

Meeting opening at 10:50AM, August 5<sup>th</sup>.

Present:

Alex Smyth  
Mercedes Mueller  
Matt Conley  
Andrew Hawley  
DeeDee Butters  
Paige Gallette  
Danielle Vicha  
Devanne O'Brien  
Nicolas Fleet

Absent:

Ben Myers  
Des Fisher  
Sameena Topan

Nicolas Fleet elected as acting VPIC to take notes.

Devenne: Motion to accept minutes from last meeting.  
Motion carried.

President's report:

Two on-campus people hired.  
One distributor had no work VISA to legally work on Canada. Thus that distributor will not be hired.

Danielle:

Two stacks of Fulcrum issues found outside of a building. Some newspapers not placed well. Distributor asked friend to help him. Possible that friend did not distribute properly. Will emphasize to distributor that this is his responsibility. Furthermore, distributor noted nearly all previously printed issues were not picked up.

President:

Need to hire another distributor.  
Work in progress to deal with crisis of \$60,000 of uncollected advertising revenue.  
2011-2012 budget will have to be amended in future.  
One vacancy exists. Eight people on board: two free spots. One student, one university rep. Had to dismiss a former director due to absenteeism. If a person misses two consecutive meetings, he/she can be removed. Former board member missed three board meetings in a row with no explanation.

General Manager (GM) Report

GM

Organizing accounts, organizing files, manage files, collect \$65,000 of outstanding invoices.  
GM and AdRep's responsibility. Over 300 invoices to deal with.

Collected \$38000. Board applauded this.

April 2010 year end not completed by David. Bookkeeper not willing to be helpful to GM report.  
Google keyword search optimization.  
Developed cross-promotion with CHUO.  
Improve both on-campus and online distribution.  
Working with SFUO to receive assistance (tables, etc.) and in turn would promote SFUO.  
Working on fundraising gala.  
Working on putting Fulcrum copies into Frosh Kits.

### Editor in Chief

Editorial board not operating with full complement.

Relieved art-director of duties. Missed deadlines, was not present at times.

Goal: hire new art director.

Purchasing WordPress template for website.

Goal: to fix volunteer tab and Society section on Fulcrum website. Create online readership survey.  
Re-write style guide, volunteer guide.

Three positions to hire for: proofreader, illustrator, writer.

### Ad Rep

Repairing holes. 2010-2011 publishing year: all but two months had advertising revenue not collected.

Commended Danielle on work with collecting revenues.

\$13,442 of sales.

Registered charities get 1/4 page for free.

Upsold previous clients.

The Draft purchased same back page on September. Possibility of comping the Draft with 50% reduced rate for a future ad in January. Diplomatic relations with advertisers.

President: Diplomacy important, but we must collect the money because we did print the ad in the end.

Rideau Optometric purchased nearly \$7000 of ads. An excellent client.

Online ads were very popular. \$2000 of income.

Raised online ad rates, but still cheaper than Carleton University's rates.

Purchased new Blackberry.

Online traffic is high.

Investigating possibility of retaining old Photoshop Software for savings of \$800.

Building better accountability and tracking; Danielle getting signed copies of everything, for instance.

Discussed with Andrew in reduction of advertising target (\$95,000) to \$90,000.

**Devenne moves to accept AdRep report.**

**Matt seconds.**

**Motion carries.**

### WordPress

Cost of template: \$69.

Template: Magnesium.

Danielle to follow up with HotLink on Monday.

Can buy template any time.

Website to be designed on paper first. New Website to be up by September 1<sup>st</sup>.

### *Online Editor*

Possibly reassess Webmaster's job at end of September.

Tweeting strategies.

Division of labour between Daniel and Charlotte should become apparent.

Tweeting may be staff position.

Better definition of online vs. webmaster's roles in other newspapers.

To be discussed in meeting in September following feedback and consultation from Charlotte.

### On campus

Offer job to candidate to previous candidate who was in consideration for first-round. She can only begin in the second week of September.

Will be offering Frosh-Week issue distribution to Zach Bronrigg.

If previous candidate declines, then position will be re-opened for hiring.

### i Task

Committee to meet this week.

#### Policy Review

Committee will meet in September or later; urgent but not as urgent as the work of other committees;

#### Party Planning Committee

Mercedes informed the board that some ed board members want to be on this committee. We will look into this.

#### Fundraising Committee

Danielle is interested in having the Fulcrum host different fundraising events, including a gala. Discounted appetizers at Honest Lawyer.

#### CUPDate

Consider Fulcrum's reputation in CUP.

DeeDee recommended not running CUP and Gala at the same time.

Devanne has concerns about a Fall date.

Alex concerned about timing for Fall date.

Will be examing a Spring event.

#### Other Business

Time limit for each item on discussion.

Devanne Motions to adjourne.

Motion carries.

Meeting ends at 13:30.

#### **SIGNING AUTHORITIES**