

Fulcrum Publishing Society Board of Directors Agenda

Sunday, November 23rd, 2008 10:30 a.m.
Location: Deja Vu Lounge – room 230C

Attendees:

Ross Prusakowski
Toby Climie
Peter Raaymakers
Nick Taylor-Vaisey
Frank Appleyard
Dave McClelland
Scott Bedard
Andrew Wing

1. Opening of the Meeting

Meeting opens 10:34am
Toby nominated to lead the meeting. Carried.

2. Approval of the Agenda

Ross recommends pushing items 3 (Nominations, Deliberation (in-camera) and Appointment of Director to Fill Vacancy) and 4 (Appointment of a Vice-President (Internal Communications)) to the end of the agenda.
Carried.

3. Approval of the Minutes of the October 5th 2008 Board Meeting

Ross moved
Toby seconds
Carried

4. Report from the Business Manager

Business Manager's Report to the Board of Directors **November 23rd 2008**

"We're supposed to be business-like here!" (Deeds)Pause....Both laugh maniacally –Ross and Deeds (Oct 29th) on the FPS business department's professionalism.

It's been a busy while since our last meeting with regular operations of the business and organizing the expedition to CUP's national conference in Saskatoon being the focus of my energy...also that grad school stuff too I suppose.

Fiscal Update:

As of this writing our chequing account holds \$106, 993.50. As per the decision at the October board meeting I've filed a letter with our broker at TD to adjust the terms of our GIC. As agreed, effective December 3rd the principal and interest from the initial GIC will be combined with an additional \$10 000 from our chequing account and placed into another GIC.

Houng paid a visit to our offices on October 30th to assist me with a couple of items and to reconcile our chequing account. Everything was kosher and as per policy she consented to sign off on a bookkeeper's statement stating that.

Collections continue to proceed at a good pace. There are a couple of larger accounts outstanding from the summer, but I've been discussing the situations with the advertisers and it seems to be a result of bureaucratic or normal delays. I'm going to focus on this as Christmas draws closer and more accounts near the 60+ day's overdue category. We're also going to mail out our regular end of semester statements to advertisers just to give them a reminder on where they stand.

To date we've received our final 25% from the summer levy and the first 75% from our fall levy from the SFUO. Using those amounts as a benchmark we should be probably hit or slightly exceed our budgeted undergrad levy amounts. The GSAED fall levy also arrived.

Printing Performance:

In an effort to confirm that the numbers the Production Manager calculates and what the papers gets invoiced for with respect to the printing costs of each issue, Mr Myers and I undertook an informal audit this week. There were a couple of charges that varied for reasons that weren't clear to us and we attempted to confirm with our representatives at Performance Printing. There appears to have been a couple of minor overcharges that they're going to work out and credit us.

Nash Sponsorship and Spending:

As I've noted in a few emails, the projections for Nash conference sponsorship are off, largely due to the SFUO's drastic decline in support. I've attempted to request a meeting with the full SFUO executive to see if there's the potential for increasing the sponsorship amount, however I haven't yet received a response and presume they're busy with that referendum thing.

However, while this would have been a very serious issue in previous years or were we newly autonomous, we have some flexibility in our budget and the increased spending shouldn't alter our bottom line much if at all. With all of the

flights and conference delegates booked, the FPS cost looks to be ~\$3000 (give or take GST).

This cost is slightly higher than I believe I indicated over email for a couple of reasons:

- 1) Frank and I agreed that because the burden was less than we initially feared that the editorial board could select an additional delegate to attend the conference.
- 2) Upon examination of the return tickets, I noted that the 9 staff members leaving before the completion of plenary had return tickets only booked to Winnipeg. This was a minor problem. So, getting them all the way back to Ottawa caused a slight increase in the ticket price.

Mr Appleyard and Mr Myers will be attending the conference on CUP's dime since they're going to be facilitating commission work. Mr Myers was booked and paid for by us, so CUP is going to reimburse us for his costs, however because I paid some costs (deposit, flight change fee) on my credit card there's a little chain of reimbursement going on where the FPS is reimbursing me for some of the costs and then is in turn being reimbursed for the total cost by CUP. It will all be a wash in the end financially once the cheque for the FPS from CUP arrives.

Future Spending Items:

Following up on a commitment made at the October meeting to pull together a plan regarding spending on new distribution racks, I must note that this has been delayed. Partly because of the demands of school and regular newspaper work (I consider those my "base" level of weekly work) and partly because I've had trouble attracting quotes from some reputable companies.

However, Bob May (executive director of Campus Plus) has provided me with the company and contact that they have had a relationship in the past with for distribution racks and I'm going to work with them on some quotes. With the decline in the price of...while...damn near everything, I'm optimistic that we should be able to get a decent price for new racks.

An additional item that I'm likely to present to the board before the end of the year include the purchase of a new mac computer to replace the production computer (to continue our capital equipment turnover plan). However, this likely won't come forward until near the end of the year so we can complete our current production schedule and then next year's staff can integrate the new equipment during the summer.

Odds and Sods:

- I'm going to be out of the office on the afternoon of Nov 24th and all of Nov 25th for interviews with government departments

- The Fulcrum t-shirts are still available and they look really snazzy. If you've got \$5, stop by the office and talk to Frank, he'll make sure you get one.
- I've got Finals in December. During the exam period I should be around the office at least 2-3 days a week and potentially more. If I'm not around and you urgently need to contact me, try my cell.
- Mr Myers has designed new banners for the outside of our building and sent them off to be produced. As soon as they're ready I'll get the university to hang them up.
- I'm going to be away for Christmas from Dec 23rd until January 4th (or is it the 5th?). For a large part of that time I'll be floating on a boat off Mexico and out of communication. In an emergency Mr Myers will be around Ottawa and should be able to handle things.
- Nash is Jan 7th to the 11th. Mr Myers, Mr Appleyard and I will be staying for plenary and won't return to Ottawa until sometime on the 12th.

5. Report from the Editor-in-Chief (Frank Appleyard)

Dear BOD,

The end of the semester has almost arrived. As I write this, we have only two issues remaining this semester! Two! Where has the time gone...?

Well, I know that my time and the time of the editorial board and volunteers has gone seemingly entirely into the *Fulcrum*.

The CFS referendum, Gee-Gee successes and failures, and a wild amount of arts events in the city has left us with no shortage to write about this semester, and the staff deserve kudos for the work that they have done. It's been a fantastic semester content-wise, and I am confident that we will finish up the semester strong and emerge in January ready to tackle whatever hits the fan.

That's just what we do here.

I have been extremely happy with the paper throughout the semester, and it is difficult to identify weakspots—other than the occasional 3 a.m. production night, a cursed feature, and a pledge to never publish on the 13th day of the month again. But I digress.

The editorial board has performed admirably throughout the year, and we have an extremely solid volunteer base that has resulted in content coming together with ease. I believe that the 2008–09 *Fulcrum* has maintained its place as one of Canada's premier student newspapers. For me, that is a success in itself.

With that being said, I always strive for improvement, and we can always work to wrap up production a little earlier, rope more volunteers into the *Fulcrum* family and strive for better content. This is what I will be working on in the upcoming months—encouraging and assisting everyone to go that extra mile.

Beyond the weekly edition, we are currently working with webmaster James

Edwards to totally overhaul the *Fulcrum* website. This is a project that the editorial board all felt needed undertaking sooner rather than later and James has been tasked with having a new website up and running by the first week of January. We will be tracking his progress through frequent updates throughout the intensive process. We hope to have a cleaner, easier to navigate website by the end of the process—one that is in line with the quality of the print edition.

We were supposed to participate in the co-hosting of a debate on CFS membership on Nov. 14, however our hosting partners *La Rotonde* ultimately decided that we could not have a role in the debate following the printing of a CFS-based editorial. As such, we dropped out of the debate and *La Rotonde* hosted it themselves.

I have begun working on putting together a one-day journalism workshop for our staff and volunteers, and have been contacting local writers and editors to see if they would be interested in participating. I don't have a whole lot of information yet, but I will be working on this in coming weeks.

Perhaps the biggest thing on the horizon is NASH 71!! I know that the entire editorial board and the 3 lucky delegates are all excited at what lies ahead in Saskatoon, and I would like to thank the board for its contribution to ensuring that the largest number of people are able to attend the event. It will no doubt be a massive benefit to all.

As always, if you have any questions don't hesitate to ask!

- Re-vamping the website – Expecting progress report Wednesday
- Expecting finished product to be ready in January
- Opened up for suggestions through e-mail
- Volunteers: Amanda Shendrook, Jacklyn Little and Anna Rekoski have been selected to attend the CUP National Conference in January.

6. Report from the Advertising Representative

Advertising Representative's Report #5

Hey Everyone! Sales are going well altogether - our money seems to be coming in big fat chunks instead of the steady trickle that was characteristic of last years' sales. Our total at the moment is approximately \$73368.78 which is excellent.

As I'm sure you are all aware, the CFS issue has been in the forefront for the last few weeks. This was actually very good for us since we got \$3729 from YES and NO campaign ads, CUSA at Carleton, and SFUO vote ads. We will hopefully have some more dollars coming in this week from the Carleton Grad Studies recruitment campaign – last year my contact there booked a fairly large campaign (almost \$4000) and I'm hoping she'll do the same this year which would bring us that much closer to \$80000. For this time of year that would put us in a really strong position to hit target early. At this time of year I usually send out a blitz of emails to everyone who might want to hit students with messages before they go away for the Xmas holiday. I'm still waiting to hear back from the majority of those people (because everyone does everything last minute *sigh*) but I think we should have a few interested parties. I have had some positive feedback from Money Mart (which blows my mind.... I am slowly brainwashing them into advertising

with us and it seems to be working because my contact there actually sent ME an email of her own accord). They may be ready to go in January. We can also expect to see some good income coming from CLS who placed a substantial campaign with us last year for the Snow Festival. In addition to that, I'm going to start calling the ski hills shortly to see if we can upsell them from what they did last year.

So, if any of you blacked out the last 5 mins of reading this report, the general message in point form is:

- We milked CFS for everything we could get (mwa ha ha)
- Hopefully big money is coming in from Carleton and CLS
- Sales are going well and we have various leads to follow

Have a Happy BOD!

Peter moves report be accepted

Scott seconds

Carried

7. Creation of an ex-officio seat for GSAED.

- Ross moves to create ex-officio seat for GSAED. Currently provide one to SFUO since undergrads pay a formal levy. As of May 2008 grad students also pay a formal levy so this just brings things in line.

Nick seconds

Carried

8. Selection of the Annual General Meeting (AGM) Date

As per bylaws we need to schedule an AGM date for sometime in the winter semester. Preference would be to hold the meeting earlier in the semester either on February 5th or 12th in the afternoon.

Why the change in date (as opposed to March)?

- Allows time to adjust budget accordingly
- Easier to find space on campus (reading week)
- Have a board meeting the Sunday before
- SFUO elections will be keeping the editorial board busy in March
- Held Thursdays because there is usually a staff meeting on these days
- Locations - Prefer a closed room as opposed to open area of Uni Centre where it was held last year.

Ross moves to hold AGM on February 5 at a time and location TBD

Nick seconds

Carried

9. Any Other Business

- Neither Kris nor any other candidate attended meeting, so the Disinterested student position remains vacant as does the VP (internal com) position.
- If anyone has motions or ideas concerning the by-laws, they must be presented to the Board of Directors

Motion to move in Camera

Scott motions

Ross seconds

Carried

Motion to move out of camera

Ross moves

Scott seconds

10. Nominations, Deliberation (in-camera) and Appointment of Director to Fill Vacancy

11. Appointment of a Vice-President (Internal Communications)

12. Adjournment

Meeting adjourned at 11:08am