

Fulcrum Publishing Society Board of Directors Agenda

Sunday, October 5th, 2008 10:30 a.m.
Location: Deja Vu Lounge – room 230C

Attendees:

Ross Prusakowski
Tyler Meredith
Michael Olender
Scott Bedard
Nick Taylor-Vaisey
Peter Raaymakers
Toby Climie
Kris Lloyd
Andrew Wing

1. Opening of the Meeting
10:35am Meeting commences
2. Approval of the Agenda
Tyler moved
Ross seconds
Carried
3. Nominations, Deliberation (in-camera) and Appointment of Directors to Fill Vacancies

NOMINATIONS:

Kris – He was on board last year

- Too many running last year
- Would change investment – to ING

Andrew Wing – 2nd year student at Telfor

- Oversaw implementation of high school newspaper
- Idea to improve website, online advertising
- Interested in becoming more involved, whether politically, in editorial, etc.

Motion to move in camera Toby
Seconded Tyler
Carried

Motion to appoint Andrew Wing
Toby moved
Nick seconded

Carried

Kris encouraged to re-apply next month as opening will likely occur at end of meeting.

MOVE OUT OF CAMERA

Moved by Ross

Seconded by Tyler

Carried

4. Approval of the Minutes of the September 14th 2008 Board Meeting
Motion to approve by Ross
Seconded by Scott

5. Report from the Business Manager

Business Manager's Report to the Board of Directors
October 5th 2008

"I generally like everyone in this office," Ross Prusakowski (Sept 20th) after the Fulcrum Reunion expressing how he truly feels.

It's only been a three weeks since our last meeting and it's been busy with events and some thinking about the medium term. Also, we've been producing a newspaper every week and actually doing the timely aspects of my job has cut into my free form time. Whatever that means.

Fiscal Update:

As of this writing our chequing account holds \$83,478.57 which is very good considering we haven't yet received a single levy cheque. Also, last pay period included 2 full weeks for all the staff (save the last couple of part time ones) and it didn't really hurt our liquidity. That's led to my motion further on in the agenda regarding a GIC.

Our savings account balance is now at \$20,032.07 which is the result of \$12.35 in interest from the month of September.

Collections have been going well in their own right as well as thus far we've received just over \$12 000 in payments from advertisers so far. Things on this end have been very smooth and I haven't felt the need to overhaul the system that I inherited from Rob.

As noted, our CUP fees were paid last week and they came in under budget. However, that was balanced out by the fact that our travel pool contribution (including the delegate fee we pay upfront) were a little higher than was initially thought. This isn't too concerning to me because it stems from the unforeseen cost increases because of fuel costs and because Saskatoon is perhaps the most inaccessible city of any size in the country.

I've been working away at conference sponsorship requests and have firm commitments of another \$700 from CLS and \$1200 from Alumni Affairs. The SFUO has committed support, but I'm uncertain of the amount. After conversations about the lag in the process with Dean, I'm confident I should get a firm number from them soon.

Events:

As noted at the last meeting, the Fulcrum held our annual BBQ and for the first time held a reunion. Both events were amazingly well attended and aside from a minor hiccup with a GSAED BBQ that almost had an angry mob turn on me and Frank, things went relatively smoothly. We purchased enough food for ~125

people and it all disappeared. Frank and I invited our fellow building mates from OPIRG and campus media colleagues from CHUO and La Rotonde and they turned up in good numbers as well.

With regards to the reunion, this is the first time we've tried this and I think that it was an excellent idea. I've been writing a small report that I'm going to include as an appendix in my transition report suggesting a few changes while recommending that we hold a reunion at least once every 5 years.

Security System:

Following up on what I mentioned at last meeting, Protection has provided me with an outline and cost breakdown of having a security system installed for our offices. On the equipment side, they believe that the following equipment is required for adequate coverage:

- * 1 key pad at the main entrance of the fulcrum with motion inside the room.
- * 1 motion detector inside the hallway of the fulcrums space on the 2nd floor (not main stairwell)
- * 1 motion detector in the rear stairwell of the building to protect the exit door.

For this the costs are as follows:

- \$900 charge from Protection for equipment and installation costs
- \$90 installation fee from Bell Canada for using their phone lines for the system
- \$109 for the installation of a phone jack (if necessary)
- \$21.60 monthly fee for line use from Bell Canada

The University has committed to reimbursing us \$300 of the costs after we pay for it up front. I'm personally unsure of if we should go ahead with the system, but that's a discussion that we can have when we reach that point on the agenda.

Distribution: Not Just for Grades and Math Geeks Anymore!

When I interviewed for this job I noted that I would like to focus on our distribution system since it's a little hodgepodge. Also, I think that since autonomy other issues (management structure, keeping the paper solvent, hosting as CUP conference) have overshadowed this basic and truly important part of making the newspaper.

As such, my big project for the rest of my year is going to be the distribution system we have in place. I've already taken an afternoon and hiked around campus to see where our racks are and what they look like. Also, in discussion with Frank and Ben regarding this, we've concluded that having a handful of outdoor racks to place at the transitway bus stops on campus, the Carleton shuttle stop and a few other locations would be excellent.

I haven't had time because of the events and the short period between meetings to put together a firm, costed our proposal for the board but I figured that this meeting can at least serve as notice that I'm going to present a plan at the November meeting for some additional spending to do the following:

- Hiring an additional on campus distributor +dolly to ensure the paper gets out faster and to give the position an implicit salary raise.
- Purchase of new, uniform, updated looking racks for inside buildings on campus.
- Purchase of a handful of outdoor racks for key campus locations.

Odds and Sods:

- After finally clueing in that we were receiving a couple of CUP papers without any postage on them, I realized that they were mailing them to schools in Ontario via the IUTS system. After a little bit of leg work, I received permission for us to use the system and this week I sent 19 other Ontario papers copies of the Fulcrum.
- The Fulcrum t-shirts are in and they look snazzy. If you've got \$5, stop by the office and talk to Frank, he'll make sure you get one.
- My parents have paid for me to go back west for Thanksgiving. As a result I'm going to be away on Thurs Oct 9th and Friday Oct 10th and returning on Monday Oct 13th.
- I have midterms at the end of the month and may be a bit grouchy. Just a heads up.

- Campus Plus has expressed interest in placing ads on our website as they roll out their system. I've provided them with some traffic information and they're going to add us to their roster of clients.

Ross: - Fiscally very positive

- Distribution: Hiring a new campus distributor to get paper out faster than before and would allow campus to be cut in half.
- Off-campus distribution: This is through La Rotonde, working well.
- On the security system front there are pros and cons. La Rotonde has one and its effectiveness is questionable since people don't always use it.
- Uncertain of the usage, the office is normally busy, building
- Traffic on website: 600-800+ readers/month so far which is positive given recent updates.
- Ads on the website: Any revenue would be surplus as Campus Plus covers all costs with the website

6. Report from the Editor-in-Chief

Report from the Editor-in-Chief

Dearest BOD,

Where oh where has the time gone... The weeks have been zipping by here on the editorial side. I actually have no idea how it became October so quickly. What you can take out of that statement is basically that things are rolling along quite smoothly here. The editorial staff is firmly in the swing of things, and I am quite happy with everyone's progress so far. I think that the issues have looked fantastic (thanks Ben) and the content has been great. Look out for the election issue this week that will absolutely knock your socks off. We recently wrapped up our final round of hiring for the year, and I am pleased to announce that all positions were filled. I was absolutely thrilled with the number of applications received, and I feel that we have built a fantastic team for the rest of the year. There are a lot of new faces, and some familiar ones, making for quite a vibrant environment at the office.

Also, Ben and I (and Michael) conducted the editorial board staff performance reviews last week, in an attempt to give staff feedback as early in the year as possible to allow for the most time to implement any comments or guidance that was provided. I was quite happy with the reviews and the comments provided, and got the sense that the staff is quite comfortable with their positions. Good news all around.

We have also opened the application window for volunteers and non-editorial board staff to apply to come with the *Fulcrum* to the CUP conference in Saskatoon this January. We are looking for three eager prospective attendees and I am excited to see the applications that will be submitted. The deadline is for submissions is Oct. 22.

Also, there were initial talks of holding the *Fulcrum*'s first read campus event of the year—a debate for candidates in the Ottawa-Vanier riding. However, a very packed schedule the last couple weeks—as well as the presence of debates already being held on campus—led us to reconsider, and we will instead be looking to hold an event within the coming weeks in hopes of further raising the *Fulcrum*'s profile on campus.

Most recently—and I know many of you heard—the *Fulcrum* lost the annual media bowl grudge match 3-2 to *La Rotonde*. I am not happy about this, and I expect demand that the hubcap will be returned to its rightful home next year. Thank you to everyone that came out and played, and special thanks to Ross who was a hero. Man, what a goalie. Also, thanks to everyone that came out and helped us absolutely demolish that glorious keg of Rickard's White. Man, what a night.

As for my absence from this meeting, I'm off being responsible and attending the ORCUP conference in Toronto as part of my CUP board rep duties. By the time you read this, I likely will have had one or two drinks in everyone's honour throughout the weekend. Cheers!

As always—and now in particular—if you have any questions, please feel free to get in touch with me.
-Frank

7. Report from the Advertising Representative

Advertising Representative's Report #3

Hi all!!!! It's that time again – BOD TIME! Sales are starting to slow down a little, which is normal for this time of year. We have had a STELLAR start to this year, with sales now at **\$61,318.55** which is totally awesome! People are also paying faster than ever so we've collected a good amount of the dollars which have gone to print.

Now that it's a bit slower, I can begin to pursue some new leads, and focus a bit more on working to get sales finalized that are still in negotiations, mainly Money Mart, with whom I've been calling and meeting with for almost a year now – can you believe it?? Hopefully they will eventually get their budget finalized and their head office on board so we can actually plan something. I'm sticking with it because I think it has the potential to garner a good long-term client! Also, there have been quite a few requests for information from the political parties for campaign ads, one of which went to print last week so we'll get some good sales due to the election this year. I've been cold-calling the staffing agencies again, and I think if we get one, we will eventually get many more (they're very very competitive) – The Aim Group responded very well to my call this week, so hopefully that will open up a discussion. Opinion Search is advertising quite a bit with us this year which is great! Travel Cuts has upped their budget for targeting the student market so they're now purchasing larger ads than in previous years. Also, Halloween is coming up so we'll have some repeat clients like Malabar and Audrey's Costume Castle. The month of October is looking better than ever for us (usually it's one of the worst months for sales) but our first 3 issues are all over \$3,000 each and the last two are already over \$1500 each. Last year we had one issue that barely hit \$1000 so we're in a very good place! We've had a few new clients, such as Orange Monkey Billiards, Responsible Choice, MSSI (Edelweiss Ski Resort), Capital City Clothing Show, and the Ottawa Senators Hockey Club (although there are some setbacks to the campaign.... Logo issues that will be resolved hopefully this week). I've also been calling liquor delivery services (cuz students need beeeeeeeer) but it's a bit complicated.... We shall see.

So there we go! Way more than half-way to target at the end of September! WOOOOT! Have a happy BOD!

- Well ahead of last year, on road to meeting and potentially surpassing targets

8. Investments

- Increasing the interest rate through ING (recall Kris' suggestion)
 - Hassle as an online broker
 - Already with a trusted, easy to work with bank
 - Accessibility is an advantage with existing bank, to be able to extract funds when required
 - Suggestion by Peter Raaymakers to merge GICs or separating by 6 months
 - For an increased interest rate (3%), would become more risky or less accessible as an asset and we're not really focused on investment profits according to Ross.

The addition of another \$10 000 investment was approved in principle in May when our budget for this fiscal year was adopted. Given the Society's need to err on the side of being risk adverse as well as being able to access the assets in the event of a catastrophe, my recommendation to the Board is that we take out another 1-year Money Market GIC with an interest rate of 2.5%. This is the exact same investment vehicle that the Board approved last year.

Additionally, our first GIC matures on December 3rd and the instructions are for it to be paid out. Given that we haven't needed to access the funds and that we're not facing a liquidity problem, my additional recommendation to the board is that upon the maturation date of that GIC, we take out another GIC for the same terms to continue having that asset.

Ross / Scott move:

BIRT the FPS Board of Directors authorize and approve Business Manager Ross Prusakowski to:

- a) Transfer \$10 000 from the Society's chequing account into a 1-year money market GIC.
- b) To renew or repurchase the currently held GIC when it expires on December 3rd.

Tyler/ Peter motion to amend a) to read:

That the Society combine the existing GIC which will expire on December 3rd with an additional \$10 000 from the Society's chequing account to purchase a new GIC on December 3rd for this new amount.

Upon the expiry of the Society's current GIS, \$10 000

Accepted as friendly by Ross

Tyler Motion to Remove b)
Toby seconds
Carried

9. Security System Discussion

Tyler: Does it address the problem presented? Or would it just be an overreaction to our first break in a long period of time?

Michael Olender: I think it would just be an unnecessary hassle

-General consensus of the board that system is not warranted and it's best to continue to underline to staff the importance of locking the office up. It is also worth exploring additional, incremental security steps.

10. Any Other Business

Ross moved, seconded by Nick that:

The director position and the position of Vice-President (Internal Communications) held on the FPS Board of Directors by Ramy Sonbol now be declared vacant for violation of attendance requirements in the Society's bylaws.

Carried

11. Adjournment

Motion to Adjourn Tyler

11:25 am