

Fulcrum Publishing Society Board of Directors Minutes

Sunday, June 22, 2007 10:30 a.m.

Location: Deja Vu Lounge – room 230C

1. Opening of the Meeting

Appointment of a chair

BIRT Tyler Meredith be appointed as chair for the remainder of the meeting.

Moved: Toby

Seconded: Rob

Carried

Meeting opens at 10:33AM

Present: Rob Fishbook, Tyler Meredith, Toby Climie, Marcus McCann (arrives at 10:40 AM) Kyle Goebel, Jessica Morris, Jamie Ellerton, Melanie Wood, Peter Raaymakers, Kris Lloyd

Absent: Tina Hassannia

2. Approval of the agenda

One Amendment, Update from the ad-rep after update from the EIC.

Moved Tyler

Seconded Toby

Carried

3. Approval of the minutes

No questions

Approved

4. Appointment of new BOD Seats

Tyler: Lets go around and have the applicants introduce themselves.

Kris: Knows everyone; could probably do a really good job; comes from a business family; doesn't care what goes in the newspaper.

Kyle: Comes from a business background; owned his own business for 5 years; excellent customer relations; more interested in the business capacity, not the paper; hopes to exert a positive influence.

Jamie: looked to expand activities on campus; worked for an MP; quick learner; campus paper is a strong thing and wants to see it succeed.

Rob: Reads an e-mailed position for an applicant for the student rep position.

Hi everyone,

I hope that I made the deadline for the submission of applications. My name is François Nguyen, and I've just finished my first year at the University of Ottawa. I'm sure it would be a pleasure to meet all of you; however, unfortunately, I won't be able to attend the meeting on Sunday.

I am vying for one of three student representative seats. To be humbly honest, although I am totally new to the business aspect of newspaper, I do feel that I can contribute to the BOD in my own way. As far as background and experience go, I used to serve on the yearbook team in the International Language Program (Saturday School) as photographer, assistant editor and writer. Also, I served in student council back in high school, being part of committees and making decisions for the student body.

Since the model student representative should be committed and well-informed, I feel that I meet these criteria, and more. Straight from my curriculum vitae, I describe myself as a teamwork person of integrity, credibility, reliability and resourcefulness. I am the recipient of the University of Ottawa's President Scholarship, and always willing to learn new things, such as newspaper business.

I realize that not meeting face-to-face is a huge disadvantage in any selection process: therefore, should I not have met your expectation, I would still want to be involved, in some ways or other, in the BOD.

Thank you for your consideration,

François Nguyen

Jessica: Worked on ed-board last year, wants to join the BOD.

Peter: Has been involved at every level and wants to be involved at the decision making level.

Rob: To all applicants: Is there anything preventing you from a full year commitment?

All: None

Mel: Jessica, please elaborate?

Jessica: Didn't know what she wanted to do at first. Works for the Campus Press and deals with budgets.

Tyler: Chris, are you new to this university? What do you study?

Chris: One year, and I study biology.

Tyler: Motion to move in camera

Moved: Toby
Seconded: Rob
Carried

<<IN CAMERA>>

Marcus: How many students do we have?

Rob: Can we just elect the staff and alumni rep?
Carried

Rob: Can we just put the 3 people present on the BOD? It seems as though Francois is really keen in any sense.

Motion:

BIRT that Jamie Ellerton, Kris Lloyd, Kyle Goebel, Peter Raaymakers, and Jessica Morris be elected to the respective positions they are applying for for the remainder of the 07-08 year.

Moved: Rob
Seconded: Marcus

Tyler: Motion to move out of camera
Moved Tyler
Seconded Rob
Carried

<<END OF IN CAMERA>>

Rise and report

Tyler: The board has decided to accept all nominees that have applied in person: Kris Lloyd, Kyle Goebel, and Jamie Ellerton are to be appointed to the vacant student positions, Peter Raaymakers is to be appointed Fulcrum Staff Rep, and Jessica Morris is to be appointed Fulcrum Alumni Rep.

Tyler: There are several executive seats available that can be appointed.

Rob: The reason "consensus" is written is because this is the first meeting, and I don't feel we should go ahead with executive elections unless all the new board members are Ok with this being done so quickly after they get onto the board.

Peter: I'm not interested in running for any positions

Kyle: Can we wait until next meeting

Marcus: Can we elect a chair, because I have somebody in mind. Tyler has been very capable as chair. Can we elect him as chair?

Jamie: I'm interested in VP and if I could get a run down of what the position entails.

BIRT Tyler Meredith be elected chair for the remainder of the 07-08 year.

Moved: Rob

Seconded: Marcus

Carried

6. President's Update

Rob: Year end is finished but the audit has not been started; the office is in chaos and the network is down; 4 people are working in the basement but have been told that they are welcome to stay in the basement; if needed arrangements will be made with La Rotonde or the SFUO. Collections are going very well and only \$3000 is outstanding, hoping to get the rest in by the July issue. Only about \$1000 in bad debt and there was \$4000 budgeted. DeeDee has been hired as ad-rep and new options and systems are being put in place.

Tyler: what are the cost implications of having a credit card system

Rob: Costs drop after 2 years in business; about \$100 to set up and a per transaction cost.

7. Update from the EIC

Mel: Welcome new BOD members. Things are moving well. Brian Bosma has been hired as production manager. First summer issue is coming out July 22nd. "Ottawa in the Summer" is the theme. Rob and Mel are still working on the CUP conference. Tyler Parrot is updating the web page and it looks good so far. Mel is returning home just before the next meeting. Mel met with the Charlatan and is planning a few staff get-togethers. There is a lot of stuff in the office.

Peter: Is the web redesign an honorarium?

Mel: We solicited a bid and we told him what we could pay him. It was put into the summer budget at about \$500-\$600.

9. AD rep report

Rob: Deedee has signed a new contract for \$3000

Peter: We're doing FSO again?

Rob: They signed a contract last September for 2 years. We will be receiving a copy in advance to check for liable.

10. CUP update

Rob: Things are going well. Amanda and Will came by and went over a few things. The Lord Elgin fell through and we are hoping to get the Westin down in prices, otherwise it's the Crown Plaza

Jamie: Did you contact the Novotel

Rob: We need a space for 350 people.

10. Ad Rates

Rob: Our ad rates are too low and we haven't had an increase in 3 years. Rob would like to make an increase of 10% across the board, effective September 1st. This will give DeeDee a chance to get advertisers to book before the year.

Tyler: I think that increasing rates is sustainable, but we are a mid- to large- sized paper. Our circulation should increase to account for this.

Peter: Agrees with Tyler. Printing costs alone increased by 3.5% last year

Rob: Can I propose to increase rates by 10% and bring an updated card for approval at the next BOD.

Tyler: Can I add that we also need to examine circulation

Rob: Marcus, can you talk to how Josee dealt with the increase?

Marcus: Costs go up.

Peter: Existing advertisers are given the opportunity to sign before September 1st.

Rob's Report to next BOD meeting

Moved Tyler
Second Peter
Carried

11. Ratification of EIC

Moved Marcus
Seconded Tyler
Carried

Rob: We entrust Mel to check the paper for liable.

Mel: This is just a formality.

Rob: Mel has been ratified.

12. Telus Phones

Rob: A brief history. Three years ago we got phones (2-3 paid by the Fulcrum, 3 not). It's gone to hell. My recommendation: Cancel all cell phones not being used. The ones being used are the Ad-Rep, Pres, and EIC. Telus has agreed to give us 2 state of the art phone doo-hickeys. These will be passed down.

Jessica: Why isn't the EIC's phone paid for?

Mel: There are other financial considerations at the Fulcrum. Everyone has a phone, but the production manager should have one before the EIC

Jamie: How long is the new contract?

Rob: Three years, but the production manager's will be month-to-month.

Motion: Recommendation is to pay for 2 PDAs for the ad manager and business manager and cancel the other cell phones not being used.

Marcus: Why don't we buy them and put them on a month-to-month contract?

Chris: They cost \$600 each.

Rob: It is important to keep these phones because the phone numbers are on every single Fulcrum document.

Peter: I am concerned by other people bringing cell phones to the board to pay their bills.

Kyle: Why not give them a budgeted phone?

Mel: How would you distinguish between work and calling your parents long distance?

Tyler: Do you have the ability to change the contract within the 3 year period?

Rob: Yes

Jessica: How long does Rob go out of the office for? Why do you need data?

Rob: It would be handy, but not necessary.

Chris: You could spend money on the phone and get the phones for a hundred bucks.

Marcus leaves: 11:30AM

Tyler: Why don't we authorize a 2 year contract, at least on one PDA for the ad manager?

Peter: It would be handy for Rob to have access because he is the President and could need to respond.

Rob: I'll need to contact and check on the rates for 2 years.

Peter: There are a number of options that are more flexible.

Motion: BITR that the Fulcrum gets 2 PDAs from Telus for 2 year contracts for the business manager and the ad-manager.

Moved: Marcus

Seconded: Tyler

Carried

Tyler: It is expected that the EIC and Production manager will have phones, except they are welcome to invoice the corporation for business related phone calls.

Rob: Do we want to give some compensation to the EIC and Production Manager.

All: yes

Rob: Production Manager, EIC, and Business Manager will get a \$50 credit per month for their cell phone usage.

Tyler: It's a little excessive. I would recommend.

Motion: BTR that an allowance of \$25 per month per person be allocated to the positions of EIC and Production manager to cover their phone expenses that is work related.

Moved: Tyler

Seconded: Rob

Carried

13. Any other business.

No

Motion to Adjourn

Moved Kyle

Seconded Tyler

Adjourned at 11:45AM.