

Fulcrum Publishing Society Board of Directors Minutes

Sunday, October 28th, 2007 2:30 p.m.
Location: Deja Vu Lounge – room 230C

Attendance:

Kyle Goebel
Melanie Wood
Meaghan Walton
Jessica Morris
Peter Raaymakers
Rob Fishbook
Kris Lloyd

Absent: Marcus McCann, Tyler Meredith, Jamie Ellerton, Toby Climie

1. Opening of the Meeting

Election of a chair: Peter Raaymakers
All in favour

2. Approval of the Agenda

Add missing board members to agenda under any other business.

Motion to approve the agenda proposed by: Jessica
Seconded by: Rob
Motion: carried

3. Approval of the September Minutes

Change: Point seven; Meaghan did not second the motion.

Motion to approve the minutes by: Rob
Seconded by: Jessica
Motion: carried

4. Report from the President

Thank you to everyone for agreeing to change the meeting date and time this week to accommodate ORCUPbeq. The regional conference was informative and

enjoyable for all present and I believe that all of our staff came away with some new knowledge.

The bank account currently contains \$108,998.07. This is the highest our bank account has ever been. Rob and Brian will look at replacing the printer. For the next meeting on November 18th, Rob will look at options for investing and purchasing replacement computers. It might be best to do a computer switch during the December break so Rob will look at different computer companies for deals.

We met to discuss the University's rent proposal on Oct. 28, and were given a new offer of \$612.37/month (down from \$1396.47/month at the last meeting). We reiterated to the administrative representatives that we believe student space on campus for our groups should be offered at no cost and that we could not agree to sign on at the new rate. However, by the end of these talks we hope to have an agreement on the table that will outline our rights as tenants of the U of O. No follow-up meeting has yet been scheduled.

Advertising has been busy this month, but has dropped off since the start of the year. Despite this, the Oct. 25 pre-Halloween/sex supplement issue performed very well. We are currently above our targets for the year and I will give a full update in the financial presentation.

Conference organization has been going very well, we are now looking at holding the JHM gala on parliament hill if possible as space as an in-kind donation has fallen through. The conference website has been fully updated with travel info and costs, and we have discounts arranged with Westjet, Air Canada, and Via Rail. I also have confirmation from the SFUO executive that a \$6000 sponsorship has been approved. I am still in negotiations with the U of O, but things look promising.

We are continuing to work on day-to-day matters, but I have begun work on many transition documents for my position, and hope to be finished the environmental scan for our strategic planning process this week.

5. Report from the EIC

With the production year well under way things are very busy for the editorial staff. We've produced 8 issues as of my writing this, and I think they've all been stellar. The sex supplement was in our latest issue, which is tied for our biggest of the year with our first issue of the fall (36 pages). We have been running consistently large issues largely due to high ad sales (we've yet to dip below 28 pages), and should Dee Dee's performance remain consistent, it will likely be a

good idea to revisit the printing budget for the year, but as of now, we'll see how things go.

Outside of production there are a lot of things going on. This past weekend five editorial board members, along with Rob, attended the fall Ontario regional CUP conference in Toronto. I think all of our staff was able to enhance their perspective on the logistics of a CUP conference by attending, in addition to attending seminars that pertain to their work at the Fulcrum. I was also able to speak with a number of representatives from others papers about our upcoming conference and have many new suggestions to work on. The last month has been very productive for me as conference coordinator, as I have booked approximately 12 new people to speak (the total's pushing about 20 right now).

In the last month we also held one of our most noteworthy social events, the annual media bowl soccer game against La Rotonde. I'm happy to say that the coveted Rusted Hubcap will remain in its rightful place in the Fulcrum offices for another year, following an epic 3-1 victory.

Following the approval of three new staff positions by the board last spring we have also hired some new staff. Danielle Blab is our new proofreader, David McClelland is now our staff writer, and Jonathan Tranter is our staff illustrator. They have all contributed to one issue so far, and their performance is very promising for the rest of year.

6. Approval of ad sales report

Hi everyone. Sales are very slow at the moment, but all in all we're not doing too badly. Total sales of issues printed to date are at \$43,591 which is \$491 above target. Sales in total for the year are at \$58,496. To date we have been able to stay on target, but the November 1st issue is low despite all efforts to sell it. I'm hoping that the relatively high level of sales for the November 8th issue will help to balance that out.

As for new advertisers, there is some communication with the Ottawa Train Yards shopping complex. I have spoken to the developer who seems open to marketing to the University and surrounding areas through the Fulcrum. Also, Caisse Populaire Rideau may launch a campaign in January (although not as large as I was hoping for). I am slowly working my way through the yellow pages and working on several other possibilities.... Cross your fingers! Have a great BOD.

Motion to receive the ad sales report: Rob

Seconded by: Kris
Motion carried

7. Financial Presentation

See financial presentation in excel document.

Budget

Q: Are national sales doing well?

A: National sales appear to be increasing this year.

Q: Is this parking fee for the whole year?

A: Yes.

Ad Sales

Final summer issue and first September issue has great ad sales.

Q: There is no issue planned for Reading Week, but there is a line for it.

A: Rob will fix it up for Dee Dee.

Salaries

Changes:

- reduced salary for proofreader, staff writer, and staff illustrator because they were hired later than planned.

- added Amber's salary

Financial Presentation (graph)

Brainstorming for short-term spending

- update computers

- photo supplies

- printing line

8. Regional Conference Funding

We would like to send more people to regional conferences to have representation at these events and to involve our volunteers who cannot necessarily attend the national conferences. Do we want to make a change to this funding line?

Ideas discussed:

Can we adjust how many people we can send based on location?

The decision of who goes needs to be left to the editorial side.

Try to pay for four people to go every year: two volunteers, two staff

Better representation at these conferences

It is easier to make networking connections at regional conferences

What if we approve expenditure for sending four people every year?

Be it resolved that: \$1000 be added to the 2007-08 Budget to be used to send 4 volunteers or staff to the Spring ORCUP Conference.

Be it further resolved that: If approved by future BODs, \$2000 per year be allocated to send 4 volunteers or staff to regional conferences.

Motion to approve: Rob

Seconded: Jess

Carried

9. Contract Protocols

Whereas there are currently procedures in place that prevent the advertising representatives and business manager from receiving commission on advertisement without a valid signed contract.

And whereas: This system is important and valid in order to ensure that we always have signed contracts, but leaves little room for special circumstances.

BIRT that the business manager and Advertising Rep be allowed to request commission on advertisement run without a contract, provided they fill out a request form outlining the circumstances and attempts made to acquire a contract and that their request forms be subject to approval of the vice-president of the BOD.

Moved by: Peter

Seconded by: Kris

Abstained: Rob

Carried

10. Committee Update

Strategic planning and HR committee will be formed and have meetings set by email no later than Monday November 5th.

11. Any Other Business

Missing Board Members

Check the by-law: If a BOD member misses two meetings in a row they are eliminated from the board.

Next meeting we will hold a vote for returning Marcus McCann to the BOD.

12. Adjournment

Motion to adjourn proposed by: Jessica

Seconded by: Kris

Carried