

# Fulcrum Publishing Society Board of Directors Agenda

Sunday, December 9th, 2007 10:30 a.m.  
Location: Deja Vu Lounge – room 230C

Attendance:

Rob Fishbook  
Tyler Meredith  
Toby Climie  
Kyle Goebel  
Peter Raaymakers  
Ross Prusakowski  
Jessica Morris  
Wassim Garzouzi  
Meaghan Walton  
Kris Lloyd  
Melanie Wood  
DeeDee butters

1. Opening of the Meeting

Call to order at 10:35 A.M.

2. Approval of the Agenda

Motion to approve the agenda Tyler  
Seconded by Peter  
Moved

3. Approval of the November Minutes

Changes

- A- Motion to proceed with the computers was actually Ross and Tyler.
- B- Distribution mentioned was for December.

Motion to move the minutes as amended proposed by Tyler  
Seconded by Peter  
Moved

4. Report from the President

The bank account currently contains \$67,280.12 in our chequing account and \$10,000 in our GIC account for a consolidated total of **\$77,280.12**.

I will also be moving \$5,000 over to a business savings account once it is processed through on Monday, with more to follow pending cash flow.

We are currently right on par with our cash flow statement, but will dip down to close to \$40,000 in the chequing account in January before our levy arrives due to high equipment costs and investments. However, this is accounted for and shouldn't affect our bottom line.

I have begun to purchase computer equipment for the office, and Mel, Brian, and I sat down with Ed Board and worked out a way to use the \$10,000 budget so that we get 6 new Mac computers, 2 new PC laptops, and 1 new PC on top of other equipment, software and warranties. The goal is to have a functional wireless network of computers with up-to-date and licensed software by January 3<sup>rd</sup>.

I have begun the process of issuing statements to collect outstanding advertising revenue, with DeeDee having completed the ad audit, statements should be ready to send out to all advertisers by Monday. This should assist us in collecting from slow-to-pay advertisers, and I hope to have all first semester revenue collected by the end of January at the latest.

The SFUO ad credit is now done, and they are back to being invoiced as a regular customer.

We are currently above our advertising target by \$32,000. This is unprecedented and will be the highest grossing first semester for ad sales ever. If we can keep on target for the rest of the year (which should be possible as DeeDee is only about \$20,000 in signed contracts away from her \$97,000 target) and minimize bad debts we should easily make or surpass our target.

Peter: The target in one document was \$95,000.

Rob: I will ensure the number is consistently \$97,000.

While I don't have concrete numbers for C+ at this time, national ad sales have remained consistent from last year and I believe our year-end will match last year's \$62,000 gross.

Mel and I have been diligently working on the conference, and I have now received cheques from the U of O and SFUO which will help our final budget. The budget is still lower than expected, but we have managed to free up some space

and should still be able to throw a great conference. The registration deadline was this week, but it is being extended for another.

I expect conference coordinating, equipment upgrades, and collections to take up most of my December and early January alongside day-to-day activities, but am looking forward to spending Late January through April working on strategic planning, transition preparation, and improving systems at the Fulcrum.

#### 5. Report from the EIC

November is always a whirlwind month for students, and this year is perhaps the best example of such mayhem for myself. We have finished production for the semester and our first issue for the winter semester will be on the stands Jan. 10. This semester went quite smoothly and each week we finish production slightly earlier. Our volunteer base is very engaged, and on a given Tuesday you'll find a number of our volunteer staff staying long hours to help speed the production process up.

Brian and I will be continuing to work in the office for much of the winter break, and working with Rob to upgrade our office is the primary task for this time in between semesters. The editorial staff is very excited about the office upgrades, and I'm looking forward to seeing how it improves our issues and the efficiency of production. In addition I will be spending a lot of time working on the conference as it rapidly approaches. I will be visiting PEI for about two weeks over the holidays, but will likely be continuing to work from home for much of the break. I'll be out of the province Dec. 21-Jan. 2.

The conference planning is going quite well and there has been a noticeable increase in the amount of time spent planning on my end. I have upwards of 40 speakers confirmed to date and am still hoping to book a lot more. This past Thursday we had our first meeting for those interested in volunteering and the turnout was great. I'm really happy to see the interest that the conference has generated. If you'd like to volunteer in any capacity just let me know.

That's about it from me. Happy non-denominational holidays everyone!

#### 6. Approval of ad sales report

Hey guys! We had a great last couple of weeks. I had sent out emails to pretty much everyone who had advertised with us (and some who hadn't) to let them know about the last few issues and we ended up making a bunch o' cashola – in total, our last 2 weeks of the publishing semester totalled about \$7530 (before

tax, baby!). All in all, where we are for ads that have gone to print is: \$61,332.33. This is amazing, because we are \$32.33 above target for the semester! Our total sales so far are now at \$78,597.33. YAY!!!!

With regards to new advertisers, Money Mart is ready to come on board in January which is very exciting. Algonquin Travel is already on board with a small contract, but hey: every dollar counts, right? There have been a few others as well. Also, I have been in touch with the coordinator of the Snow Festival (formerly known as Winter Challenge) and hopefully they will be promoting a lot this year due to the fact that it is a new event.

Happy Holidays Everyone.

<u>Date</u>	<u>Sold</u>	<u>Sales Target</u>
July 26	\$ 1,790.38	\$ 1,800.00
Aug. 23	\$ 9,181.77	\$ 8,900.00
Sept. 6	\$ 9,387.07	\$ 9,500.00
Sept. 13	\$ 4,951.00	\$ 4,700.00
Sept. 20	\$ 3,692.25	\$ 3,200.00
Sept. 27	\$ 4,197.00	\$ 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	\$ 975.00	\$ 2,900.00
Nov. 8	\$ 2,915.00	\$ 2,900.00
Nov. 15	\$ 1,684.75	\$ 3,000.00
Nov. 22	\$ 3,258.81	\$ 3,000.00
Nov. 29	\$ 4,467.25	\$ 3,200.00
Dec. 6	\$ 4,439.75	\$ 3,200.00
<b>Total</b>	<b>\$ 61,332.33</b>	<b>\$ 61,300.00</b>

## 7. Copy Editor Position

Request from the editorial board

Mel: Next semester our current copy editor has courses that are compulsory and will not be available during critical times. We would like to look at hiring another copy editor for the winter semester. They would not read everything twice. They would be allocated different pages.

Rob: This isn't a significant cash flow problem.

Peter: Would there be a problem with consistency?

Mel: I don't foresee this as being a problem. But depending on who is hired, it may be something we have to address if the situation arises. The production

manager oversees them. He or she would work out of the copy editing office as per usual.

Move to endorse the recommendation from the editorial board proposed by Tyler

Seconded by Rob

Carried

## 8. Telus Phones

Rob: Telus has forgiven the \$600.00 that we owed them. What they have offered to switch is up to newer phones that will have \$15.00 a month unlimited data. However, the caveat is that we have to sign up for an additional year because we are re-signing the contract. They would amount to \$250 each.

The transition from our old phones to the new phones will mostly likely not be a problem because they are fairly new phones and will not have a contract associated with it.

Bell is offering the same package for \$7 a month. We would have to pay \$20 a month for the rest of the Telus contract. In the long run, it ends up being the same amount in the long run. However, I don't think we need to switch over out of vindictiveness.

Move to accept Rob's recommendation to sign the additional one-year contract with Telus and upgrade to unlimited data phones proposed by Tyler

Seconded by Peter

Carried

## 9. Printers

Motion to move in Camera proposed by Tyler

Seconded by Toby

Carried

IN CAMERA opened at 11:12 a.m.

Motion to close in camera session proposed by Tyler

Seconded by Toby

Carried

IN CAMERA closed at 11:23 a.m.

## 9. Any Other Business

## 10. Adjournment

Motion to adjourn meeting proposed by Tyler  
Seconded by Toby  
Carried  
Meeting adjourned at 11:25 A.M.