

Fulcrum Publishing Society Board of Directors Agenda

Sunday, January 10, 2010 10:30 a.m.

Location: SFUO Boardroom

Attendees:

- Ben Myers (voting member)
- Frank Appleyard (business manager, *ex-officio*)
- Emma Godmere (editor-in-chief, *ex-officio*)
- Andrew Wing (chair, voting member)
- Travis Boisvenue (voting member)
- Nick Taylor-Vaisey (president, voting member)
- Matthew Day (voting member)
- Maureen Hasinoff (voting member)
- Scott Bedard (vice-president, voting member)
- Steven Trainor (voting member)
- William Stephenson (voting member)
- Julie Seguin (SFUO representative, *ex-officio*)

- **Absent:**

1. Opening of the Meeting
 - a. **WING** calls meeting to order at 10:48 am

2. Approval of the Agenda
 - a. Add discussion of Ombudsmen Report
 - b. **HASINOFF/STEPHENSON** move to approve the agenda
 - i. Carried

3. Approval of the Minutes of the Nov. 25, 2009 Board of Directors Meeting
 - a. **WING/TRAINOR** move to approve the minutes
 - i. Carried

4. Approval of items approved via email vote
Transfer of the GIC to chequing account. Vote was passed via e-mail
The Board acknowledges this email vote.

5. Reports from Business Manager, Editor-in-Chief and President

Business Manager's Report - Jan. 2010

January. Aka: time to shake off the turkey coma and get back to business. What better way to get back to business than to write you a report?!

I returned on Dec. 30 from a wonderful, much-needed 10-day Christmas vacation to find the office still standing, the bank account still full, and everything (roughly) where I left it. So, all told: success. Everything is looking pretty good around the office right now, and I am sure I will have more than enough work to keep me busy over the coming weeks.

I would also like to state for the record that I completely cleaned the Fulcrum kitchen prior to Christmas, and it sucked. But, the kitchen is now clean!

The Financials

There is currently \$113,796 in our chequing account, which includes the \$20,336 transferred from the matured GIC. Our cash flow is still in wonderful shape, and I have no cause for concern on that level. The SFUO student levy from first semester came in higher than expected, and will likely be higher in the second semester as well. This is wonderful news, and is a potentially year-changing development for us. Between the SFUO and GSAED student levies and the spending cuts I implemented, there is significant cause for optimism that we will be able to break even this year. This is of course contrary to my previous predictions, which were based on the budgeted levels for student levy revenues.

So. Perhaps we will be in the black at the end of the year!

Collections are continuing to go well, with only a couple of advertisers from this year posing some concern. A couple of accounts are still unsettled and are showing little progress, notably City Chase, Famous Frenchy's, and the Pole Dancing & Fitness Club. City Chase is a considerable amount, and it may just be a case of corporate process to them cutting the cheque, but I will be following up soon. The other two are smaller amounts, but I am more confident that Famous Frenchy's will pay up.

The Camera

The camera, which was sent in for repairs in November, is a big source of frustration at the moment. Nikon has claimed that the issue was the result of the camera suffering "impact damage". As such, Nikon has refused to repair the camera under warranty. Nick and I have seen the photos of the camera indicating why Nikon has deemed it was our fault, and I attempted to appeal Nikon's decision. However, after speaking to a representative at Nikon, there is no appeals process, and apparently the damage incurred could only have been the result of an impact, not a manufacturing flaw. Nikon has quoted us \$300 to have the camera repaired.

- Henry's will be covering the cost of the repairs and it is currently being fixed. We expect it back next week.

Apparently the sign-out sheet I requested be used when the camera is taken by volunteers was never implemented, as such there is no definite way to know which volunteers have used the camera and possibly inflicted the damage.

We currently have \$500 in the “repair and maintenance” line of the budget. I will defer to the board on what action to take in this situation. Regardless, I will be addressing the staff about treatment of Fulcrum equipment.

The Trademark

The Fulcrum’s application for a trademark on “The Fulcrum” was held up due to a couple of errors in the application as filled out by a former business manager (*cough, Ross). However, I have since talked to the trademarks office and made the appropriate corrections and it looks like we are full speed ahead to get our trademark!

The Office Construction

The basement floor of the office is currently being replaced by the university, after a lot of the floor tiles started to warp and crack. Turns out we have water coming up through the foundation. The university isn’t going to do anything other than replace the tiles for us, which means the job will just need to be done again in a couple years. But, in the meantime, we will have some new tiles in the basement. I am also going to ask that part of the basement wall be replaced, as it is noticeably water-logged and rotting.

What a building we’re in.

The New Furniture

I made a trip to the university’s surplus furniture building at Lees Ave before the holidays and scored some free furniture for the office. I picked up several new filing cabinets for the basement, new chairs for throughout the office, and a couple of new tables for the news and sports offices. Hopefully this will provide a modest upgrade to the office fixtures, and given the price was right, I can’t complain.

The furniture should be delivered next week.

The Email Accounts

It was brought to my attention last week that apparently we have lost access to our email account administration as a result of the switch to Hot Ink. As a result, we no longer have the ability to set up account forwarding, or create or remove email addresses.

It seems like we are not going to be able to get back into our administration site (for whatever reason), so we are left to find another solution.

Over the coming weeks Amanda and I will be looking into making the switch to Google Apps, and hopefully facilitating the switch for all staff. Luckily for us CUP made the leap earlier this year, so we have a good wealth of information and advice to arm ourselves with in going ahead with this. Onward to the future!

The Next Couple Weeks

I will be in Edmonton from Jan. 13-19 for the CUP national conference. I will be losing my mind facilitating the hiring of CUP's president and national bureau chief. And drinking. Given we are not producing one issue as a result of Nash, my work around the office will not really be affected, and I will likely be caught up on everything within a couple days of coming home.

I will have a drink on everyone's behalf at Nash.

Salary discussions will be coming up soon prior to Ed Board elections, posing one of the biggest foreseeable items of work for me in the coming weeks. This will obviously be coming back to the board, and I will be talking regularly with Nick throughout this process.

Questions re: budget:

Scott: Research item - relates to fees re: research

Maureen: what are the impact of HST; Frank: will be contacting the auditors when they return.

Scott: questions re: budget

Editor-In-Chief update

I sound like a broken record, but time is literally flying. It has opened its wings and soared out the window, now nowhere to be found. I'm always chasing it.

But the holidays helped and I hope you all had some time to relax, too. No laundry list of items this time around, but a few updates, nevertheless:

Website and online editor update

Amira and I had a great chat about upcoming design tweaks to our main page, which will come into effect within the next week or so. We're looking to add a strong banner at the top to anchor the page and limit the amount of stories presented in an effort to create more impact, and we'd like to make this happen sooner than later so we can make use of the web design critique sessions at NASH. Amira will be joining us in Edmonton and is enthusiastic to attend a variety of Hot Ink/new media-related seminars, which I'm sure will really help us in adding more to our website this semester. While we realize it may be difficult to make large-scale changes while balancing week-to-week commitments and also in the absence of the support of an online editor, Amira and I—

along with the ed board—will be working to further develop our site throughout the semester.

Speaking of the online editor, the ed board will be putting together a detailed job description for the position over the coming weeks—before elections for the position and in enough time to get the description approved by staff. If any board members would like to contribute their two cents (though we will also be guided by the board's previous recommendations and the motion that was passed) they should feel free to drop me a line anytime.

- We are gathering feedback and will be tailoring a specific one for the online editor based on the section editor job description in the constitution.

NASH

Basically, it will be awesome. We leave next week, and everyone is super pumped. As per our publishing schedule, we will not be producing an issue for the 21st but will have one this Thursday (the 14th) and will return to work for the issue on the 28th.

More awesomeness coming up soon

Our sports editor Andrew Hawley has set up an opportunity in a few weeks for the ed board to meet Ken Gray of the Ottawa Citizen, who will speak to us about what it's like being on a "real" ed board and give us a tour of their newsroom. This is set to be incredibly badass. We're also generally preparing ourselves for a packed semester, which will include Capital Hoops coverage, a sex supplement, and SFUO election coverage, among other things. And, of course, preparations for our own elections will begin shortly after our return from NASH.

Very much looking forward to a busy and exciting winter semester!

Discussion: none

President report:

From now on we will be having a Presidents report

6. Report from the Advertising Representative
 - a. See below for report
 - b. BEDARD/TAYLOR-VAISEY**
 - i. Carried

Hey Everybody! Happy New Year. I hope everyone had a wonderfully restful holiday season and has returned to the table refreshed and renewed..... Okay nevermind. The holidays are usually exhausting!

I have some good news: sales total is now at \$75,660.88.

- Closer to 79,000.00 as of Friday.

This is a great place to be considering how slow this year has been. Carleton University Faculty of Graduate Studies placed a really nice order this year coming in at \$5,735.00. It is not easy money as right about now the contact there is super swamped, so I will have to hound her for every penny. That being said, I'm just relieved we got a bit of a push. Unfortunately CLS, who usually places a good hefty order right about now, will not be placing anything this year due to the budget cuts I mentioned earlier despite my communicating that we could be VERY flexible as to rates (we've had to be more lenient this year with sticking to the rate card). We may have a nice new client called WTFShoes – this is an online shoe business and they intend to place a lengthy contract. I hope this goes through – we'll know by the end of this week. (also sexopolooza – Dee's own initiative). Marketing and Communications just placed several projects, SFUO had a nice collection of ads in the Jan 7th issue, and we've got a few other people that are in progress (for example CUPE will be placing more ads for their Elections period). Speaking of the January 7th issue, we came in at well over \$5,000 which is great (especially for a January issue). AND I'm even more proud to say that in spite of the fact that Friday prior to the publication date was New Years Day, we had a very smooth production of the first issue back. This is not usually the case since mostly people are totally stupid on the first day back from holidays. For the most part, I got everyone booked with material sent before they went away for Christmas. I am incredibly proud of this achievement given that in past years facilitating the first issue back from break has been incredibly nerve racking! So, we are on the right track to maybe, just maybe, hitting target! If we do not hit it, we will come very close I think!

7. Interim report from the Policy Review Committee

TAYLOR-VAISEY brings forward the interim report from the committee

- it would take longer than one minute, gone through lots of policy but many changes are to be made. We've met 4 times for 4-5 hours each time.
- Needed to come up with a timeline because it was impossible to complete this for this meeting.
- Meeting on Jan. 30 and will go through to changes and are seeking outside council (legal clinic but they cannot help), but we will talk to law students or law professors because we have limited experience in business.
- Timeline concludes at the March BOD meeting (interim report presented in Feb)
- We would like to move the AGM back (will touch on point 11). – AGM would be Wed. 24 March is the proposed date.

APPLEYARD:

- the policy hasn't grown since becoming autonomous therefore a number of changes need to be made – getting us to where we are instead of 5 years.

HASINOFF:

- changes need to be consistent (some stuff has been shoehorned in) and we strive to make it easier for others to make further changes as the Fulcrum keeps growing.

Scott:

- there are sweeping changes to the corporation and how the corporation will function as it moves forward (there will be changes
Frank:
- We've tried to draw from other sources, pulled from credible sources
Maureen:
- trying to reflect the reality of the organization and how it's running and ensure that it's reflected in the policy.
Scott:
- The committee will make recommendations, and will bring back to the Board (this will be an important . These will be very important meetings.
Nick:
-a wide array of changes also including

8. VP Internal Communications

TAYLOR-VAISEY: Position is there but unfilled but many of the responsibilities have fallen to the President

- Fill that position from the ranks of the Board to divide up the tasks (President is a volunteer position so let's spread the workload).

WING: open the floor for nominations:

HASINOFF nominates herself.

Votes: carried

9. Employment News agreement

TAYLOR-VAISEY:

- Logos were out of date and how to update
- Provide with new logos stickers only difference in the agreement is that there are now only 27 racks.
- Start jan 1st for 3 years

APPLEYARD: full support – vast majority of our distribution on campus

BEDARD:

- one problem section 4: exclusivity – we have no control over what people distribute (it's out of our control)

HASINOFF: replacing them is something we should perhaps be something we consider.

APPLEYARD: to replace the racks it would be a cost of roughly 250/unit (Ross looked into it). It would be great if the Fulcrum could own all it's racks but it's not feasible financially right now.

BEDARD:

- look this over in 3 years when the contract runs out.

APPLEYARD: will get back to auto-traders and look at the exclusivity clause hoping it can be removed. This can be done via e-mail (Board decision).

10. *Discussion:* Ombudsman visibility

TAYLOR-VAISEY:

- Came to our attention: the corporate ombudsman is not visible (as opposed to staff ombudspersons).
- Denis Rancourt brought it up that it has been difficult to get in touch with this person.
- This has been rectified in p. 3 so this position is not visible.

APPLEYARD:

- blurb put in, this is what this position does and this is how we can get a hold of them.

Corporate ombudsman to field complaints from the community re: content; as opposed to the ombudspersons who are receiving complaints from staff/volunteers.

TAYLOR-VAISEY: this is also something that the policy committee is reviewing this position to make it tighter.

GODMERE: will make the difference between the two positions clearer

11. *Discussion:* Annual General Meeting

TAYLOR-VAISEY: Move it to March ; consistent to when other AGMs have been held

SEGUIN: nothing big that conflicts since it's during the week, especially during the day

HASINOFF: we should also consider other parts of our campus (i.e. University)
Discussion: nothing major stands out from University of Ottawa events.

12. *Discussion:* GIC

APPLEYARD: it's not gaining interest

TAYLOR-VAISEY: how much interest

APPLEYARD: GIC were suggested by finance guy since they are safe and the Fulcrum doesn't like to invest risky. We can either gain some money or none. Does the board want to keep it in the chequing account (we don't need that much cash flow)

BEDARD: move to put it in a two year GIC, one year was worked and the changes have not changed that much.

WING: I like the 90 days renewable ones because that way we aren't locked in but can renew

APPLEYARD: will talk to financial advisor and let him know what we're talk about to invest the 20,000.00. Will e-mail the Board re: what can be done with the funds.

13. Any Other Business

13.1 Ombudsman Discussion

TAYLOR-VAISEY:

- Correspondance dating back a month with Maudi and Denis Rancourt re: report he's put together and published online that he thinks deserves coverage.
- Maudi's report: details the communications between Maudi, Emma and DR and Maudi gives his interpretation
- no complaint has been launched as of yet but Madi provided us a report (unsolicited).

BEDARD I appreciate Maudi's sentiment in providing the report but it's not a report that should have been written unless it is requested.

HASINOFF: Maudi's report is out of the Fulcrum's policy.

SEGUIN: should this be in camera?

TAYLOR-VAISEY: No, it's not even a formal complaint it needs to be public.

GODMERE: clarification – the report has not been publicized but it's been somewhat distributed.

BEDARD: maybe Nick can get back to him about what we want to do.

WING: Will the Fulcrum run a piece on this?

GODMERE: Yes, there was an interview scheduled and we have even contacted Maureen Robinson.

TAYLOR-VAISEY: We'll keep the Board updated.

TRAINOR: Can we request that the ombudsman come to the next meeting?

TAYLOR-VAISEY: yes!

14. Adjournment

Motion BEDARD, second TRAINOR

Meeting Adjourned at 11:49 am