

Fulcrum Publishing Society Board of Directors Minutes  
Sunday, September 16, 2007 10:30 a.m.  
Location: Deja Vu Lounge – room 230C

Present: Rob Fishbook, Melanie Wood, Peter Raaymakers, Kris Lloyd,  
Jamie Ellerton, Tyler Meredith, Meaghan Walton, Toby Climie, Jessica  
Morris, Kyle Goebel

1. Opening of the Meeting
2. Approval of the Agenda

Changes: We will also speak to the HR committee board that was raised last month.

Motion to approve the agenda proposed by: Tyler  
Seconded by: Rob  
Motion carried.

3. Approval of the July/August Minutes

Proposal to change July Minutes - no changes.  
Proposed by: Tyler  
Seconded by: Rob  
Approval of the July minutes  
Motion carried

August Minutes - changes:  
-Take out paragraph on HR committee.  
Proposed by: Tyler  
Seconded by: Rob  
Approval of the August minutes  
Motion carried

4. Update from the President

President's Report  
September 16, 2007

- The start of the school year has been very busy so far, but going well. The bank account currently contains \$66,711.54, and our final summer levy should be arriving soon, followed shortly by our first fall levy.
- The major renovation work is now done and the construction crew is simply finishing up some of the odds and ends. The office looks clean and fresh and hopefully, more professional.
- We have begun processing credit card transactions with a few advertisers, who seem very happy that we are now offering this service.
- The corporate credit card that I applied for should be on its way in the mail very soon, the *Fulcrum* has been approved for a \$6000 limit with a fee of \$4.50 per month. This should ease difficulties with online purchases, and alleviate our employees from having to spend their own money on major purchases and then wait to be reimbursed.
- Rent negotiations have not proceeded since our last meeting. Marc Duval will be touring the Fulcrum offices on Monday morning, and I expect, discussing the rent situation with me then. We will also be having a follow-up meeting with all parties present on Sept. 28.
- Our rates went up on Sept. 1, and so far there have been no significant complaints or comments from advertisers.
- Advertising has gone well. Our first few issues have broken all previous sales targets on record and left us with a base of almost \$40,000 in contracted advertising at this point. We are about to hit the post-fresh drop-off for the year but will hopefully be able to continue to hit targets, and more importantly due to new systems and sales aids will be able to insure prompt collection on ads.
- We have had a few small issues with advertisements so far, one requiring a \$150 credit for lack of spot colour, and another requiring a free business card ad due to a girl guides ad being placed next to Dear Di. Despite this, both situations have been resolved with minimal difficulty or cost to the Fulcrum.
- Preparations for the CUP conference are going well, although they have stalled slightly during the first few weeks of school. We should have a final deal in place with U of O in the next few weeks for sponsorship and the use of university resources for the conference.
- Next month I will be preparing the financial update for the board including the current cash flow analysis, profit/loss to date, and a full ad sales update.

## 5. Update from the EIC

### Editor-in-Chief's Report

September 16, 2007

There are a lot of things happening in the office in the coming weeks. Namely, the following things:

Fulcrum volunteer recruitment BBQ: Sept. 20, 4pm, Fulcrum office. Come one, come all!

Fulcrum/Charlatan workshops: A day of speakers on the Carleton campus, taking place Saturday, Sept. 22, all day. Seminars on: news, arts, sports, investigative writing, and so much more.

Fulcrum/La Rotonde soccer: Date to be decided, but in the next couple of weeks, likely, October 14<sup>th</sup>.

We're back in the swing of things production-wise, and have published two regular issues. Things continue to go smoother with each production as the staff become more comfortable in their positions, and we get used to our new production schedule.

During the first day of class we set up Fulcrum information booths at both GSAED and the SFUO's orientation events. We had a number of people sign up for our mailing lists, and I think it was beneficial to get our faces out there during 101 Week mayhem.

We're currently accepting resumes for a staff writer, staff illustrator, and proof-reader. We'll likely have them hired prior to the next BOD.

## 6. Approval of ad sales report

### Advertising Representative's Report

September 16, 2007

Hello all. Things are going well. As some of you may already know, we've had a great start to the year. Sales for the issues that have been published to date total approximately \$23,300. As it stands, total sales for the year (for issues past and issues to come) are at approximately \$40,000.

Unfortunately sales are beginning to slow down, as expected. Our next two issues are sitting at about \$3,000 each. I expect these numbers to grow a bit, but not to level of previous issues.

I have a few promising discussions in the works, such as Dilawri Bank Street Hyundai and American Apparel – at this stage, the discussion are in the very early stages, but I’m hopeful. I’ve had good response from cold calling bars/pubs/pizza joints and will continue to pursue those avenues - I have begun investigating other avenues such as storage companies, retail locations in the market, and rental agencies.

All in all – we are doing well and are exceeding totals from last year.

Best of luck to all of you who are starting a new semester. Have a good BOD!

Date	Total Sold
July 26	\$1800
Aug. 23	\$9200
Sept. 6	\$9400
Sept. 13	\$5000

Motion to receive advertising sales report

Proposed by: Tyler

Seconded by:

Motion carried.

#### 7. HR Committee (added)

Do we want to have an HR committee? It would likely consist of representation from the Board and from the staff. We are not legally required to do so, but it would act as protection against liability.

This year would be a pilot project including the creation of an HR manual to help deal with any problems hat might be encountered. Is the HR manual something that is appropriate for this year.

Tyler will draft a new proposal for the HR committee

Motion to approve the idea in principle that an ad hoc HR Committee be drawn up for approval.

Proposed by: Tyler

Seconded by: Jessica

## 8. Board Governance Presentation

Overview:

- We need to adopt a strategic planning process, hopefully by the end of October.
- Risk Management planning would be great to have on paper if we can get to it this year.
- Succession planning
- Communication policy
- Internal Control and management and information systems
- Developing the corporation's approach to corporate governance.

The Board's role:

- To consider environment, stakeholders, members' input.
- Directors have a fiduciary duty to the corporation.

Director Conduct:

- We are developing a Director Code of Conduct

Board Monitoring:

- We set specific and measurable goals
- Board-Staff relationship is important: respect, clear roles, professionalism, et cetera.

## 9. Any other business

Peter **Raaymakers** took a job with La Rotonde, but it is not technically a problem.

Ombudsperson

We will use the same Ombudsperson as last year.

## 10. Adjournment

Motion to adjourn the meeting

Proposed by: Peter

Seconded by: Tyler

Motion carried

Meeting adjourned at 11:25 a.m.