



Fulcrum Publishing Society

Board of Directors Meeting Minutes

October 20th, 2013
Fulcrum Office, 10:00am

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

Ex-officio members present: Andrew Hawley (GM), Deidre Butters (Ad Rep)

Members absent: Adam Feibel (EIC)

1. Opening of the meeting at 10:22 a.m.

2. Approval of the agenda

- a. Kyle asks that item three be retracted since he forgot to finalize the previous minutes. Promises to have them finished for next meeting.
- b. Mike's Biz is added into other business.
- c. Motion is friendly.

3. President's report

- a. Keeton Wilcock is presented to the board as a potential director.
- b. Keeton is voted onto the board as Community Rep unanimously.

4. Advertising Representative's report

- a. See attached report for exact sales numbers
- b. Communications dept. at U of O slow to get started advertising with us.
- c. A few other late starting clients.
- d. Sales Force planned to start in November
- e. A weekly cartoon has been added to the cork page.
- f. FREE is picking up. Full details included in report.
- g. Jon: colleges could be good potential advertisers

5. General Manager's report

- a. Basement is finally back open. Business dept. moved back downstairs.
- b. Staff office shuffle: Adam alone now, Online and Exec editors in main floor office together.
- c. Pick-up and finance numbers attached in report.
- d. Audit draft signed, final should be in soon.

- e. FREE has had a slow start as far as placing ads in the Fulcrum
- f. 5 FREE ads in Sept; 4 in Oct.
- g. 2 online campaigns
- h. Still need monthly reports from FREE
- i. Printing is under budget by \$400.00

6. Editor-in-Chief's report

- a. Adam was absent so the report was left to be read on the directors own time. Will be asked to include online numbers in future reports.

7. Other: Mike's Biz

- a. Mike proposes the Fulcrum put forward a letter of interest in an attempt to collaborate with the university as they work to restructure their journalism program.
- b. Kyle agrees to draft a letter Mike can take with him to the meeting.

8. Adjournment

- a. Willms moves to adjourn meeting.
- b. Carried at 11:52 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 #005

October 20th, 2013

This last month things have been pretty smooth. Mostly just been signing checks. I would however like to take this time to take a look at Keeton's letter I asked him to write to simply outline why he wishes to be apart of the Fulcrum's Board of Directors. There wasn't any super clear policy on bringing in new board members so I thought the best way would be to review his letter, let him say something if he wishes, existing board members can vote, and we can welcome Keeton onto the board officially.

—Kyle Hansford, President

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

SALES

Sales Total = \$64,424.70

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
26-09-2013	\$3,010.00	27-09-2013	\$3,988.00
03-10-2013	\$3,769.95	04-10-2013	\$2,705.00
10-10-2013	\$6,318.00	11-10-2013	\$4,109.00
24-10-2013	\$6,470.00	18-10-2013	\$8,019.25
Total	\$42,099.20		\$44,424.75
Average\$/issue	\$4,677.69		\$4,936.08
# of issues	9		9

New Contracts:

Menchie's
CD-Bronfman
CMC Microsystems
Danielle Nacu Community Ride
SFUO Housing
SFUO Byelection
CGCE
CLENG
Community Life Services
Health Services
University of Ottawa Food Services -
2\$ Promotion
BSL - NAC Live Rush
GSAED
ISSP Symposium
Hydro Ottawa
IDRC
City of Ottawa
Affiliated Showsales
BSL English Theater
BSL NAC Dance
WBK Boxing

Okay, so we are totally back on track! Phew! Banfield-Seguín and Communications directorate booked their long-term campaigns finally. So, we now have Health Services and CLS back for the full year.

CONTRA

We have not sold any further contra, but have had a request from Calabogie Peaks to partner with them – we are waiting to hear more about the specifics and to speak with Adam about running a contest.

SALESFORCE

Apparently the rush is still not done since we just had a ton of bookings pour in. Still intending to begin this shortly.

WEBSITE + CORK

We've had some movement on the cork and have added a weekly Sports Stats piece with a weekly cartoon to boost page readership.

FREE

So, Free has been an adjustment in my workflow since they are issuing IOs to me every week, requiring pdfs, sending files, booking online ads (.....fixing online ads) and generally requesting my time for meetings.

They have sent a pdf mediakit for the reps. They will be finally issuing a report with specific numbers hopefully soon – I was expecting it this week, but it was a loose deadline. I have emailed my Ontario papers and have been in touch with several of them.

Up until now their bookings have been fairly low but today they sent their media plan for Humber College and it includes 40 ads (for the Fulcrum) from now until Feb 13th. Pretty awesome.

Over the next few weeks:

I'll be pursuing winter clients (like Tremblant etc) and attempting to start our Salesforce database as well as general ad repping.

On a personal note:

I have joined a gym and am exhausted. Hepkat Vintage moved a 27ft Uhaul truck worth of clothing into our storage facility and is now prepping for our debut at The Ottawa Vintage Clothing Sale (y'all should come see us on Nov 10th). I have sold one car and registered another, which I hope to not have to do again any time soon. And, in final news, my wedding ring was lost by Canada Post (or stolen out of the mailbox – I will be searching for it in pawn shops in the next few weeks) lol lol.

Deidre Butters
Advertising Representative

General Manager Report #005
October 18, 2013

BUILDING/OFFICE SPACE

After working upstairs for roughly 14 months, DeeDee and I have finally moved back to the basement! It's been completely redesigned and cleaned out to better suit office space needs. We're very happy to be back downstairs. Adam's office is all his again and we have two editors back in the other main floor room which has freed up space on the second floor. The one downside is that this will make it easier for the two of us to get crushed when the first floor inevitably crumbles apart.

FINANCIALS

As of October 18 we have \$153,745.87 in our chequing account, \$20,184.49 in our savings account, and \$21,034.45 in our GIC. Expenses have mainly been payroll and printing as usual. On the crediting side we did receive our summer student levy earlier this month.

AUDIT

I signed off on the draft version of the audit recently. Brad will be in touch again when Connelly & Koshy has the final copy and at that point I'll be in touch with the Board to arrange a presentation time.

NATIONAL ADVERTISING

As mentioned previously, it's been a very slow start for FREE Media. They ran a total of five print ads in September. There are four so far in October. The remittance statement we received in mid-September was for \$2,060.45. As of today we had not yet received a statement for mid-October.

COLLECTIONS

Collections have gone well to begin the year, with a strong number of clients paying within the 30-day window. Attached is the Outstanding List.

HR

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DISTRIBUTION

Attached is the pickup report. The average so far is 35%. At this time last year it was also 35%. However, if you exclude the summer issue, fall pickup so far is 30.7%, down slightly from 31.5% last year.

SOFTWARE/EQUIPMENT/SUPPLIES

The new Keurig machine in the revamped kitchen has been delightful.

PRINTING

Through the first eight issues we are about \$400 under budget.

NASH FUNDRAISING

This week I met with historical donors CLS and the Office of the VP Academic. CLS, despite limited funds this year, are donating \$200, which is good news. The Office of the VP Academic is sponsoring us for \$3,500. This is a slightly higher donation than they've given us in the past as I explained travel costs would be higher this year due to the conference being in Edmonton. I've also been in touch so far with the SFUO, GSAED,

and TC. By next meeting we'll have a much clearer picture of fundraising totals but so far, so good.

In terms of delegate/hotel costs, like last year, there is an early bird rate in effect. We have up until November 20 to register for this in order to save 10% on delegate/hotel fees. We did this last year and it was very successful. What's great about it is that we don't need to have the actual delegates chosen; we just need the final number that we plan on sending (and then we can provide the names and details later). By November 20 we should have a pretty good idea of what that number we'll be. I'm hoping we can send 20 like last year, but it may be less if we find that 20 leads to fees that are too high.

In terms of flight costs, I'm exploring both WestJet and Air Canada. There is a promotion code for the conference we can use with WestJet but prices may actually be lower with Air Canada. We will go with the best deal.

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

—ANDREW HAWLEY, FPS GM

Editor-in-Chief Report #005

Oct. 20, 2013

HIRING

Unfortunately, our associate news editor Dan LeRoy has resigned due to personal issues, so we've opened hiring for the position and will begin the process this week. Applications are due Oct. 20 and we'll be interviewing throughout the week. The emergency hiring committee has been informed.

WEB UPDATES

The current project for thefulcrum.ca is to revamp our comments section. We hope to have one of those comments sections with which you can log in using your Facebook or Twitter account. We think this will a) encourage more user interaction on our online articles, b) help promote our articles by having comments show up in people's news feeds, and c) discourage the shit ton of spam comments we've been getting.

MID-SEMESTER EVALUATIONS

This week, Rebecca and I will be meeting with all Fulcrum staff to evaluate their and our performance throughout the first half of the semester.

VOLUNTEER & VISIBILITY

We're planning to have a pumpkin-carving contest at the office Oct. 24 and we'll announce the winner at the annual Halloween party on Oct. 26. The board is welcome should anyone like to join in on the fun. The party is at my place.

I'd also like to plan a coffee house for November, like we did last year. Kyle and I can

figure out equipment and such, so it won't cost us anything, really.

EMPLOYEE APPRECIATION

Andrew has informed me that each editor with volunteers (section editors, art director and online editor) will be allowed \$20 per month to spend on volunteer appreciation. This is stuff like taking volunteers out for coffee or drinks or buying them some sort of small gift to thank them for a job well done. I let the editors know and they're happy with that.

We have a thing called the "love wall" where we post thank-you notes, compliments and other niceties for people at the Fulcrum. Last year it was an ed board thing but this year I want to extend it to all Fulcrumites, so volunteers and the board are encouraged to join in too.

HIRING POLICY

I plan on having an outline of proposed changes to the Fulcrum's hiring policy by the next board meeting.

I have no further comment at this time.

—ADAM FEIBEL, FPS EIC