

Fulcrum Publishing Society Board of Directors Minutes
Sunday, July 6th 2008 at 10:30 a.m.
Location: Déjà vu Lounge room 203 C

Meeting start: 10:32 a.m.

Attendance:

Frank Appleyard
Ross Prusakowski
Nick Taylor-Vaisey
Toby Climie
Scott Bedard
Tyler Meredith
Michael Olender

1. **Opening of the Meeting**
Meeting start: 10:32 a.m.

2. **Approval of the Agenda**
Proposed by Toby Climie
Seconded by Tyler Meredith
Carried

3. **Approval of the Minutes**
No Changes of Minutes proposed
Moved by Meredith
Seconded by Prusakowski
Carried, Board minutes for May 25 and June 6 approved

4. **Report from the Business Manager**

Business Manager's Report to the Board of Directors
July 6 2008

"Every time we turn around we're losing money! There's no money!"—Madame Butters (June 20 2008) after I explained asymmetric information and the "rule of lemons" in the market for cars.

Since the last board meeting in May I've pretty much been kicking back, relaxing and just generally having an easy, relaxing time and spending most days out of the office. Ok, maybe not so much.

Fiscal Update:

As of this writing our chequing account holds \$112 159.60 and we have just under \$2000 remaining in uncollected local advertising. I expect most of that to come in without too much of a problem. There is at least \$110 that will probably remain on our books as bad debt.

Attached to the documents package is a budget YTD. This is what has been spent so far from this year's budget. As is always the case in summer when we have no new revenue coming in and salary

expenses (by far our biggest line item) going out, we are running a deficit. That will change once publishing resumes.

Paper Items:

The first summer issue is slated for the end of the month. We're probably only going to print 5000 issues since there is likely to be a minimal amount of advertising in it. Not surprisingly, advertisers seem much keener about getting into our August "Frosh" issue and it seems that it could be a big issue.

I'm endeavouring to get that issue included in the 101 bags given out to new students. However the SFUO Marketing and Communication department wants to charge us \$1000 to make that happen. I've set up a meeting with SFUO President Dean Haldenby on Monday morning to discuss trying to work something out that satisfies both parties.

Additionally, in terms of our off campus distribution I have decided that it is not worthwhile continuing with the Charlatan because the distribution sites are skewed more towards their side of the city. However, I've had a good discussion with La Rotonde's Wassim Garzouzi about entering into a joint off-campus distribution agreement and he was very receptive to the idea. It would involve us paying for the right to piggyback off their existing off-campus distribution system, but the drop locations would be closer to the UO community and serve us better.

Weekend Update: Break In Style

So the header for this section is probably a little tasteless, forgive me. But, laughing keeps me from crying which keeps me from drinking heavily. Anyhow, as everyone is aware we suffered a break in to the office in the first week of June and had some computer equipment was taken. In the intervening weeks (as approved by the emergency board meeting—see minutes) replacement equipment has been purchased and a number of additional items pursued regarding security and support. I'll return to these issues later in this report.

The final total cost of the replacement equipment was \$2802.40 which was about what I expected. I must admit that estimated cost I had provided to the board had omitted PST. A relic of my Alberta thinking for which I apologize.

There is perhaps a small silver lining with the theft. The replacement equipment for the business staff has actually been a great improvement upon the equipment we were previously using. The mac mini's that have been partitioned using Boot Camp and running Windows XP have removed our networking issues, printing issues and a couple other hang-ups that were frustrating to both DIEDs. These had the potential to seriously hampered productivity in the fall so I'm pleased that the issues have been resolved.

Simply Aggravating

Also, from the better-sooner-rather-than-later file relating to the break in, when restoring our computer and programs I ran into a problem with our Simply Accounting program. It seems that for some reason that all the file backups that were completed after April 17th for some reason saved—but saved as the data from April 17th. After working with support from Simply for a few hours it seems that some sort of program error occurred and the backups from after April 17th aren't any different than the ones from April 17th and therefore aren't very useful.

While this may sound like a major problem, it's actually not too bad. Since we file everything and because of our deposit book I'm able to update the books and get them back on track. In fact, after trading emails with our auditor since they have all of the files and hard copies of the documents on hand, they are going to update the simply file and provide it to me once things on their end are complete.

This saves me an enormous amount of work and ensures that everything will be resorted correctly. Despite the slight extra hassle in dealing with this issue I'm actually glad this occurred now and could be corrected, rather than 8, 10, 15 months in the future when the business manager would be busy with invoicing and lose the data and be forced to rebuild while invoicing. That would have had serious consequences for the operation and while this is a minor inconvenience, it is easily enough corrected.

Point Break: Final Recall

The last thing I'd like to say regarding the break in is that a number of people proved to be invaluable assistance as we worked it out. The Board in general for making quorum for a special meeting was greatly appreciated and Chair Meredith, Editor-in-Chief Appleyard and Production Manager Myers were great helps over the stressful period.

Security and Building Issues: Part I

As a result of the break in I've been closely examining our building and security issues and needs (to the extent that CUP President Fishbook during a recent visit suggested I'm turning into an Office Fascist) and I've found some deficiencies that I've done some preliminary work/ research into some improvements.

First off, as a result of some discussions with Peter and the folks from La Rotonde, I learned that they had a security system installed last year to protect their building and assets. As a result of this I contacted Protection Services about having one put in place for our building. Martin Grégoire stopped by to look over the building and to put together an outline of what exactly would be necessary for our system.

Our needs appear to be very straight forward so he's going to prepare a report and get a price for the system from the technician that installs the system. During his visit Mr Grégoire said the cost could be between \$600 - \$1000 for the system. However, the University will cover 1/3 of the cost from their risk management fund and the remaining 2/3rds of the cost we can cover and should recoup over time through reduced insurance premiums.

Once I receive the information about the system, we can probably get it installed and running for the fall. There's a backlog of systems being implemented on Campus so it might take a few months.

The other item that struck me after the break in is how our losses were minimized because the server has most of our documentation and files so though we lost some data, the server prevented us from suffering too much down time. So, I spent some time looking around for an off-site backup service that could meet our needs. For the most part the ones I came across were rather pricy.

There are many pros and cons regarding the off-site backup, but I've endeavoured to get a pricing quote and I expect to hear back within the next couple of weeks. The placement of Canada Day and people on vacation has slowed down this process.

Building Issues Part II: The Empire Strikes Back

Just prior to the incident at our office, a pair of individuals from the University came by to conduct a safety audit of our offices and our building. Three weeks after they stopped by, Health and Safety emailed us an extensive 4½ page list of potential safety hazards or items that were in need of correction at our offices. Alas, they only sent it to us in French, but they promised to send me a translated copy of the list within a couple of weeks.

I did finally receive a translated copy last week and there are a number of items on it that I don't consider our responsibility as tenants—including 24hr lighting in the fire escape, covers over light bulbs in the fire escape—and a number of items (like missing light switch covers) that the University left unfinished from our renovation last summer.

I'm going to get into this issue with the University once the correct people return from vacations. However La Rotonde (who received a similar, but much shorter) list contacted the University to follow up on the it and found out that these items would be fixed and address by the University—of La Rotonde agreed to pay rent.

So, it seems that the rent issue has returned and that we may be resuming meetings with the University on the issue. I will certainly keep the board updated as to what if anything comes forward on that front.

Insurance

After a couple discussions with insurance brokers who didn't seem to grasp that we are a student newspaper and therefore some of the products they required us to purchase weren't useful (especially given the premium prices) I made contact with a couple of local brokers. One of them visited our office,

spoke with me, apparently locked up some quotes and then has never contacted me again. It has been more than 7 weeks since he stopped by.

The other broker is André from Inovesco and he has been fantastic. There have been a few issues since the broker that's been MIA locked up some quotes and that has caused André some issues. However, he's been very diligent and the quotes he's looking at are very competitive.

It appears that we may have to spend slightly above the \$5000 budgeted, but that is a result of insurance companies being unwilling to take us on without having Error and Omission insurance in addition to the general liability and property insurance.

I hope to have a solid set of quotes to present to the board by the middle of the month and given the nature of these items it may be better to present the information via email and then have a discussion and vote on an insurance package rather than waiting to August 14th. However, that is a discussion we can have today.

Reunion:

Before he left Rob had been communicating with the Alumni Affairs about holding a Fulcrum reunion event during homecoming. Frank and I met with Anne-Marie Fontaine about this a few days before the break in and decided to continue with it.

We're planning to host an "open house" get-together following the football game on the Saturday of homecoming weekend at the Fulcrum office. This would involve a minimal amount of cost for some snacks and drinks, but it should be easily fit into our existing approved budget.

Odds and Sods:

- Letters for sponsorship for conference travel have started to go out to various University offices, departments and groups. Dr Major has already responded and committed funds.
- I received a favourable response from Performance Printing in my discussion with them and barring an unforeseen change we will be remaining with them as our printer. They've been good so far in my communications with them and are allowing us to print some test pages and try and work out some issues before they arise.
- My major paper writing is going; it has been delayed because my parents have been in town for the last few days.
- My summer class was dull, but I finished and received a good mark.

- Everything looking well, despite making no money during the summer
- No money from SFUO budgeted but after confirming outstanding invoices, Fulcrum still owes ~\$64 for interest on lawyer's fees. Will pay by next month.
- No money had been budgeted for Telus Recoverable Expense (however \$260 for Mel's phone, Fishbook says end of September will come in)
- Confident about getting issues in 101 bags (Ross: believes could change August issue print run from 5000->10,000 possibly)
- Off-campus Distribution sites will change under potential agreement with La Rotonde, have gotten closer to UO campus.
- Break-in covered,

Security issues:

- System ~\$600, 1/3 covered by U of O, insurance premiums will probably go down, a few off-campus companies have been giving quotes, building issues (more detailed in report)
- Insurance: should be no more than \$5,300 for the year, mitigation for

ourselves

Questions:

Meredith: Motion to approve spending now?

Prusakowski: No; quotes must be done, brokers working on it; Ross will present at a future date.

-Performance Printing dropped off some new paper-styles, we likely will be using Hibrite, and stay with them since provided competitive quotes

5. Report from the Editor-in-Chief

Good morning all,

Things have picked up speed on the editorial side in preparation for the first summer issue. We held a first meeting on July 2 to begin the planning for the content for the July 24 issue. Emma Godmere and Pete Henderson will be the coordinating editors in what looks to be a very solid first issue of the year. I hope everyone enjoys the final product as much as I am going to enjoy working on it.

In the past few weeks since we've met I have held training sessions with each of the new copy editors, Danielle and Laurel, to give them an introduction to the Fulcrum and what they can expect over the next 10 months. They are both quite excited to get started, which makes me extremely happy.

As for myself, I have been spending the last couple weeks training myself as best I can, studying the Canadian Press style guide, the Fulcrum's style guide and several other grammar and style resources in-depth in preparation for the year. I am feeling quite comfortable with the demands of the job and am not expecting any problems.

The break in at the office had no effect on my work, and very little overall impact on the editorial side. Much credit should go to Ross for making sure everything was looked after promptly and ensuring that there was no disruption to the editorial staff's work both over the summer and for the publishing year.

I have already started planning the editorial board retreat which is scheduled for the middle of August. This retreat is effectively the formal training and orientation for the editorial board, and I am doing my best to make it as comprehensive as possible so that everyone is on the same page and we can hit the ground running in September.

In looking ahead to the August 21 issue, in the conversations I've had already with Ross he has indicated that the advertising load may necessitate a larger than normal issue. If the early estimates are correct (32 pages?) I may propose to the board that all four section editors be paid for the issue as I feel it is implausible to ask two editors to edit a paper that large. However, there will be more on this later.

That's all for now folks! As always, if anyone has any questions please feel free to get in touch.

-Summer issue coordinators: Peter Henderson and Emma Godmere

-Sat down with copy editors, a bit of training, excited to get started

-no questions

6. Report from the Ad Manager

-Dee Dee not here, gone over by Ross

Advertising Representative's Report

Hi Everyone. So it's been a slow time, as is to be expected in the summer months. The main focus of the beginning months of the summer is always collections and Ross and I are doing very well. As far as I've been told, we have just about \$2000 outstanding and mostly from reasonably reliable advertisers, such as Marketing and communications, and 724 Marketing. These guys just take a long time to pay. Other than that, there are a few advertisers who may be written off as bad debt but the amount should be no more than \$1000. Most of that amount will rest on whether or not we can get Reportex to pay, but they are not being very cooperative. My other mandate for the summer was to create a database, which unfortunately was lost when the computers got stolen. We still have the software and I have begun again - it won't take too long to recreate.

In general sales have not begun picking up in a significant way yet, but they will. Since SFUO finished their ad credit last year, we can count on at least \$10,000 in advertising money from them since they run the campus report every week. Last year they also had a large presence in the summer issue, and I have contacted Roxann to start the ball rolling on what she'd like to place for the new school year. Oxford seminars and Girl Guides have both come back and placed the same ad contracts as last year. I have started circulating the new rate card to the advertisers who may want to advertise in the summer issue (SFUO, Marketing & Communications, Carleton, Utan, LOM, Campus Pharmacy, Merriam Print, etc). Last year, most of our income from the summer issue was from Ottawa Apartment Management, who may not return this year due to a change in management, but I have called many of the property management companies that have buildings close to campus and hopefully this will yield a few new advertisers. I have prepared new contracts for 2008-09 and Ross and I are working on getting the new rate card online. In addition to this, I will have a meeting sometime within the next two weeks to further discuss an arrangement with Money Mart, who are pretty excited to advertise with us this year (probably starting in the Frosh issue). When we next meet I'll have a better idea of the size of the contract they are budgeting for so cross your fingers!

So to sum up, things are getting done in preparation for the new year and sales will pick up closer to the publication dates. In total, our sales are at \$2775, which is good since we're well in advance of publishing. Have a great BOD!

8. Discussion of Committee Work for Fall

Meredith:

Raised issues about committee bylaws

Executive committee obviously already set membership

Financial committee has just about been set thanks to meeting to consider budget.

Merridith: What should these committees cover?

Prusakowski: Strategic planning; no chaos like at AGM, how to vote, HR policies could be reviewed, having too many more committees could be pointless

Merridith: Could use the HR as issues require

Prusakowski: Okay

Merridith : The strategic planning committee should consider how should our business model evolve with online issues, see CUP; Look at changes coming at us and respond; we don't need a full strategic plan, just adapt as we go along, ever-running

Bedard: Stakeholders; need to ensure don't repeat the farce of last year's AGM

Merridith: Strategic plan "too big for us"

Frank, Ross, Nick and Frank will sit on the strategic planning committee which will have a meeting in august.

Merridith:

- Hr will meet as required
- Financial should meet in the fall

9. Discussion of Summer Issues

Prusakowski:

- Due to heavy ad sales the frosh issue will probably be 32 pages (possibly 36)
- 5000 print run for July, August will be more (10,000)
- Everyone wants in on the Frosh issue
- Campus plus hasn't contacted yet about potential national ads.
- Might cost us to get issues into frosh bags (500-600)

Appleyard: We may need more editors for the August issue

Merridith: How many pages were we projecting for advertising in Aug?

Prusakowski: We produced a 24 last year; however seems to be great interest b/c of Frosh.

Merridith: Let's wait until August 16 to discuss projected advertising.

Appleyard: All editors will be in the city for the Aug issue.

10. Any Other Business

11. Adjournment

Motion to adjourn by Prusakowski at 11:02 a.m.

Seconded by Tyler Meredith

Carried.

Adjourned