

Fulcrum Publishing Society Board of Directors Minutes

Sunday, August 19, 2007 10:30 a.m.

Location: Deja Vu Lounge – room 230C

1. Opening of the Meeting

2. Approval of the Agenda

Changes:

Recognize addition of 4 and all to the agenda.

Approval should be indicated as June minutes.

Motion to approve the agenda proposed by: Tyler

Seconded by: Rob Fishbook

Motion carried.

3. Motion to approve the minutes for June

Proposed by: Tyler

Seconded by: Rob Fishbook

Approval of the September minutes

Motion carried

4. Change to BOD Documentation

5. Audit Presentation

Presentation by Luc Imbeau, Auditor from Connelly and Koshy on 2006-07 audit.

Closing of the presentation and question and answer period proposed by: Toby

Seconded by: Marcus

Motion carried

6. Update from the President

- The Fulcrum Bank account currently contains \$73,364.99.
- Credit card processing for our ad department has now been approved and we should be fully set up to process credit cards by the end of the month.
- The first set of rental negotiations between The Fulcrum, La Rotonde, OPIRG, GSAED, the SFUO and University of Ottawa administration occurred on Friday. The University's proposal would charge the Fulcrum basic utilities and maintenance at a rate of \$1,396.47 per month (\$16,757.64 annually). We have made it clear that this amount of rent is unreasonable and simply not fiscally possible. We are currently waiting to hear from Marc Duval (head of CLS) about other ideas and proposals from the University, but plan to continue with our hard line stance that money should be

allocated to facilitate space for student organizations as they enrich the university as a whole. We are planning to draft a letter to Victor Simon stating our collective position, in an attempt to affect the main decision maker in the situation.

- The renovations to 631 King Edward are still... ongoing. We are now hoping they will be finished by the Sept. 6 issue.
- I have been working on getting us approved for Work Study, but have been told that, while the system can now process organizations not directly within the SFUO or U of O, cutbacks this year mean there are no positions available to us. I will continue lobbying and am looking into positions allocated to the SFUO that were originally approved for the Fulcrum. CHUO's Work Study positions have been approved so Rob will speak to them with regard to this.
- I am currently working on securing CUP funding from the University of Ottawa and am attempting to get a meeting with the soon to be resigning David Mitchell.

7. Update from the EIC

Things are definitely picking up on the editorial side. Last month we put out our first summer issue, and are currently in production of our second. This issue will be in the SFUO's 101 kits.

Renovations are so close to being done we can taste it. Hopefully by the time we go over this report on Sunday we'll have set up most of the offices on the second floor and will finally have some sense of normalcy.

Nick Taylor-Vaisey and Tina Hassania have also been hired by Canadian University Press, filling the roles of Ottawa Bureau Chief and Arts Bureau Chief respectively. They, along with Rob, myself, and CUP board member/former Fulcrum Art Director Jason Chiu, will be heading to Toronto next weekend to participate in CUP summer school. Road trip!

August 11 and 12 saw the return of some semblance of an editorial board retreat. It was held in the Fulcrum offices in order to train our new editorial board, as well as bring them up to speed on things that have happened over the summer. We also went bowling and it was kick-ass fun. I hope to see this as a tradition carried on in years to come.

I have met with Maleeha Akhtar our new Volunteer and Visibility Coordinator to discuss our volunteer drive for the rapidly approaching fall. The SFUO is organizing a "Media Village" in which the Fulcrum will participate, we also plan on visiting other 101 Week events to get the word out about our paper. Perhaps even a trip to RGN? Other plans in the works include our day of seminars at Carleton on Sept. 22, as well as our annual BBQ taking place Sept. 20. Staff meetings will be Thursdays at 4p.m.

Our website is almost complete, and should be up as anticipated, to coincide with our August 23 issue.

CUP conference preparations are going well on my end. We have secured our first keynote speaker, Juliet O'Neill, of the Ottawa Citizen. I've been doing a lot of reading lately, and have some very interesting panel discussions in mind (political pundits fight to the death!... maybe).

8. Approval of ad sales report

Hey everyone. Sales are going very well at the moment. Total sales can be estimated at \$27,000. The total for the Frosh issue is at \$7204.34. This gives a total of \$8944.72 for the summer issues.

Contact has been made with York Entertainment and their representative has sent our rates and dates of production to all the bars and restaurants that they represent. I have been making a good amount of cold calls and have had good response especially from pizza parlours for inserting flyers and doing print ads (my pitch: "students buy lots of pizza..." what else needs to be said???). I'm still contacting many of the clients that have gone by the wayside since Josee's year and have had positive respond in general.

All in all, things are good. Have a great BOD.

Motion to approve the report proposed by Tyler

Seconded by Chris

Motion carried

9. Media Kit Presentation

Ad Rates

	Previous	2007/2008
Full Page	\$750	\$825
2-8 Inserts	\$700	\$770
8-14 Inserts	\$650	\$715
14+ Inserts	\$625	\$685
1/2 Page	\$375	\$410
2-8 Inserts	\$350	\$385
8-14 Inserts	\$325	\$360
14+ Inserts	\$300	\$330
1/3 Page	\$250	\$275

2-8 Inserts	\$225	\$250
8-14 Inserts	\$200	\$225
14+ Inserts	\$175	\$200
1/4 Page	\$225	\$250
2-8 Inserts	\$200	\$225
8-14 Inserts	\$175	\$200
14+ Inserts	\$150	\$175
1/8 Page	\$125	\$140
2-8 Inserts	\$110	\$125
8-14 Inserts	\$105	\$115
14+ Inserts	\$95	\$105
Business Card	\$75	\$75
2-8 Inserts	\$75	\$75
8-14 Inserts	\$50	\$50
14+ Inserts	\$50	\$50
Colour		
Full Colour	\$350	\$385
Spot Colour	\$150	\$165
Inserts	\$60/ 1000 inserts	\$65/1000 Inserts

Priority Placement remains the same: 20% additional for placement throughout the issue, and 15% for page 2 or back cover.

- These rates will come into effect on September 1st
- The ad rates for both papers are on now fairly on par

Motion of approval proposed by Tyler
 Seconded by Marcus
 Motion carried.

10. Committee Update

5 changes that we would like to see:

1. Executive Committee: to be adopted
2. Advisory / Legal advisory

Be it resolved that the Board suspend the month-to-month activity of the Advisory and Legal committees as per Section 14, Bylaw 2, and instead convene a meeting of these, or the Executive Committee, as circumstances require.

Moved by: Rob
Seconded by: Jess
Motion carried

3. Financial project team
We would like to do an internal control review completed at this point for our organization. We may consider having a project team put together, consisting of both board member and management students to document practices, etc.
4. Be it resolved the Finance Committee set as its workplace the following three objectives: ongoing review of the Corporation's financial position, preparation of the 2008-09 budget, and preparation for the following years.

Moved by: Tyler
Seconded by: Chris
Motion carried

4. Human Resources: create an HR committee to create documentation for our human resource management practices.

Discussion on the HR committee point:

This HR committee would complete an HR manual this year, and once this project is completed we would decide whether or not we want to officially add this committee to our by-laws. Concerns: Safeguards should be put in place to ensure the committee reports to the board, and the board has the final say.

Benefits: Legally, this is an appropriate course of action to prevent any situations that would be unethical based on employment regulations.

Executive Committee: to be adopted

11. Credit Cards

We are now eligible for the corporate credit cards.

General consensus that Rob should go ahead and apply for one with a \$6,000 limit.

12. Board Paperwork (confidentiality agreements, etc...)

Typing error: make the change and initial next to it once approved.

13. Any other business

We would like 50.00 to pay for on-campus distributor.

Motion to increase the salary budget line by \$50.00

Moved by: Marcus
Seconded by: Rob
Motion carried

14. Adjournment

Motion to close the meeting by: Tyler
Seconded by: Chris
Motion carried