



Fulcrum Publishing Society
5th year of autonomy
Board of Directors Meeting
MINUTES

October 16, 2011
UCU206, 10:30 a.m.

Voting members present: Andrew Hawley, Devanne O'Brien, Alex Smyth, Ben Myers, Matthew "The Seconder" Conley, Des Fisher

Ex-officio members present: Paige Galette (SFUO VP Com)

Other: Deedee Butters, Danielle Vicha, Ben Mitchell, Naushin Vighio

1. Opening of the Meeting
 - Opening of the meeting at 10:50am
2. Approval of the Agenda
 - Agenda approved with change: Move 'New Applicants' item to #3
3. New applicants for Board of Directors – (two vacant) student positions
 - Ben Mitchell
 - Naushin Vighio
 - **Motion** to go in Camera at 11:06am by Matt and Second by Alex.
 - **Motion** by Matt and second by Alex to move out of camera at 11:09am.
 - **Motion** by Matt and second by Alex: To approve Ben Mitchell and Naushin Vighio as Disinterested Student Representatives. **Motion** passed.
 - **Motion** by Devanne and second by Des To approve Naushin Vighio as Disinterested Student Representatives. **Motion** passed.
4. Approval of the Minutes
 - Approval for September meeting minutes. **Motion** by Matt and seconded by Devanne. **Motion** passed.
5. President's Report

- Director's handbook. Andrew: "Nothing. Nothing at all." No progress since last update.
- Printing error. See Andrew's email to the board. Wednesday 4:15pm issues arrived. Decision made by the Editorial board to reprint the issue. Rest of discussion at agenda issue. Thanks to team that helped to distribute the issue.
- Hiring: Nicholas Fleet resigned from the Board and was hired as on-campus distributor.
- Distribution: Stands missing in Arts, Simard and Tabaret. Distribution Task Force created to identify and rectify distribution issues. Danielle: "Auditor needs records of minutes", needed soon as audit is in process now.
- Committees: Policy review needs to meet to input **motions** into policy. Twice annual meetings with Business employees required at the end of October and February. Fundraising.
- Andrew declares the Fulcrum will support the Texas Rangers for World Series Championship.

6. General Manager's Report

- Meeting with printer on number of issues. Re-ordered invoices from printer, printing errors, colour printing issues. Performance Printers proposed changing printing day from Wednesday to Thursday due to increased demand on their part. Deedee and Danielle indicated that we are not interested in that change. They also folded our issue without our consent and delivered it to us as such. We did not like this. Met with Barry

to indicate frustration with printing issues. Limits to 4 colour plates are impacting advertising and production, impacting premium sales and priority placements. Danielle contacted other printers and asked for recommendations for other printers.

- IT professional brought in to evaluate the office: System crashes all the time, time capsule (backup) slow. Mac mini in office takes a long time to start up. Simply Accounting software is not Mac-friendly, which is why we are using Parallels on the macs. This is an urgent issue and is slowing down the accounting process. “A non-functional system,” says Deedee.
- Professional meet-and-greet on Nov. 9. 40 guests confirmed. Email invites created. Report from Luc not received until December last year.
- Webmaster quit due to a conflict of interest. Charlotte interested in the position, but technical person might be a better choice. Looking into hiring a new person.
- New phones needed in the office for several offices. Can buy new phones or rent from the U of O.
- Addition: Thanks to sponsors for the meet and greet. Should we include a business card size ad as incentive for
- THE GRAND CONTRA EXPERIMENT: Finance committee meeting to come up with policy on this.

7. Editor-in-Chief's Report

- Mercedes absent. Report not received. Ben proposes meeting with EIC to discuss Printing issue.

8. Ad Rep Report

- On track to meet targets. Still getting feedback about neglect from last year. Andrew: "Update on collections?"
- Outstanding payments from last year down from \$65k to \$14k. Gold star for Danielle!
- Next year production schedule selling opportunities. Ex: Overlap with Halloween and Travel supplement issues. Recommendation from Deedee: Ad rep should be included on the discussion for the ad schedule

9. Reprinted Issue

- Michelle (Production Manager) has not appeared.
- Total cost \$2,800 before taxes.
- How do compensate for this cost?
- Deedee: Can we get compensation from the printers for the folding printer error?
- Des: May be an overreaction to set rules for an event that rarely happens.
- Deedee: Creating checks and balances should be the centre of the conversation. Evaluate the reason behind the error and what to do in these situations.
- Andrew should convene a meeting with EIC and Prod Man, as well as board members to address this issue specifically.

10. Distribution/Pick up

- Distribution task force:
 1. Missing stands
 2. 1/3 of distribution sheet was wrong.

3. Off-campus distribution is an apparent failure. Transitway stops should continue to receive issues. Pickup has been lacking from those boxes in any case. Boxes should be cleaned.
4. Should we explore reducing the number of issues printed?
 1. Deedee notes this would impact advertising.
 2. Des would like to see plans for next meeting for what to do on this issue. For task force/General Manager to present.

11. Minutes/Policy Review

- Reports should be included one file with minutes for posting online.
- Original report copies should be signed

12. NASH/Fundraising

- Mercedes interested in approaching businesses and universities for donations.
- Halloween and Christmas events.
- EIC should present the board with a plan for funding potential NASH attendees from the Fulcrum.
- VP Com: School Spirit committee can offer money to the cause.
- CLS has lots of money; tap that!
- Andrew encourages the Board to contact everyone on their own and ask for money.
- Danielle will be tasked with contacting various media agencies for sponsorship opportunities.
- Alex: Let's get the icon for Paypal back on the site.

- Andrew would like the EIC and Bus Man to meet with fundraising committee.
- Fundraising committee struck: Alex and Devanne join the committee.

13. Ombudsman

- **Motion** to go in-camera: Matt and Alex at 12:50 p.m.
- **Motion** to go out-of camera: Des and Alex 1 p.m.

14. Any other business

- Andrew issues: Wants Ben Myers (VP Com) to make a new Wednesday deadline for all reports for presentation at next BoD meeting. Ben agrees.
- Des commends President, Danielle, Deedee on the content and quality of their reports.

15. Adjournment

(14) Adjournment

- Alex moves to adjourn, seconded by Ben Mitchell!. **Motion** carried at 1:10 p.m.