



Fulcrum Publishing Society

5th year of autonomy

Board of Directors Meeting MINUTES

October 22, 2011

UCU207, 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: Mercedes Mueller, Deedee Butters

Other: Michelle Ferguson

Opening of the meeting at 1:05pm

- **Motions to amend the agenda**
- **EIC's report**
 - New memory card for camera? Alex says that memory card is not the problem, but the camera that cannot record more than 5 minutes.
 - More recorders needed. New ones purchased at the beginning of year? New recorders can be purchased out of office budget. Security check or refund scheme to make editors or volunteers more responsible for the safe return of the recorder.
 - Webmaster issue: To be revisited at November meeting. Charlotte will handle in the mean time.
- **Former ad rep issues**
 - Finance committee met for commission issues; must let Andrew Wing know about the decision about commission. Decision was the DeeDee would get half and paper would get half of this commission. Andrew was not in the office for the month of May.
 - Andrew had to send in transition report to receive final paycheque; and was told this by Andrew. None has been yet submitted.
 - Andrew never signed a contract with the Fulcrum.
 - Commission designed as incentive to sell (ad rep) and to collect (business manager). This was not upheld by the BM and AdRep last year.
 - Andrew Hawley will respond to Andrew Wing with sentiments of the board and of the finance committee (which had been previously communicated).
- **Reprint**
 - **What happened?**
 - Michelle: 3 different computers used to upload the files for printing the issue. Network issue is the reason behind this. Danielle's responsibility to correct this issue. **Get it done.**
 - Ben: Purpose of this is to investigate, discover errors, and find out ways to improve going forward.
 - Devanne: Can we receive a proof before sending to printers?
 - Deedee: Can we create processes to prevent errors?
 - Idea: Naming the files with the issue date.
 - Michelle: Uploading for that issue was not particularly late at night.
 - **Decision to reprint:**

- Mercedes: Michelle received newspaper, talked to Danielle about the newspaper. Michelle then talked to Mercedes.
 - Mercedes: Considered to just reprint the page 20 and page 1 – separate plates;
 - Reprinting one page would have cost \$3,000?
 - Attempt made to contact Andrew, Deedee and Danielle
 - Of those, Danielle was the objector among those to reprinting the whole issue.
 - Decision made by Edboard collectively to reprint the whole issue.
 - Time-sensitive issue was the distributors;
 - Mercedes wanted to make decision quickly; Danielle wanted to wait for decisions tomorrow.
- **Next steps – How do we find the money:**
 - This issue will cost \$5,600
 - Should we cut an issue?
 - Just spread out the remainder of the production budget for the rest of the year?
 - Deedee: need to keep an eye on ad-content ratio. For instance, smaller issues in November as there is less ads.
- **Performance Printing issues**
 - Compensation offered for other issues errors
 - Barry of PP offered compensation of 2 colour plates; value \$600
 - The folded issue was printed immediately following discussion with Barry where we were assured that there would be no fold.
 - Loss point:
 - Back of issue was not as visible
 - Headline on the front page was not visible above the fold
 - Difficult to quantify the loss of the value of branding of the paper for those weeks.
 - Can we combine the grievances with Performance Printing
 - Can we have more than one person on the phone?
 - At least the president on the phone.
 - Consensus: We lost 50% of the value of the newspaper for the folded issue.
 - Andrew: Are we still receiving 4 colour plates while paying for 6? YES. They cut the option of us requesting 6 plates.
 - Issue has not been sufficiently resolved.
 - Danielle will report back to next board meeting with investigation for alternatives.
- **Hiring on-campus distributors**
 - Opened hiring again
 - 11 applicants so far.
 - Need to replace issues at at least 2 locations.
 - Need another person on the hiring committee: Devanne volunteers.
- **Fundraising**
 - Andrew did not respond to Devanne's email. Audible 'ooooooooo' resonates through the boardroom.
 - Will meet Wednesday after board meeting – good meeting time.
 - Investigate keg options.
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- **Finance**

- Matt: emailed Danielle for meeting – will find out when they can meet. Re: contra agreements. Pulling balance sheets from previous years.
- **Policy review committee**
 - Five sets of minutes from last year
 - April meeting minutes from 2010-2011 Board meeting
- In-camera discussion re: Ombudsperson
 - Motion to go in-camera by Andrew seconded by Matt. Motion passed at 2:51pm. Ex-officio included.
 - Motion to go out of camera by Matt seconded Ben by at 2:56pm. Passed.

(14) Adjournment

- Alex moves to adjourn, seconded by Matt. Motion carried at 2:57pm.