

Fulcrum Publishing Society Board of Directors Agenda

Sunday, March 8th, 2009 10:30 a.m.
Location: Deja Vu Lounge – room 230C

Attendees:

Ross Prusakowski (President, Business Manager, voting member)
Andrea Khanjin (Vice-President, voting member)
Andrew Wing (voting member)
Ben Myers
Emma Godmere
Frank Appleyard (Editor-in-Chief, ex-officio)
Nick Taylor-Vaisey (voting member)
Toby Climie (voting member)
Tyler Meredith (Chair, voting member)
Peter Raaymakers (voting member)
William Stephenson (voting member)

1. Opening of the Meeting

- 10:33am

2. Approval of the Agenda

- Ross moves
- Toby seconds

3. Approval of the Minutes of the February 8th 2009 Board Meeting

- Toby moves
- Ross seconds

4. Report from the Business Manager

Business Manager's Report to the Board of Directors **March 8th 2009**

"I feel sick. I'm not sure if that's because of the alcohol or the sugary sweetness of these words." – Ross's statement after reading an editor's pitch as to why they should attend the volunteer gala. (March 3rd, 2009)

It's been an entire month since our last meeting and things have progressed nicely. We're down to just a handful of issue left so there's a lot of transition planning and prep working going on and thinking about next year. But we'll get to that in due time.

Fiscal Update:

As of this writing our chequing account holds \$129,650.43 and I've got ~\$3000 in cheques that will go to the bank on Friday. I'm still waiting on our GSAED levy for the winter semester, but the first 75% of our SFUO winter levy has come in. So everything on that front looks fairly solid.

Collections are also going very smoothly with much of the outstanding debt from the fall taken care of at this point. The Bookstore amount from December isn't too concerning since they have to wait to be reimbursed by Apple before they can pay us. I'm going to touch base with them early next week to check on the time line of things, but there are no concerns there.

I am concerned with the debt outstanding from "Responsible Choice" however. Unlike Audrey's (who have committed to a payment schedule), Responsible choice has stopped returning my phone calls and emails. Since I've about exhausted my patience and time with them, I'm going to turn them over to a collection agency and see if we can at least recoup some of the money they owe us.

This brings me to sad news; we've recorded our first bad debt amount for the 2008-09 year. We were underpaid \$0.50 by an advertiser and I had to write it off. I'm pretty sure we'll be able to weather this storm without any major budget adjustments though.

That also lets me note that Huong Dang our bookkeeper was in earlier this week and reconciled the chequing account actual with the chequing account in Simply. Aside from a couple of minor mistakes that were rectified, everything is good and she signed the standard signoff form as per policy. She's going to next stop by in May with me and my successor as we'll close out my books for this fiscal year, prepare them for the auditors and turn over the new books to the new person.

On the BYTD front (see email) we're looking very solid with most revenue lines close to (or exceeding) what was budgeted and costs reasonable as well. Given how things seem to be going, we should be above my projections in terms of retained earnings at year's end.

One change that will be made is I'm cancelling the Telus cell phone for the business manager. It's a nice idea, but given that most people have their own cell phones it gets lost in the shuffle. So, rather than maintain an unneeded expense, it's probably best to cancel that cell phone and then most the Business Manager to the same system as the Editor-in-Chief and Production Manager where they receive a \$25/month phone credit from the FPS for their cell phone bills.

Back, But Not the Same:

You may have caught the mention of a successor in the last section. That's because I don't plan on returning as Business Manager. It's been a fun and busy year and I've enjoyed working as the Business Manager, but I unfortunately can't commit to another full year in the position because I should probably take my Masters degree and get a real job. However, since I'll still be on the BoD having been elected as the Alumni Rep, I'll be around to keep an eye on things.

We Can Rebuild Him, We Have the Technology:

The new section for the policy manual is an attempt to clarify and put in place some sections and ideas that are valuable for the paper. Also, given that I struck out on finding an off-site backup system that wasn't unreasonably expensive the external hard drive system is the best option we have. It's not a perfect one, but given our needs it will ensure that if anything bad were ever to happen to the office (knock on wood) that at very least all of the key electronic files will be available, so really we'd only need new equipment and office space to get rolling again.

Also on the technology front, after a few minor hiccups the Art Director computer is dragging along after being reformatted over reading week. It's not perfect, but it will work well enough for the rest of the year and will make a good capital purchase for next fiscal year as we continue our movement to an all Mac office.

Performance Update:

Since the sit down meeting we had with Performance the quality of the paper has been very good and the colour has been as good as I think I've ever seen it be. Also, Barry and I worked out a compensation (we're receiving some colour plates comped) level for the messed up Rogers advertisement that I'm happy with.

SFUO-FPS Agreement:

As everyone should have received via email, I turned the agreement into a more formal document than it was previously. Roxanne has indicated that she needs some time to review it and that she will respond to it next week. I don't foresee any major issues given that the substance was previously agreeable to her, but I'll keep everyone updated.

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. Please buy them, they're nice but we really want to sell them. **Please. Please. Please buy one. We need to move them!**
- Transition report writing is proceeding very well and is turning out to be as hefty a document as I figured with as much information as I can remember to put down.

All members of the BoD who've been to at least 3 meetings since the start of the year are eligible for a bound edition. If you would like one, please email me to confirm.

Note: LaRotonde has cancelled a March issue and Ross has been led to believe it is for financial reasons. If they're hurting fiscally and have a similar autonomy agreement to us, they may return to SFUO ownership if they default on their debt.

5. Report from the Editor-in-Chief

Greetings boardies. Apologies for the late report this month. My time has been stretched of late to say the least. Here's the view from the editorial side:

We are down to four issues remaining this semester, and I am starting to grow a little sad to think that my time as editor-in-chief is so close to coming to an end. But, more importantly than that my focus is on ensuring that the paper does not coast to the finish line, but rather strives for the best every week. I have told the editorial board that I am not accepting less than everyone's best, despite the fact that editors' terms are coming to an end, some are thinking about next year, and many will have their successors named in the coming weeks. I have not accepted sub-standard work throughout the year, and for the duration of my time as editor-in-chief I will be ensuring that the paper is of the quality I have expected this year.

Beyond the production of the newspaper, we are in the middle of our busiest time of the year: editorial board elections. My role as chair of the elections committee has taken up a lot of my time, as I have been working to ensure the elections run as smoothly as possible. And I think things are going well. After our first round of elections, I am incredibly pleased to announce that Emma Godmere has been elected editor-in-chief of the Fulcrum for next year, and Amanda Shendruk has been elected production manager. It's going to be a phenomenal year with these two at the helm, and I am excited to see how the rest of the editorial board will round out. There are still two more election days to complete the election process. One thing that has struck me is the number of candidates and prospective candidates that have approached me and other staff about running. It's a great turnout this year, and it's wonderful to see so many people interested in being involved with the Fulcrum!

I don't have a whole lot to add beyond this. We are still hosting weekly journalism workshops for volunteers interested in picking up some journalism skills and getting a handle on what life is like inside the beast of the Fulcrum. It's a great example of extra-curricular activities that the Fulcrum can host to drum up interest in the paper and also train volunteers. I hope that such workshops will be continued in the future.

I apologize for the hasty writing of this report. I also promise I spend more time working on the next issue of the paper than I spent on this. And if I don't wrap this report up and send it to Ross, I think he might hurt me. Thanks everyone.

-Frank

Note: Elections were run very smoothly and professionally

6. Report from the Advertising Representative

Advertising Representative's Report #8

Hey Everyone! **WE HIT TARGET!** Our sales total is now at \$108,685.75, and with 4 issues left in the year, I think we'll be able to get to \$110,000 (this is a conservative estimate).

At the moment, I am getting a lot of messages from our long term clients about budget cuts, so I'm not too sure about the dollar amounts that will come in from our seasonal advertisers (such as Storage Companies) for this time period. But since we've already hit target, we'll be okay no matter what happens. We can still expect money to come in from companies such as Glenview Management, OC Transpo, the NAC, potentially the SFUO for the Pandemonium concert, and a few others.

This year, there has been a notable decrease in Marketing and Communications ads which hurt us a bit this year. Although I'm hoping to do better than we did last year the decrease from M&C does account for upwards of \$4272.75. I've mentioned this fact to my contacts there, but I don't believe there is anything they can do about it. They have also outsourced for ad placement to the Gordon Group, which may be why there has been a decrease in individual contracts from M&C.

So to sum up:

- a) WE HIT TARGET!
- b) We will hopefully do as well as last year , but it won't be by much!
- c) the economy and M&C have lowered our totals a bit sales-wise

Happy BOD!!!!

7. Addition of "Section 18: Technology Policy" to the FPS Policy Manual

Proposed Section 18: Technology Policy

18.01 As long as the financial position of the Corporation is sufficient, it shall attempt to replace the computer hardware that it owns and operates on a cycle that is roughly in line with the depreciation of these capital assets to zero. In order to maintain a regular, four year cycle, the capital purchases should be completed in the following manner:

- a) Year 1: Replacement of the Business, Ad Manager, EiC, Executive, Features, A&E and Associate News computers. Replacement of Sports and News laptops. Year 1 last occurred in 2008.
- b) Year 2: Replacement of the Art Director computer. Year 2 will occur in 2009.
- c) Year 3: Replacement of the Production Manager computer. Year 3 will occur in 2010.
- d) Year 4: Allot fund for purchase of new camera equipment, updated versions of Adobe (and the required licenses) and other software purchases that may be required. Year 4 will occur in 2011.

18.02 Though the Corporation strives to follow the purchase timeline set out in 18.01, the Board of Directors may deviate from the cycle as needed (ie: in case of theft, damage, fatal compatibility problems) to ensure continued operations.

18.03 After the publication of the final issue of each year, but prior to the expiry of their contract, the Production Manager shall copy the "production" files from their publishing year onto a portable storage platform (ie: CDRW, USB key, external hard drive) and provide these copies to the Business Manager for the Corporations records and archives.

18.04 In order to ensure the Corporation has a backup of files and records available in an emergency (ie: theft of the server, fire in offices), it will create an emergency backup process in the following manner:

- a) The Corporation shall purchase and maintain an external hard drive or back up device upon which to store the data.
- b) It will be the Production Manager's responsibility to backup the server at least once every two weeks during production periods and once per month during non-production periods (summer, winter break)
- c) Upon completing the mandated backup, the Production Manager shall provide written confirmation (via letter or email) to the Editor-in-Chief and Business Manager that everything has been completed.
- d) The Production Manager will be responsible for storing and securing the external hard drive outside of the office and shall provide it as required.

Comments - Other sections to be included:

- Disposal of old technology – recycling or selling
- Erasing/destroying Hard drives

Peter moves that the following be added as section 18.05:

Where possible and applicable, the Corporation should seek to sell off computer assets that are being replaced. Prior to any sale, the hard drives shall be wiped clean of any FPS documents, program and information

(FRIENDLY)

*A FRIENDLY TYPO correction – 18.01 'deprecation' should be depreciation

Tyler Moves to approve policy

Peter Seconds

Carried

8. Motion regarding spelling and grammar correction of the FPS Constitution and Policy Manuals

Frank notes that the Editorial Constitution should be made available online. Ross concurs and asks Frank to provide a current copy that can be posted.

BIRT the FPS Board of Directors grant and direct President Ross Prusakowski to use the ability to review the FPS By-Laws and Policy Manual for grammar errors, spelling errors and formatting error and make corrections as warranted.

Tyler moves

Peter seconds

Carried

9. Business Manager Hiring Discussion and Hiring Committee formation

- Run ads in the paper to attract candidates – in 3 editions
- Hiring Committee (section 5 101)
- Forming the committee: Ross Prusakowski, Tyler Meredith and Andrew Wing
- To have in place for the April Meeting when hiring process will begin

Peter moves to give Ross the authority to change/clarifying section 5 101 hiring committee of the roles for the Board members on the committee

(that they be members of the outgoing BoD should the hiring occur after the AGM and the selection of a new board) and the Editor-in-Chief (that they be the incoming EiC and Production Manager should the hiring occur after they have been elected)

Ross seconds

Carried

10. Any Other Business

11. Adjournment

Carried at 11:07 am

Ross Moves

Nick Seconds.