



Fulcrum Publishing Society

Board of Directors
Special Meeting Minutes
April 24, 2013
Fulcrum office, 6:00pm

Voting members: Kyle Hansford, Jessie Willms, Mercedes Mueller, Ben Myers (incoming directors)

Ex-officio members: Andrew Hawley (GM), Sean Campbell (outgoing director)

Members absent: Jonathan Rausseo, Michael Robinson, Deidre Butters (Ad Rep), Adam Feibel (incoming EIC), Kristyn Filip (outgoing EIC)

1. National Advertising

- Andrew: Mercedes, Matt, Deedee, Kyle and I met to talk about National advertising and the Free Media offer. We had several objections and questions to their contract and contacted them to discuss.
- Definition of local and multi-market ads among the areas for inquiry with Free.
- Want monthly sales and collection reports to increase visibility (currently it says quarterly in contract).
- Make "reasonable attempts" to contact advertisers to collect money. Meaning?
- Exclusivity to Free Media for multi-market ads.
 - What if we get a referral that Free Media refuses to accommodate and the Fulcrum could lose out on money.
- Called other advertisers to get their perspective:
 - Ubysey has decided not to go with Free at this time. Some other major newspapers are non-committal at this time.
- Contract for one year with Free.
- How much revenue are we talking about?
 - \$35,000 in revenue estimate to the Fulcrum.
- Bringing in an additional person to assist with new ad sales?
- **Mercedes moves that the Board approve in principle the Fulcrum signing a national advertising contract with Free Media. Seconded by Jessie.**
 - Motion carried.

2. Elections

- President
 - Kyle nominated
 - Kyle elected as President for the 2013-14 publishing year

- VP
 - Mercedes nominated
 - Jessie nominated
 - Jessie elected as Vice-President (by coin toss) for the 2013-14 publishing year
- Chair
 - Ben nominated
 - Michael nominated
 - Ben elected as Chair for the 2013-14 publishing year
- VPIC
 - No nominees - vacant

3. Portfolios

- Committee chair in bold.
- Distribution Task Force;
 - **Jonathan**
 - Kyle
 - Jessie
 - Mercedes
- Finance;
 - **Jessie**
 - Kyle
 - Mercedes
- Human Resources / Discipline;
 - **Mercedes**
 - Kyle
 - Ben / Jonathan
- Inter-board Relations;
 - **Kyle**
 - Michael
 - Jonathan
- iTask;
 - **Michael**
 - Kyle
 - Ben
- Policy Review;
 - **Ben**
 - Kyle
 - Mercedes

4. Dates for meetings

- President's responsibility.
- Sundays at 12:30 p.m. probably.
- Meeting in June or July (up to President)
- 2013-14 Board meeting schedule will be presented/approved at May meeting

5. Hiring – Current business department employee contracts end May 31

- Mercedes moves that the HR committee pursue offering new contracts to Andrew Hawley as General Manager and Deidre Butters as Advertising Representative for the 2013-14 publishing year. Seconded by Jessie.
Motion carried.

6. Meeting is adjourned at 8:48 p.m.

Name & Title: Andrew Hawley, General Manager

Signature & Date: [Signature] May 30, 2013

Name & Title: Kyle Hansford, President

Signature & Date: [Signature] May 30, 2013