



Fulcrum Publishing Society

5th year of autonomy

Board of Directors Meeting MINUTES

June 12, 2011

UCU207, 10:30 a.m.

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

Ex-officio members present: Mercedes Mueller,

Other: Deedee Butters, Katrina Medwenitsch, Danielle Vicha

Opening of the meeting at 10:40am

- **EIC report**
 - Motion to receive the report – Alex
 - Second – Matt
 - Motion carried
 - Comment from Devanne – Would like a budget for ORCUP at August meeting.
- **Advertising Representative report**
 - Motion to receive the report - Devanne
 - Second – Matt
 - Motion carried
 - Purpose of database – emails and client tracking
 - Notes on clients is of great importance for transition
 - SFUO ad had dropped last year
 - Stopped doing campus report, need to rebuild relationship
 - Tough to sell for summer ads because students aren't around
 - Talking to marketing agencies that can forward us clients in hopes of them sending us more money
 - Who can we talk to for online advertising?
 - Ben: What about the overdue accounts?
- **President's report**
 - Report received
 - For some reason, Andrews says the Fulcrum supports both the Bruins and Mavericks
 - "If it looks like a driveway, it probably is."
 - Slow-clap.
- **GM report**
 - Accepted - thanks
 - We need a new shelf, photoshop, and timecapsule, accounting calculator (\$30 on sale now), daily planner, calendar, Simply Account Manual (book).
 - \$60,000 in overdue collections from advertisers, half of that money is 60+ days overdue
 - Meeting this week of finance committee in order to uncover the nature of

- the advertisers.
 - Dave said that he had trouble collecting, and trouble communicating with Andrew Wing because Andrew was frequently away from the office.
 - Devanne: Will this effect the budget proposal? Andrew H: Says, not if we get the money.
- **Ratification**
 - Motion to ratify the following hiring's from over the summer - Nik
 - Assoc. New
 - Webmaster
 - V+V coordinator
 - Copy Editor
 - Second: Alex
 - Motion carried
- **Publishing schedule**
 - "Kissing butts with an iron fist."
 - 2 issues in summer
 - Paid twice for Frosh (Sept 1 issue).
 - Attempting to get Frosh issue into the 101-week kits
 - Able to sell ads for both summer issues?
 - Advertisers are less
 - Motion to approve the production schedule for 2011-12 all issues listed in print (unless otherwise updated) - Alex
 - Second Devanne
 - Motion approved
- **Edboard HR issue**
 - Motion to go In-Camera Alex, second Matt (11:52am)
 - Motion carried
 - Motion to leave in-camera – Devanne (1:06pm)
 - Second Matt
 - Motion that the following is the unanimous recommendation of the board presented to Mercedes and :
 - It is the finding of the board that it is not in the best interest of the Fulcrum that you simultaneously complete your practicum and hold the position of Sports Editor. We recommend that you give notice of leaving the position at least one month before your practicum begins.
 - Would you like to negotiate a date to resign our have us determine a date for that?
 - If either one says that you are unable to negotiate, then a date will be set by the Board.
 - We examined alternatives such as associate sports editor and your proposals that we do not find practical in the best interest of a smooth production year.
 - Motion carried.
 - Motion is adjourn this meeting for 10 minutes (1:10pm) – Devanne
 - Second – Matt
 - Motion carried
- **Proposed budget**
 - Hawley: Dave and Scott met with finance committee.
 - Reduced expected sales for local and national ads.
 - Levy revenue increases, due to more students.
 - The fundraising line is increased due to the emphasis placed on fundraising

- to attend NASH this year due to it being in Victoria.
- We cut expenses in certain areas. Overall, we cut expenses \$10,000. For instance, we have a smaller printing budget, a smaller office supply budget and smaller transportation budget. Only change is proposed budget was to move to \$95,000 in local ads.
- There is a slight increase in salary and wages due to increasing the pay to the On-Campus Distributor due to poor performances and high turnover in that position previously. We need a good On-Campus Distributor. Max would be \$5400 for the year if we hired two on-campus distributors.
 - Mercedes: Must ensure that distributors do their job, otherwise it does not warrant the salary increase because the two distributors together would make almost as much as a section editor.
- Discussion ensues about the role of on-campus distributors and the fulfillment of the duties.
 - Danielle: Question about promotions on campus to improve visibility of the Fulcrum brand to aid pickup.
 - Hawley: We have a promotion line in the budget, and we'll have to work with that.
 - Mercedes: We should revise the printing budget, at Finance committee final printing budget hadn't come in yet. It seems like we spent more this past publishing year, than what we have allocated for 2011/2012.
- Hawley: So we'll increase printing to \$82,000 from \$80,000. Net income will now be \$530 instead of \$130
- Motion: Hawley moves to accept the budget proposal.
- Conley seconded.
- Motion Carried.
- **Chair's Report tabled to following meeting, Des absent.**
- **Policy Proposals from the Policy Review Committee**
 - Hawley: These are policy changes that we have discussed in the past, so no surprises.
 - Motion: Whereas the advertising representative plays an integral role in the operation of the *Fulcrum*, and;
 - Whereas the presence of the advertising representative at meetings of the Board of Directors would enable the Board to make decisions with a more complete understanding of the *Fulcrum's* financial situation,
 - Be it resolved that "Attends all Board meetings" be added to the job description of the advertising representative located in Appendix B of the *Fulcrum* Policy Manual.
 - Hawley moves to accept the first policy change.
 - O'Brien seconds.
 - Motion carried.
 - Hawley: Again, as we discussed previously, we want good distribution of the paper. So we will increase the salary to on-campus distributor.
 - Motion: Whereas weekly distribution of the *Fulcrum* to the on-campus newsstands is a critical yet challenging task, and;
 - Whereas in the past the *Fulcrum* has had difficulty finding individuals to assume this position and remain in it once hired,
 - Be it resolved that the Board of Directors make every effort to hire two on-campus distributors each semester to be paid at a rate of \$100 each per issue.
 - O'Brien moves.

- Seconded by Conley.
- Motion carried.
- Hawley: Third point came out of hiring. We realized didn't have any reference checks. We need this now that we hire on a yearly basis to ensure we hire the right person.
 - Danielle: I was surprised there were no reference checks when I was hired.
 - Motion to amend the motion to say "at least two references"
 - Motion carried.
- Whereas the general manager and the advertising representative are positions imbued with tremendous responsibility by the *Fulcrum*, and;
 - Whereas it has not previously been the policy of the *Fulcrum* to require references from applicants seeking these positions;
 - Be it resolved that the hiring committees for both the general manager and the advertising representative request at least two references from interviewed candidates and that every effort is made to ensure those references are checked prior to the selection of successful applicants.
 - Moved by Fleet.
 - Seconded by O'Brien.
 - Motion carried as amended.
- Hawley: It's not good enough for just the GM and Ad Rep to have a transition report. We need exit interviews, so we are briefed on everything before the outgoing GM leaves. This is underlined by the overdue accounts we currently have on hand. Again, when hiring every year, and turnover in the positions, we need this for continuity.
 - Motion: Whereas the *Fulcrum*, as a student publication, faces its own unique challenges with respect to management and advertising, and;
 - Whereas incoming directors would benefit from a discussion with the outgoing general manager and advertising representative about the difficulties they faced or suggestions they have for improvements;
 - Be it resolved that the general manager and the advertising representative complete exit interviews conducted by committees comprising the incoming president, the outgoing president, the incoming General Manager, the incoming Advertising Representative, and two other directors after hiring has taken place for the following year.
 - Sameena moved.
 - Seconded by Conley.
 - Motion carried as amended.
- **On-Campus Distributor Hiring Committee**
 - Hawley: Now that we have GM and an Ad Rep we need to strike a hiring committee for on-campus distributor.
 - Hawley is voluntold. Nick and Alex volunteer.
 - Moved by Conley
 - Seconded by O'Brien
 - Carried.
- **Adjournment**
 - Motion Sameena moves to adjourn.
 - Seconded by Smyth.
 - Motion carried.
 - Meeting adjourned.