureau Chief. The Fulcrum will have a new website up on January 22. To see: www.thefulcrum.ca/test.

8. Report from the Advertising Representative

Advertising Representative's Report #6

Hey Everyone! Merry Christmas and Happy New Year. I hope everyone had a great holiday season. Ad sales are chugging along. The SFUO has been purchasing a fair amount of ad space lately, thanks in part to Wassim who is helping to run their campaign for the Election period.

In total we have sold \$92122.75 which means that we only have \$12977.25 left to sell until we hit our target for the year. I have a feeling that we'll hit our target in late February or so. Wassim will be booking more ads for the SFUO elections in the issues to come. We have garnered a few new clients, but for the most part our revenue of late has been coming from things like CLS for the Snow Festival, Carleton Faculty of Grad Studies, and our regular long-term advertisers. Calabogie Peaks is back and I'm hoping to have Mont Ste Marie return as well. Many of the seasonal advertisers have been contacted (such as storage companies and organizations that start to promote summer programs at this time of year) and I plan to reach out to some sex shops for the sex supplement, and some travel agencies for the issues leading up to reading week. All in all, things are pretty normal and we're right on target sales-wise. Have a happy BOD!

Ad Rep report: \$94,000, \$11,000 from target. Ben, Ross, Frank and Deedee are sitting down with Performance to talk about printing problems.

Motion to receive ad rep report.

Ross moves.

Andrew seconds.

Carried.

9. Discussion of the FPS-SFUO Relationship Document

Document was distributed to board for feedback and suggestions prior to BoD meeting. Isn't yet a final document for Board approval because still need to discuss it with SFUO and see if it is acceptable to both sides. Ross is looking for any additional feedback and to see if Board supports the document in principle.

Motion to support the principles of the document and to support Ross's discussions with the SFUO so a final version can come to the Board for debate and a vote.

Peter moves.

Toby seconds.

Carried, Ross abstains.

10. Approval of the AGM Chair

BIRT Vine Laplante be approved as the Chair of the FPS AGM for this year.

Ross moves.

Toby seconds.

Carried.

11. AGM Motions

Motion 1: Mover – Ross

Seconded- Andrea.

Board endorses proposed motion

Motion 2: Mover – Peter

Seconded – William.

Board endorses proposed motion

Motion 3: Mover – Tyler

Seconded – Toby.

Board endorses proposed motion

Motion 4: Mover – Scott

Seconded – Andrea.

Board endorses proposed motion unanimously.

Motion 5: Suggestion from Tyler to add "and" between 1 and 2, and "or" between 3 and 4. Suggestion from Tyler to strike "paid tuition fees" and put "student of good standing" or "a student within the publishing year."

Motion moved – Andrea

Seconded – Toby.

Board endorses proposed motion

Motion 6: Mover –Tyler.

Seconded – Toby.

Motion 7: Mover – Tyler.

Seconded – Peter R.

Motion 8: Mover - Tyler.

Seconded - Nick.

Motion 9: Mover - Ross.

Seconded – Scott.

12. Any Other Business

13. Adjournment

Motion to adjourn.

Tyler moves.

Carried at 12:04pm.