



Fulcrum Publishing Society

Board of Directors Meeting Minutes

September 15th, 2013
Fulcrum Office, 10:30am

Voting members present: Kyle Hansford (President), Jessie Willms (Vice-President), Jon Rausseo, Michael Robinson

Ex-officio members present: Andrew Hawley (GM), Deidre Butters (Ad Rep), Adam Feibel (EIC), Garry Balaganthan, Mico Mazza,

Members absent:

- 1. Opening of the meeting at (10:30 a.m.)**
- 2. Approval of the agenda**
 - a. Willms motions to approve agenda. Rausseo Seconds
 - b. Motion carried.
- 3. Approval of the minutes (August 25)**
 - a. Rausseo motions Willms seconds
 - b. Motion carries unanimously.
- 4. President's report**
 - a. See attached
- 5. General Manager's report**
 - a. See attached
- 6. Advertising Representative's report**
 - a. See attached report for exact sales numbers
 - b. Slow start.
 - c. Haven't bought SalesForce yet.
 - d. Jon: SFUO benefits possibility
- 7. Editor-in-Chief's report**
 - a. Adam wishes to revise the hiring policy.
 - b. Plans on forming a committee to overhaul roadblocks in the current hiring policy.
- 8. Adjournment**
 - a. Willms moves to adjourn meeting.

b. Carried at 11:55 a.m.

Following Board approval, these minutes have been formally signed-off by:

Name & Title: _____

Signature & Date: _____

Name & Title: _____

Signature & Date: _____

Appendix

President's Report #004

September 15th, 2013

You all missed my mad BBQ skillz on last Thursday at the super successful, first ever, Fulcrum barbeque on the terrace outside the library! But more seriously, this month has been pretty quiet for the most part. The most exciting news is that we have three new perspective board members: Keeton Wilcock, William Hume, and Garry Balaganthan. This is very exciting as we were in dire need of additional board members and I think these gentlemen would make great additions.

—Kyle Hansford, President

General Manager Report #004
September 15, 2013

BUILDING/OFFICE SPACE

The repairs to the basement/fire escape were officially completed a few weeks ago! This week, DeeDee and I will be moving back downstairs following some cleaning and redecorating. This will allow the Executive and Opinions Editors to move into the first floor office. The EIC will once again have their own office following these moves. So, this week should be the last ever production in the current setup (knock on wood).

FINANCIALS

As of September 13 we have \$189,065.14 in our chequing account, \$20,181.58 in our savings account, and \$20,995.19 in our GIC. Aside from payroll and printing, the only recent major debit was our HST payment to CRA. Now, I found out when they sent us a statement that Danielle did not make that payment in her year, so we actually owed the government two years' worth of HST payables. We're all caught up now. In the meantime, our crediting will slowly start increasing now that ad sales are underway and the summer student levy should be ready sometime in the coming weeks.

AUDIT

Brad Colborne from Connelly & Koshy indicated to me that they are nearly done the audit. They might be prepared to make the presentation this month, and if not, then in October.

NATIONAL ADVERTISING

Disappointingly, in the first few issues so far we've received only a handful of national ads from FREE Media. In their September sales report, author Vikram Seth stated that they had far lower sales volumes for this month than originally planned. His reasons for this were: 1) Some businesses had planned September campaigns as early as back in February/March ("pre-FREE") 2) Lengthy contract negotiations with dozens of publishers into the summer prevented FREE from dedicating resources to selling for papers who signed on early 3) FREE experienced unanticipated difficulty securing up-to-date publishing schedules from papers (which they require from any publishers a client intends to book a campaign through). However, he expressed optimism about the year going forward and listed some clients who have already signed on for next semester.

Given the extreme reluctance I witnessed from other papers when they reviewed FREE's initial contract offer, I'm not too surprised to hear that FREE basically got bogged down with that and didn't have the personnel or time to organize a major September campaign. However, this news is still disappointing. While I believe they should be given the benefit of the doubt for this slow start, I would like to see healthy sales volumes mid- and late-semester to prove they're on the right track.

COLLECTIONS

We've already received several payments from advertisers, though obviously it's still quite early into the year. Only advertisers who have yet to pay for space in the August 1 issue are outstanding at this point and those are few and reliable clients.

HR

All of Ed Board and support staff have now signed their contracts and are on payroll.

DISTRIBUTION

Danny and Sagar are both back, though Sagar has yet to sign his new contract. Pickup numbers so far:

August 1: **61%** (this represents a **5% increase** from the summer issue last year)

August 29: **28%** (represents a **2% increase** from the Frosh issue last year)

September 5: **30%** (represents a **7% decrease** from Issue 3 last year)

SOFTWARE/EQUIPMENT/SUPPLIES

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PRINTING

We've had no issues with TC to begin the year and remain under budget so far.

101 WEEK + VISIBILITY BBQ

Overall 101 Week was a pretty good success this year. Despite having a relatively modest table in the UCU (in contrast to the loud and colorful bank + telecom tables, plus free pancakes at the My Church one) we had nearly 150 people come up and sign on as volunteers during the four days. Registrants' emails were added onto a new volunteer list serv. We still have the old one, which has been trimmed after asking people if they wanted to be removed from it. This year the silent auction was just a one-day event and on a smaller scale than last year. Still, every item was bid on and we were able to raise \$325 towards NASH.

We also had our annual volunteer BBQ, though this year we moved it from the Fulcrum parking lot to Morisset Terrace. This move I think helped the event in several ways: we generated greater visibility for the paper, did not have to move a borrowed BBQ back and forth, and were able to generate revenue. The space itself was free, though we had to pay approximately \$180 for renting supplies. We ended up spending \$150 on all the food (40 burgers, 64 hot dogs, 24 grilled cheese) and drinks (60 cans) + condiments and plates/napkins. However, by selling every product for 1\$ (except hamburgers, which were 2\$) we were able to generate roughly \$175 in revenue, or a profit on the food. We ran out of food just over an hour into our 90-minute time slot, so in future we could probably purchase 20 more burgers in place of the grilled cheese (which saw low demand and cooking issues) and that way we could generate a greater profit while having enough food for the 90 minutes.

Aiding towards visibility was the fact that all staff at the BBQ wore our brand new Fulcrum t-shirts! They arrived two days before the BBQ and will be free for staff/the BOD and any volunteers who get staff status. We may buy more and sell them later on if they prove to be popular. There's a funny story about the delivery of these shirts that includes every employee with the last name Cousineau on this campus.

And that's how we dealt with the mean green this month.

—ANDREW HAWLEY, FPS GM

**Advertising Representative's Report
September 15, 2013**

SALES

Sales Total = \$48181.75

2013-2014		2012-2013	
01-08-2013	\$1,842.00	26-07-2012	\$2,658.75
29-08-2013	\$5,775.00	30-08-2012	\$9,664.75
05-09-2013	\$7,070.00	06-09-2012	\$5,337.75
12-09-2013	\$3,495.00	13-09-2013	\$3,948.25
19-09-2013	\$4,349.25	13-09-2020	\$3,994.00
Total	\$22,531.25		\$25,603.50
Average\$/issue	\$4,506.25		\$5,120.70
# of issues	5		5

Contra

Ombuds	110
SFUO	1260
York	500
LOM	100
Ottawa Senators	\$1,600.00
Apple Saddlery	\$300.00
OIAF	\$60.00
	\$3,930.00

So, still not a full recovery of a slow start, but we're getting there. As you see, we are coming along with clients slowly but surely getting their bookings in. We are down on average about \$614.45 per issue, however we are only down \$3000. This we can work with!

New Clients:

Ottawa International
 Animations Festival
 Community Life Services
 Michener Institute
 1 for 1 Pizza

BarBurrito
 Ottawa Senators Hockey Club
 Apple Saddlery
 Revolve EPS Holdings
 Spa Junkie

Mercury Lounge
Carleton Faculty of Grad
Studies
CGCE
BSL
Media Plus
MacMillan

1 for 1 Pizza, The Michener Institute, and BarBurrito are all new. I made contact with BEP (a bar line bypass VIP access service), Inova Dental, MyChurch, and a few other businesses with presence at the 101 Week tables.

CONTRA

We've sold contra to the following people:

Contra

Ombuds	\$110
SFUO	\$1260
York	\$500
LOM	\$100
Ottawa Senators	\$1,600.00
Apple Saddlery	\$300.00
OIAF	\$60.00
	\$3,930.00

SALESFORCE

I will begin uploading to Salesforce now that the September rush is done.

WEBSITE + CORK

The website has been fixed. Dawn was able to get Free's boxes and our local boxes, so everyone is happy.

Cork				
Greenwin	1 Month	Sept		\$160.00
Online				
Menchie's	Leaderboard	Sept		\$250.00
Allergy	Skyscraper	Sept		\$225.00
				\$635.00

BENEFITS

The contact that was at CHUO now is no longer there (unfortunately) so I will need to make contact with the new representative and see if they are willing to allow me to go on their plan.

OVER THE NEXT FEW WEEKS...

I will be approaching a slew of new people to make up for some of our lost accounts. Andrew and I will be moving down to the basement next Tuesday, so that's good – I've missed it. I will miss interacting more with the staff, though.

ON A PERSONAL NOTE...

The Peptides are playing at Dundas 3030 in Toronto next Saturday night. If you know anyone who might want to go, spread the word, y'all. And it's official: Becky and I from the PepTides have bought a vintage wholesale lot and are starting an online store. There is so much amazing stuff, you guys. I will keep you posted as to when we will begin selling so you can satisfy your needs for polyester pants, taffeta dresses, and quirky hats. We also have a monkey hair jacket. BAM!

Deidre Butters
Advertising Representative

Editor-in-Chief Report #004

Sept. 15, 2013

PRINTING & PUBLISHING

We've printed four issues so far, and each has come out great and even below budget for what was allocated to each issue. (Myself or Andrew would have to consult the budget and printing costs to date for exact figures—I don't have those on hand currently.)

What this means is that we should be able to reallocate that money to do an additional supplement. At the beginning of the year, features editor Tori Dudys met with Rebecca and I to confirm five main supplements (frosh, food, holiday, sex, and jobs) and one tentative smaller supplement. We were to decide whether we would go ahead with the additional supplement at a later date depending on budget, ideas, and how the rest of the year goes in terms of production. It looks like it will be feasible budget-wise, so we'll decide in time if we want to go through with an additional supplement (in consultation with DeeDee, of course).

VOLUNTEER & VISIBILITY EVENTS

The barbecue on Morisset Terrace this past Thursday was a big success (minus the failed grilled cheese—that was a misfire). I'm excited to do more things like this and get creative in doing so. There have been a number of ideas like a trivia night, pumpkin-carving contest, more public media bowl, open mic night, and others that I'd like to start planning for the rest of the year. The more we plan ahead the better, since we can work with our budget more easily.

EMPLOYEE APPRECIATION

We'd like to do more this year to give back to employees and volunteers who do great work and go above and beyond what is expected. This was brought up at our latest editorial board meeting, since one of the editors asked how he and others could go about making these things happen (coffee, small gifts, appreciation events, etc.). I'm glad

individual editors are showing an interest in doing these kinds of things to hopefully increase volunteer retention and staff morale.

Andrew and I will have to look at the budget in the next week or so to figure out how to disperse employee appreciation funds (how often we can spend this money, how much, any larger and more costly events, etc.).

CHANGES TO HIRING POLICY

This is a big one for me. The hiring policy is still brand new and expected to have some kinks. However, they're more than just kinks. The hiring process this summer was a nightmare and I was told by Kristyn and Hansford to expect it to be. I'd like to establish a committee to revise the hiring policy in order to address major issues.

Rebecca and I found significant roadblocks and other pains in the ass with testing, the whole idea of a hiring committee, and other policies that made hiring slow and unnecessarily complicated.

I would also like to look into more advertisement of job postings within the university in order to encourage more applications from current students (rather than eventual Kijiji respondents). This is something we looked into this summer but weren't able to act on at the time.

I have no further comment at this time.

—ADAM FEIBEL, FPS EIC