



Fulcrum Publishing Society

5th year of autonomy

Board of Directors Meeting

MINUTES

April 15, 2012

Fulcrum Global HQ, 10:30 a.m.

Voting members present: Andrew Hawley, Ben Myers, Matthew “The Seconder” Conley, Des Fisher, Ben Mitchell, Naushin Vighio, Jonathan Rausseo, Sean Campbell,

Ex-officio members present: Mercedes Mueller, Deedee Butters, Danielle Vicha,

- Opening of the Meeting at 10:46pm
- Approval of the Agenda
 - Agenda approved.
- Approval of the Minutes from previous meeting
 - Moved by Conley seconded by Sean. Minutes approved.
- President's Report
 - Report received.
 - No crying.
- General Manager's Report
 - No formal report received.
 - Distribution and raising paper profile important priorities for the future.
 - NASH successful but extra costs incurred due to changed flights.
 - ORPUCBEC conference was successful but some trials coordinating with the French.
 - IT improvement
 - Consultant has dropped the ball in a few ways
 - Corrupt files in GM mac
 - Will not continue with Martin in the future.
 - Winter GSAED levy not yet received.
 - Some costs from last year not yet paid, will come out of this year's budget, including bad debt.
 - Additional distributors paid from the distribution cost line from budget
 - GIC has matured by \$35, but that means we lost money with inflation! Finance committee?
- Ad Rep's Report
 - Sales total \$113,000 – Great year!
 - See written report.
 - Consider
- Editor-in-Chief's Report
 - No formal report received.
 - ORPUCBEQ conference was a success other than the extra plates of food delivered.
 - Webmaster hired to take website off of Netfirms and on to something else.
 - \$30/hour and project would take 6-8 hours.

- EIC elections happened on Thursday, but hiring still taking place. Mercedes away April 24 – 28.
 - Hiring process should have happened much earlier.
- Tentative Contracts for Business Side
 - Conversations began on Friday for salary and changing the commission system for local advertising.
 - Talking about parking and phones.
 - Looking at the budget for areas to remove money to fund raises for the business employees.
 - Final approval for the incoming board of directors
- Policy review committee
 - Met last night.
 - Des: How does contract effect our numbers for revenue and commission?
 - There will be a contra line in the budget.
 - Should we be paying commission on contra agreement?
 - Deedee does majority of work for contra agreements and coordinating with EIC and/or production manager.
 - Additional budget line needed to account for the commission paid which would not be taken out of revenue from ads.
 - Should we put a cap on contra for next year? \$10,000?
 - Cap as a form of limiting the amount of commission.
 - 15% commission is standard for returning advertisers.
- Corporate Website
 - \$1,700 in the budget line for the webmaster and this will be worth \$180 to \$210 for putting website on new system (NOT NETFIRMS)
- Editorial Position Co-Application
 - Share the duties of the position and the pay.
 - Why can neither of you do the job entirely?
 - Editorial board votes (they should have one vote, shared)
 - Sending additional people to conferences (additional travel costs and fees)
 - Associate sports editor?
 - Two people able to promote the section - important to our readership?
 - New hiring system allows more flexibility?
 - Can staff writer be dedicated to sports?
 - Extra computer?
 - Moved by Ben Myers seconded by Des Fisher:
 - “That the 2011-12 Fulcrum Board of Directors determines that only one person may be considered an ‘applicant’ for editorial board positions under current editorial constitutional wording.”
 - In favor: 5
 - Opposed: 3
 - Abstention: 0
 - The motion is carried.
- Distribution Task Force
- Updating Master Copies of Bylaws and Policy Manual
- Ombudsman Update
 - New ombudsman needed for next publishing year.
- Any other business
 - Policy review:
 - Add to the distributor job description:

- “Works with the GM to improve distribution” table and send out via email for approval.
 - Fundraising. Note that the Fulcrum is liable for events and may want to purchase insurance and obtain permits for events. Especially events where alcohol is being served.
 - Changes to job descriptions have to be put into the policy manual.
 - Transition reports for the incoming board before April 30.
 - Signing authorities have to be switched over.
 - Frank’s credit card
 - Cut it up now, please.
- Adjournment
 - Conley, seconded by Mitchell to adjourn at 1:11pm.