

# Fulcrum Publishing Society Board of Directors Minutes

Sunday, November 18th, 2007 10:30 a.m.

Location: Deja Vu Lounge – room 230C

Present: Tyler Meredith, Toby Climie, Mel Wood, Jessica Morris, Kris Lloyd, Peter Raaymakers, Francois Picard, Ross Prusakowski, Brian Bosma, Rob Fishbook

## 1. Opening of the Meeting

10:35 AM

## 2. Approval of the Agenda

Proposed by Tyler

Seconded by Toby

Carried

Note: we will go in camera under 8 and 9.

## 3. Approval of the September Minutes

Proposed by Jess

Seconded by Tyler

Carried

## 4. Board Vacancies

We have two board vacancies right now.

Ross presents himself to the Board.

In camera session proposed by Tyler

Seconded by Jessica Morris

Carried

(IN CAMERA SESSION OPEN)

(IN CAMERA SESSION CLOSED)

Ross you have been voted onto the board.

Motion that the board consider the position of community representative vacant.  
Proposed by Tyler  
Seconded by Peter  
Carried

#### 5. Report from the President

The bank account currently contains \$93,005.21. We are on track according to cash flow and should be fine through the year.

November has been an extremely busy month with conference coordinating, but a lot has gotten done. Thanks to Ian Capstick we have booked a room on Parliament Hill to hold the gala portion of the conference, I am beginning to sort out food preparations for the conference, T-shirts should be ordered soon, registration is now online, and rooms should be a go at Algonquin college for production seminars.

There have been some slight budgetary problems that have caused us to decrease the overall spending for the conference, but we should still be able to put on a great event.

As of the Nov. 22 issue, the SFUO will have used up their entire \$40,000 ad credit and will once again become a paying advertiser, something that will surely help out the ad sales line and up our sales for the year.

Still no word on rent negotiations, and we have decided not to pursue the issue for the time being.

The business section of the website should be updated by early this week with our audits, minutes, bylaws, and some other corporate information.

After an oversight in filing our corporate tax returns, three years worth of tax returns have now been filed with the government and we are fully up to date.

The start of November was low for ad sales, but things have since picked up and I believe we can be back on target by the end of the semester.

As we have a surplus of cash in the budget, we are looking to spend some of the currently allocated money on business cards and signs for the front of the building in order to further professionalize the office and our workers.

Other than this, there is a lot to do, but things are going well.

#### 6. Report from the EIC

Things have continued to run pretty smoothly for the editorial side. We have three more issues to produce before the end of the semester, and don't expect any major hiccups. Our on-campus distributor has recently resigned and we will be looking for someone to fill the position in the beginning of next semester. Outside of that, our staff continues to work hard to produce our issues each week.

One issue that has come up for discussion recently is improving the equipment in our office, which Rob will be discussing at greater length later (or earlier? I haven't seen the agenda yet). We're very excited at the prospect of cleaning up the equipment we work with.

Conference planning continues to move forward. The number of confirmed speakers has hit 30, which is great, still a ways to go though. Along with our volunteer and visibility coordinator, Maleeha Akhtar, I've started compiling a list of volunteers that are interested in helping out at the conference and the response has been very promising. If you are interested in adding your name to the mailing list and pitching in, in any way, let me know following the board meeting.

Some CUP-related landmarks of note include:

"Press Secretary and Journalists' tour of Parliament Hill" featuring Ian Capstick (NDP Press Secretary) and Kady O'Malley (MacLean's)

Panellists booked for: Ottawa Bureau Chief Panel, the PMO and the Press, Journalism in Afghanistan, foreign correspondence, Ethics and media law, Post-secondary issues in mainstream media, Sports for a wider audience, and Sports in a 24-Hour News world.

Outside of all that, we're making a newspaper every week. It's going pretty well.

Q: Is distribution being done on campus?

A: Yes.

## 7. Approval of ad sales report

Hey everyone. Sales are still slow at the moment. Including what we've sold so far for the November 22<sup>nd</sup> issue, we are \$2837 (as of Sunday we are now \$1800) below target (pulling tie \*eek\*) but I'm hoping that we'll make it up in either the next few issues or in January since at that time advertisers will have shiny new budgets. I have contacted pretty much everyone from last year's spread sheet, and everyone who has advertised with us this year to try to book them for the last few issues of the year, but haven't gotten as great a response as I expected.

I am tugging on some new lines, such as a few of the smaller stores downtown, and I am still hoping to hear back from a few larger accounts (eg: Ottawa Train Yards). Unfortunately, my hopes for getting Dilawri Bank Street Hyundai are fading. But, Money Mart is willing to come on board, so cross your fingers guys! Another good thing that will really help us is that the SFUO has now finished their ad credit which means we can calculate totals that include the Campus Report for the rest of the year. All in all, the total dollar amount that we have on the spreadsheet at the moment is \$69259. This is really great and we should break \$70000 by next week. So... If I have to nickel and dime the next thirty thousand we are GOING to hit that target!!!!

<u>Date</u>	<u>Sold</u>	<u>Sales Target</u>
July 26	\$ 1,790.38	\$ 1,800.00
Aug. 23	\$ 9,159.28	\$ 8,900.00
Sept. 6	\$ 9,187.07	\$ 9,500.00
Sept. 13	\$ 5,400.94	\$ 4,700.00
Sept. 20	\$ 3,692.00	\$ 3,200.00
Sept. 27	\$ 4,122.25	\$ 3,000.00
Oct. 4	\$ 1,435.00	\$ 2,900.00
Oct. 11	\$ 2,392.75	\$ 2,900.00
Oct. 18	\$ 2,005.00	\$ 2,600.00
Oct. 25	\$ 4,560.00	\$ 3,600.00
Nov. 1	\$ 1,070.00	\$ 2,900.00
Nov. 8	\$ 3,190.00	\$ 2,900.00
Nov. 15	\$ 1,709.75	\$ 3,000.00

#### 8. Spending and Upgrades

### Fulcrum Equipment Upgrades

Scenario 1 - PC

Retrofit

Equipment	Software	Warranty	Units	Price	Total
New PC's Mid grade			4	\$400.00	\$1,600.00
New PC's High grade			1	\$900.00	\$900.00
New server hard drive			1	\$109.97	\$109.97
Wireless cards			10	\$18.00	\$180.00
	Windows XP		5	\$170.99	\$854.95
	Adobe Indesign CS3		7	\$214.95	\$1,504.65
	Adobe CS3 suite		2	\$424.95	\$849.90
	Ubuntu server		1	\$-	\$-
	Open Office		12	\$-	\$-

New computer parts/labour	5	\$57.99	\$289.95
		Subtotal	\$6,289.42
		Taxes	\$817.62
		Total	\$7,107.04

Scenario 2 - PC Retrofit with Laptops

Equipment	Software	Warranty	Units	Price	Total
New Laptops Mid grade			4	\$550.00	\$2,200.00
New PC's High grade			1	\$900.00	\$900.00
New server hard drive			1	\$109.97	\$109.97
Wireless cards			10	\$18.00	\$180.00
	Windows XP		5	\$170.99	\$854.95
	Adobe Indesign CS3		7	\$214.95	\$1,504.65
	Adobe CS3 suite		2	\$424.95	\$849.90
	Ubuntu server		1	\$-	\$-
	Open Office		12	\$-	\$-
		New computer parts/labour	5	\$57.99	\$289.95
				Subtotal	\$6,889.42
				Taxes	\$895.62
				Total	\$7,785.04

Scenario 3 - Mac Partial Conversion

Equipment	Software	Warranty	Units	Price	Total
New Mac Mini's			4	\$649.00	\$2,596.00
				\$1,299.00	
New Imac			1	0	\$1,299.00
Server Hard Drive			1	\$109.97	\$109.97
Wireless cards			4	\$18.00	\$72.00
	Windows XP		5	\$170.99	\$854.95
	Adobe Indesign CS3 (PC)		8	\$214.95	\$1,719.60
	Adobe CS3 suite (PC)		2	\$424.95	\$849.90
	Ubuntu server		1	\$-	\$-
	Open Office		12	\$-	\$-
		3 Years parts labour (mac	4	\$179.00	\$716.00

mini)				
3 Years parts labout (imac)	1	\$199.00	\$199.00	

Subtotal	\$8,416.42
Taxes	\$1,094.13
Total	\$9,510.55

Scenario 4 - Mac Total Conversion – Low

Equipment	Software	Warranty	Units	Price	Total
Mac Mini			12	\$649.95	\$7,799.40
External Hard Drive			1	\$249.95	\$249.95
Airport Extreme			1	\$199.99	\$199.99
	Open Office		12	\$-	\$-
	Adobe Indesign		8	\$214.95	\$1,719.60
	Adobe CS3		2	\$424.95	\$849.90
		Apple Protection Plan (Mac Mini)	12	\$179.00	\$2,148.00
					\$12,966.8
				Subtotal	4
				Taxes	\$1,685.69
					\$14,652.5
				Total	3

Scenario 5 - Mac Total Conversion – Medium

Equipment	Software	Warranty	Units	Price	Total
Mac Mini			6	\$649.95	\$3,899.70
				\$3,253.0	
Mac Pro			2	0	\$6,506.00
				\$1,249.0	
Macbook			4	0	\$4,996.00
External Hard Drive			1	\$249.95	\$249.95
Airport Extreme			1	\$199.99	\$199.99
	Open Office		12	\$-	\$-
	Adobe Indesign		8	\$214.95	\$1,719.60
	Adobe CS3		2	\$424.95	\$849.90
		Apple Protection Plan (Mac Mini)	6	\$179.00	\$1,074.00
		Apple Protection Plan (MacBook)	4	\$299.00	\$1,196.00
		Apple Protection Plan (Mac Pro)	2	\$299.00	\$598.00
					\$21,289.1
				Subtotal	4
				Taxes	\$2,767.59
					\$24,056.7
				Total	3

Scenario 6 - Mac Total Conversion – High

Equipment	Software	Warranty	Units	Price	Total
				\$1,599.0	
iMac			6	0	\$9,594.00
				\$3,253.0	
Mac Pro			2	0	\$6,506.00
				\$1,649.0	
Macbook			4	0	\$6,596.00
				\$4,795.0	
Mac Server			1	0	\$4,795.00
Airport Extreme			1	\$199.99	\$199.99
	Open Office		12	\$-	\$-
	Adobe Indesign		8	\$214.95	\$1,719.60
	Adobe CS3		2	\$424.95	\$849.90
				\$4,550.0	
		Apple Protection Plan	1	0	\$4,550.00
					\$34,810.4
				Subtotal	9
				Taxes	\$4,525.36
					\$39,335.8
				Total	5

Q: For option 4, maybe we should reduce the quantity of MAC minis, and buy a laptop instead.

A: Yes this could change the quantities if we see the need.

A: If we are considering the conversion to MAC, we shouldn't skim by on the least number of MACs possible. MAC is the industry standard so the Editorial Board does want to move towards it.

The upgrade to windows XP is more costly than purchasing new computers with the programs already installed.

Q: Are MAC's better in some other way than PC's?

A: Well, moving to a MAC would be beneficial for the long-term improvement of the Fulcrum. If MAC is what is being used across our national papers, we should be able to provide similar resources to the students involved in our paper.

Q: Are repair costs higher for MACs?

A: Yes, generally the parts and the technicians will be more costly to maintain MAC's. They generally crash less, and are more stable.

Rob: Of all the scenarios that I have researched, I think it is better to go with option 1. This would be a very good system, and more powerful than the mini

MAC's. For being the cheapest scenario, I think this is the best option with our current systems and needs.

MAC's tend to be slow for ADOBE. We want things to run as fast as possible.

Q: What kind of cost recovery could we get from selling our current parts?

A: Not very much.

Q: It might be better to ask the editorial board to describe what their needs are, and how much they are willing to spend on computer improvements.

A: We can approve a dollar value, but the issue about a conversion of technology would have future implications. So we need to decide if we are going to move towards a MAC office or not.

PC upgrade: Expect to last 5 years.

MAC purchase: Expect it to become outdated more quickly, but last 5 years.

If we are going to get laptops, it is better to go with PC laptops.

Move that the board authorize an outlay of 10,000 for the purposes of computer upgrades, with the long range technology plan to be developed with the intent to upgrade all systems to MACs over time.

Moved by: Tyler

Seconded: Peter

Carried

Move to do 10 and 11 before 9.

Moved by Tyler

Seconded by Rob

Carried

(move to point 10)

10. Investment proposal

In camera session proposed by Tyler

Seconded by Rob Fishbook

Carried

(IN CAMERA SESSION OPEN)

(IN CAMERA SESSION CLOSED)

Decision to invest \$10,000 in a money market GIC account.

(move to point 12)

## 12. Printers

Consider changing printers because the current printer is causing us problems. When Rob mentioned that we might consider switching, there was no response from their part in terms of improving their service.

## 9. Committee Update

Nothing has been done with the committees unfortunately. I am going to make a commitment to work towards this over the next month.

Is anyone here interested in an HR committee?

Toby, Jess, Tyler (at the upfront), Mel, Peter

## 12. Any Other Business

Adjournment