

Fulcrum Publishing Society Board of Directors Agenda

Saturday, April 11th, 2008 10:30 a.m.

Location: Meeting Room, Basement of Fulcrum Offices, 631 King Edward Ave

Last Meeting of the 2008-2009 Board – 10:30 AM

Attendance:

- Andrew Wing (voting member)
- Ross Prusakowski (voting member)
- Frank Appleyard (Editor-in-Chief, ex-officio)
- Nick Taylor-Vaisey (voting member)
- Toby Climie (voting member)
- Tyler Meredith (voting member)
- William Stephenson (voting member)
- Emma Godmere
- Maureen Hasinoff
- Ben Myers
- Scott Bedard (voting member)
- Amanda Shendruk

1. Opening of the Meeting

- Meeting called to order at 10:31am

2. Approval of the Agenda

- TYLER proposes to add formal recognition Kentucky
- TYLER moves to approve agenda as amended
- ROSS seconds
- CARRIED

3. Approval of the Minutes of the March 8th 2009 Board Meeting and March 15th 2009 Special Board Meeting Minutes

- TYLER moves to approve minutes
- TOBY seconds
- CARRIED

4. Report from the Business Manager

Business Manager's Report to the Board of Directors **April 11th 2009**

"See what happens when you try to touch me and I don't understand the context!"
Deeds to Ross, March 19 2009

Fiscal Update:

As of this writing the Society has \$96,868.59 in our chequing account. At the moment (ie: Wednesday morning) I haven't had an opportunity to head down to the bank, but when I do on Friday this number will be considerably higher because of an undeposited levy cheque and almost \$10 000 in advertising revenue that I've received but still need to deposit. Considering the amount of advertising revenue we still have to collect (see below) this is an excellent number and is helped along greatly by the receipt of the final 25% of our student levy for the year.

To contrast with the excellent nature of our chequing account, the low interest rates continue to provide us with a paltry return on our savings account, with us earning \$0.14 (yes, that's 14 cents) worth of interest in March. However, the account still makes good business sense, not the least of which is that as the economy recovers, the Bank of Canada will begin raising rates to remove some of the liquidity they've added to the system. At that point our rates will be much higher than currently (/econ dorking).

With our final full payroll coming out of the account on the 8th, we're now set up well from a cash flow perspective for the summer and fall until the major revenue streams begin again. Since we have far more in the chequing account than we need, the plan of the BoD from the winter to open a second GIC to get some return on the money in June looks easy to do and is very advisable.

Collections Update:

As you can see from the "aged overdue sales" report distributed with the agenda, we're doing fairly well on the collections front, with most of the money outstanding coming from February on. In the last couple weeks of publishing, I included "end of term" account statements to all advertisers as a reminder of what they have overdue as a first step in collections. I'll be following those up over the next few weeks as I hope to leave as little as possible for my successor to collect.

Given the economy though there are a couple of advertisers that have indicated they'll need additional time making payments. I'm keeping track of my communications with them in a file so my successor can keep track and be up to speed when they start.

I'm cautiously optimistic regarding collections, given the relationships we have with most of these clients and how the year has gone. However, I think we may end up having to write a few accounts when push comes to shove, likely for about \$1000 in total which is less than the budgeted bad debt line (and also ~0.0084% of total ad sales this year).

Spending Some Dollars:

The Budget Year-to-Date statement in the documents shows a nice surplus number at the bottom so far. This is going to change as we process some final bill payments for this fiscal year as well as a final payroll (for just the 4 executive employees) and also get a final sales total from Campus Plus. However, our retained earnings should come in at between \$35K and \$40K which is excellent.

Given this positive result and the solid state of the Society's finances there is one major spending item (see later on the agenda) that I'm going to propose, and it's actually not that new. The item in question is the purchase of a new apple computer for the Production Manager and the required software to make paper=go. This is because the PC that is currently there slowing down and is being beset by delays because of "blue screen of death" moments.

This has been discussed previously with the board, but with the efforts of Ben we were able to get the computer to limp to the end of the year. I've proposed to my successor that they replace the Art director computer in the new budget/fiscal year, but in order to avoid the hit to the books and capital budget, I think that we should make the unbudgeted deviation in this fiscal year.

As previously noted to the BoD the replacement would likely run us no more than \$4500 for the computer and necessary software.

Policyapoliza:

The “quiet” agenda I had planned for this meeting kind of disappeared after I re-read and thought about some policy suggestions. They're pretty straightforward and later on in the agenda, so I guess we can deal with them at that point. The hiring policy addition that is suggested is the result of the special BoD meeting and discussions with the editorial side vis-à-vis procedure and policy on their elections and hiring as directed in that motion.

SFUO-FPS Agreement:

First, thanks to everyone who fell for my email joke on April 1, you all made such dashing April fools. Second, in realitytown, I'm still waiting on the suggestions/changes from Roxanne and don't have a final or proposed agreement for the BoD to vote on.

My apologies that this is taking as long as it is, but I can only control so many things on this earth. If there is an agreement prior to the end of the month, I'll distribute it via email for the Boards consideration, if not I'll make sure that my successor and the next Board keep the SFUO's feet to the fire about getting a response.

Projects to the Future:

As a result of timing and how we operate, there are a couple of items that won't be ready for this board to consider, but I've been working on so I feel should be noted formally someplace.

First, the rack/distro quote should be available for the end of the month and is something that (provided the cost is reasonable) I'll be pushing for on the BoD next year. We sorely need to update this infrastructure and giving a uniform presence and look to the racks as well as an updated design and the addition of some outdoor locations can help us expand our reach and maybe even our future circulation.

Second, as part of our off-campus distro agreement with La Rotonde this year, we were to allow their printing company to quote us on changing printers. Given the numbers we'll be receiving, it's something that the BoD should examine at its May meeting.

And Now, the End is Near:

This marks my last report as Business Manager to the FPS Board of Directors. While I will be staying around on the BoD next year, it is going to be very different from having a hand in running this amazing newspaper and organization on a daily basis. Though I've developed a reputation as the office grump (or “cave troll”) it has been an incredible experience and even more fun working at the paper and with everyone this year.

I must say that this year having run so smoothly and I not having murdered or fired some people out of a cannon is in large part due to the support and amazing jobs done by Frank Appleyard, Ben Myers and of course Deeds. They all took my quirks in stride and it's largely thanks to their efforts, skills and awesomeness that things turned out so well this year. I was just going along for the ride.

I'd also like to thank all of the directors for a fantastic year. It is thanks to your oversight, questions, good humour and dedication of a few hours every month to this organization that UO students are blessed with one of the best student newspapers in the country.

Thanks!

Odds and Sods:

- Just buy a fucking t-shirt already! \$5!
- I'm nearly done my transition report. It's past 20 fucking pages. Somebody stop me!

- Deeds has been reviewing a draft of her contract and it seems everything is acceptable to her thus far. As such, I (or my successor) will formally sign off on an extension before the end of April.
- I'm going to be away from May 1 until...well, whenever the hell I feel like it? That a problem for you? I didn't think so!

+ Redesigning website underway: rebranding CUP

5. Report from the Editor-in-Chief

Greetings BODies,

So, this is it. Twenty-seven issues after we started, the publishing year has come to an end. Next year's editorial board has been fully elected, and the pages have all been printed. This is me finally relaxing a little bit.

I look back on the issues we produced with nothing but pride and satisfaction. I think that the *Fulcrum* this year has been an informative and relevant newspaper, and has had a firm voice on issues that affect the campus. I could not imagine anything more for this newspaper when I was elected to this position, and I am extremely happy with the product that we have produced this year.

Of course, none of this could have happened without the work of this year's editorial staff. The editorial board and other staff members have been outstanding this year, and deserve a great deal of the credit for everything you have seen in this year's *Fulcrum*.

In short, I have no doubt in looking at the *Fulcrum* this year compared to other student newspapers in Canada that we are one of the finest. Our articles are well-written, our content is diverse and relevant, and our staff and volunteers are incredibly talented and committed. And we have a hell of a lot of fun. I'm not sure what more can be asked for. It's an incredible newspaper.

Beyond the issues on stands, I think that the *Fulcrum* was relatively successful in further entrenching ourselves as a campus institution. Our Frosh Week presence, involvement in debates, presence in campus events, and even our journalism workshops all worked towards being more than a newspaper. Could we have done more? Absolutely. But I feel that we accomplished a great deal this year, and ensured that the *Fulcrum* continued to grow. Besides, we had to make sure there is room for improvement in future years.

In other news, the letter from GSAED has been responded to, attempting to respond to their concerns, explain our positions, and set up discussions to ensure that good relations can be maintained between the two groups. I believe we will be discussing this later...

As for me, all that remains is ensuring that Emma is completely up to speed and ready to take the reins on May 1. And I have no doubt that she will be. The transition period is going well, and it looks like there will be no snags on the road to setting up next year's editorial board.

Of course, this is my last board meeting as the *Fulcrum*'s editor-in-chief, and I would like to thank everyone on the board for helping to make this an incredible year. It has easily been the best year of my life, and I know that there are many others that feel the same way. Thank you.

-Frank

6. Report from the Advertising Representative

Part of a call received April 7th, 10am:

DeeDee: "So, Mr. Aziz..... did I pronounce that correctly?"

Caller (in a very thick accent): "Just call me Garlic King!"

DeeDee: "Okay Mr. Garlic King.... What can I do for you?"

Caller: "No, no.... no Mr.! Just Garlic King – is easier!"

DeeDee *internal sigh*: "Okay..... so.... Garlic King, what can I help you with today?"

Hey all! Our final sales total is **\$119954.54!** YIPEE! We have surpassed what we did last year by approximately \$9000 which is great. According to Ross, collections are going well so there shouldn't be too much of a difference between the total sold and the total dollar amount collected. Last year we didn't have too many issues collecting from clients and we'll hopefully find the same this year.

Over the next little while I'll be tying up some loose ends from during the publishing year, such as following up on those contracts that I sent out over the year and didn't get back. During the month of May I will be looking at recreating the database I had begun last year. In addition, once the incoming board members decide on the publishing schedule for next year, and the rates are finalized, I will take some time to update the rate card and send it out.

So that's pretty much it plain and simple:

- a) We hit and surpassed target
- b) I'm following up on unsigned contracts as is usual for this time of year
- c) Data entry for the month of May
- d) Update rate card
- e) Garlic King

HAVE A GREAT SUMMER EVERYONE and THANK YOU for all your hard work this year!

- Motion by Ross to receive report
- Seconded by TOBY
- RECEIVED

7. Formal Presentation of the Business Manager's Hiring Committee Recommendation to the FPS Board of Directors

PRUSAKOWSKI/ WING move that the following email motion and vote be read into the record:

"TYLER/ ANDREW move that Frank Appleyard be offered the position of Business Manager of the Fulcrum Publishing Society for the 2009-10 publishing year.

CARRIED 8-0 (Ross, Andrew, Nick, William, Andrea, Toby, Tyler, Scott)"

8. Consideration of the proposed changes to "Section 14" (Budgeting Policy) for the FPS Policy Manual

PRUSAKOWSKI/ CLIMIE move:
CARRIED WITH AMENDMENTS*

WHEREAS the FPS Policy Manual currently has a Budgeting Policy (Section 14) included, and

WHEREAS practice has found that the separation of the budget process into distinct "Summer" and "Fall/Winter" budgets is inefficient, difficult to distinguish costs that fall into both budgets, time consuming and annoying to manage, and WHEREAS there are also a few additions and other tweaks that should be included in the budget policy to reflect best practice and ensure efficient and proper management of the FPS,

BIRT the current "Budgeting Policy" (Section 14) of the FPS Policy Manual be rescinded in its entirety,

BIFRT the following be added as a new Section 14 "Budget Policy" to the FPS

Policy Manual:

14.01 This section outlines the budgeting policy of the Fulcrum Publishing Society (FPS) and its decided processes for determining budgets on a per fiscal year basis, including, but not limited to, the following:

- a) Summer office management and issue printing;
- b) Fall and Winter office management and issue printing;
- c) Ed-board salaries;
- d) Future transfers of funds between the FPS's chequing account and its savings or investments;
- e) Other issues that must to be resolved on a per-issue basis.

14.02 The budgeting process for the entire fiscal year, including but not limited to, the following: estimation of revenues; allocation of monies needed for general office maintenance and upkeep; allocation of the printing budget for issues during the school year and any summer issues proposed; and any other expense decreed as acceptable by the Board of Directors, excluding ed-board salaries. To ensure appropriate funds are allotted, the budgeting process is as follows:

- a) The outgoing Business Manager, President, Editor-in-Chief and Production Manager should review the budget of the concluding fiscal year and prepare a draft/working budget for the incoming staff and Board of Directors
- b) Any volunteers, staff, or members of the editorial board wishing items considered outside a regular budgetary line need to submit a request to either the Editor-in-Chief or the Production Manager prior to the final setting of the budget
- c) The Production Manager, Editor-in-Chief, President and Business Manager (or Vice-President shall the Business Manager also be serving as the President) must meet and discuss the draft budget left by the previous year's staff, discuss plans on what to accomplish for the remainder of the publishing year
- d) Estimate, to the best of their ability, the cost of additional plans that would fall outside normal expenses and adjust the existing budget lines accordingly or propose the creation of new budget lines
- e) Prepare a preliminary budget
- f) Present the preliminary budget to the Financial Committee prior to presenting the preliminary budget to the entire Board of Directors for the review and suggestions and conditional approval of the Financial Committee
- g) Following the approval of the Financial Committee, the preliminary budget shall be presented at the first regularly scheduled Board of Directors meeting for discussion and approval

14.03 The budget passed by the Board of Directors shall include a line designated as "Contingency Fund" and which:

- a) Shall be of an amount no less than one (0.01) per cent of the projected revenues for the budgeted fiscal year
- b) Is not intended as an actual expense, but acts as buffer for the FPS's budget
- c) Shall not be spent during the fiscal year without unanimous consent of the

voting membership of the Board of Directors

14.04 The budget for ed-board salaries is set by the Board of Directors at the meeting prior to the first Editorial Board election in March. And is set by the previous year's board for the financial year in question.

a) The Business Manager, Editor-in-Chief and President (or Vice-President shall the Business Manager also serve as the President) shall review the existing salary structure for the editorial board and propose changes to the Board of Directors

b) Any substantial changes they or volunteers, staff or ed-board members propose must also be discussed with the Production Manager before being brought forth to the Board of Directors. The Editor-in-Chief may (but is not required to) discuss the proposals with the outgoing editorial board.

c) Any substantial changes proposed by members of the Board of Directors must be substantiated to the Production Manager and the Editor-in-Chief and must be considered as a last resort

d) These recommendations must be brought to the Board of Directors meeting prior to the first editorial-board election for discussion and approval

14.05 Upon approval of the Budget, the Business Manager shall be permitted to allocate funds as approved by the Board of Directors, subject to standing signing authority requirements

14.06 Any substantial deviations, changes or unplanned/new spending must be brought to the attention of the Board of Directors at the next meeting and may be subject approval.

14.07 Transfers of funds from the FPS chequing account into the corporation's investments or savings accounts may be approved in principle in the budget. However, prior to any transfers between the accounts occurring, a formal motion must be adopted by the Board of Directors to ensure that there are no concerns regarding FPS cash flow.

14.08 As part of their report at each meeting of the Board of Directors, the Business Manager shall include a document contrasting up-to-date revenues and expenses compared to budgeted revenues and expenses. At every second meeting of the Board of Directors, the Business Manager's report shall include an aged-overdue advertising sales report showing the status of local advertising accounts receivable.

9. Consideration of the proposed "Section 19" (Areas of Shared Responsibilities) for addition to the FPS Policy Manual

PRUSAKOWSKI/ TYLER MOVE:
CARRIED

WHEREAS there are some areas, items and issues that do not clearly lie on either the editorial or business side of FPS operations, and

WHEREAS there is currently nothing specifying which of these are important enough to require notification of the other part of the organization should changes be contemplated, and
WHEREAS this is not a good thing for the FPS in the long-run,

BIRT the following be added to the FPS Policy Manual as a new section, (Section 19) titled "Areas of Shared Importance":

Section 19: Areas of Shared Importance

19.01 The following shall be considered areas or items of shared responsibility or importance between the Business and Editorial parts of the organization:

- a) The design of the Fulcrum's website
- b) The design of the Fulcrum's logo (or "flag")
- c) Changes or renovations to the Fulcrum's offices

19.02 For all items designated in 19.01, neither the Editorial Board nor the FPS Board of Directors may make unilateral changes without consulting and receiving the approval of the other body. If approval is not granted, the changes shall be prohibited from being made.

19.03 Should it choose to do so, the Board of Directors may delegate its approval authority to the President (or Business Manager). This authority may be revoked at any time.

10. Consideration of the proposed "Section 20" (Hiring Policy Requirements) for addition to the FPS Policy Manual

PRUSAKOWSKI/ TYLER MOVE:

WHEREAS the FPS By-Laws, Constitution and Policy Manual already contain items that outline and direct how the hiring of Editorial staff shall occur and the process by which it occurs, and
WHEREAS the FPS Board of Directors does not wish to unduly interfere with these rules, or the right of the Editorial side of the paper to set, change, amend or alter these rules as its membership sees fit, and
WHEREAS, the FPS Board of Directors does have an interest in ensuring the rules are somewhat standardized and clear for all parties involved,

BIRT the following be added to the FPS Policy Manual as a new section, (Section 20) titled "Hiring Policy Requirements":

Section 20: Hiring policy Requirements

20.01 All communications sent out regarding hiring for either Business (Business Manager, Advertising Representative) positions or Editorial (Editorial board and part-time staff) positions shall require that applications must be "received" by a clear deadline. No other word choice shall suffice.

20.02 The application deadline referenced in 20.01 shall be determined according to the preferred clock of the Chair/Head of the respective hiring process.

20.03 The election/hiring committee for Editorial Board Elections may require that they receive both hard and electronic copies of an application or platform for such a submission to be considered valid.

20.04 The applications for hiring/elections shall be submitted to both chair of respective process and one of the following: Business Manager, Staff Ombudsperson or Chair of the FPS Board of Directors. Which individual shall be determined by the respective hiring/elections committee.

11. Motion Regarding Proposed Spending

PRUSAKOWSKI/ SCOTT move:
CARRIED

WHEREAS this Board of Directors has in the recent past enacted motions to replace a computer if absolutely needed, and
WHEREAS the computer was able to limp to the end of the publishing year, but probably shouldn't be relied upon much longer, and
WHEREAS fiscal conditions allows a deviation from the technology purchasing policy and a transformation to an almost complete mac computer office,

BIRT the previously approved expenditure of no more than \$4500 for the purchase of a new computer and required software be spent prior to the end of the fiscal year on an apple Mac Pro computer.

12. Formal Response of the Editorial Board to GSAED's Letter.

13. Award Motion:

PRUSAKOWSKI/ TYLER move that the current "Fulcrum Volunteer of the Year" award be renamed and henceforth referred to as the "Henderson-Prusakowski Memorial Award for Outstanding Achievement in the Field of Excellence in Fulcrum Volunteerism."

14. Any Other Business

TYLER/SCOTT move to read motion into the record (will be forwarded to ROSS)
CARRIED

15. Adjournment

- 11:29am

First Meeting of the 2009-2010 Board

Attendance:

-Andrew Wing (voting member)
-Ross Prusakowski (voting member)
-Frank Appleyard (Business Manager, ex-officio)
-Nick Taylor-Vaisey (voting member)
-Toby Climie
-Tyler Meredith
-William Stephenson (voting member)
-Emma Godmere (Editor-in-Chief elect, ex-officio)
-Maureen Hasinoff (voting member)
-Ben Myers (voting member)
-Scott Bedard (voting member)
-Amanda Shendruk

1. Opening of the Meeting

- Meeting Called to order by PRUSAKOWSKI at 11:30am

2. Approval of the Agenda

- PRUSAKOWSKI /TAYLOR-VAISEY move
- CARRIED

3. Executive Elections

*TYLER MEREDITH recognized as Chair of the election

CHAIR:

PRUSAKOWSKI /HASINOFF move to nominate Andrew Wing; WING accepts;
CARRIED (Wing abstains)

PRESIDENT:

BEDARD/ TAYLOR- VAISEY move to nominate Ross Prusakowski; PRUSAKOWSKI
accepts;
CARRIED (Prusakowski abstains)

VICE-PRESIDENT:

PRUSAKOWSKI/ TAYLOR- VAISEY nominate BEDARD; BEDARD accepts;
CARRIED (Bedard abstains)

V/P INTERNAL COMMUNICATIONS:

No nominations; position remains vacant

MYERS/ TAYLOR- VAISEY move:

BIRT the newly selected and approved President Ross Prusakowski, Chair Andrew Wing, Vice-President Scott Bedard be named as the Fulcrum Publishing Society's executive officers and signing authorities for the 2009-10 term.
BIFRT Business Manager Frank Appleyard also be made a signing authority for the 2009-10 publishing year.

CARRIED

4. Ratification of Editor-in-Chief

PRUSAKOWSKI/ BEDARD move:
CARRIED

WHEREAS Emma Godmere was duly elected by Fulcrum staff as per policies outlined in the FPS Bylaws and Constitution, and
WHEREAS Emma has been an outstanding News Editor during the 2008-09 publishing year and there are no concerns about her qualifications or abilities,
BIRT the FPS Board of Directors ratify the staff's choice of Emma Godmere as the Fulcrum's Editor-in-Chief for the 2009-10 publishing year.

5. Meeting Schedule for 2009-2010

- *PRUSAKOWSKI moves to amend May 24, 2009 Meeting to the 31st
- *PRUSAKOWSKI moves to amend Publishing Year to 2010

PRUSAKOWSKI/ TAYLOR- VAISEY move that the 2009-10 FPS Board of Directors adopt the following meeting schedule:
CARRIED WITH AMENDMENTS*

Fulcrum Publishing Society Board of Directors Schedule
Meetings during the 2009-2010 Publishing Year
Location: Deja Vu Lounge – room 230C
Time: 10:30 A.M.

April 11, 2009
May 24, 2009
July 5, 2009

August 16, 2009
September 13, 2009
October 4, 2009
November 22, 2009
January 17, 2010*
February 7, 2010
March 7, 2010
April 11 2010

*Pending date announced for the Canadian University Press National Conference

6. Any Other Business

7. Adjournment

PRUSAKOWSKI moves to Adjourn.

Carried at 11:41am