

Fulcrum Publishing Society

Board of Directors Meeting MINUTES

May 13, 2012

UCU 206, 10:30 a.m.

Voting members present: Ben Mitchell, Ben Myers (Chair), Jaclyn Lytle, Jessica Willms (Vice President), Jonathan Rausseo, Mercedes Mueller (President), Sean Campbell (via Skype), Michael Robinson (VPIC)

Ex-officio members present: Deidre Butters (Ad Rep), Kristyn Filip (EIC), Kyle Hansford (Production Manager), Anne-Marie Roy (SFUO VP Communications)

Members absent: Danielle Vicha (GM)

1. Opening of the meeting at 10:40 a.m.
2. Approval of the agenda
 - a. Mueller adds item re: business manager contract/payment/transition/keys/computers/equipment added to the agenda.
 - b. Motion to approve the agenda as amended moved by Mueller and seconded by Mitchell.
3. Approval of the minutes
 - a. Motion to approve the minutes from April's meeting moved by Mueller and seconded by Willms.
4. President's report
 - a. Discussion of potential conflict of interest between Mueller and her brother, who is applying for GM. Would Mueller have to resign as president? Board is split on what would happen if he were to be hired. Myers summarizes: Immediate issue is hiring—must be transparent and free of COI issues—and if hired, that will be discussed at a subsequent BOD meeting.
5. General manager's report
 - a. Vicha is absent, and no GM report or financial documents have been submitted prior to the meeting.
 - b. Butters speaks to collections, which are going well. Six or seven accounts outstanding and a few are simply bad debt/outstanding accounts from previous years. Around \$10,000–15,000 outstanding.
 - c. Pixel medium: Contract, over \$2,000. Cannot get in touch.

6. Editor-in-chief's report

- a. Discussion on size of hiring committee associated with new hiring model. Bound by constitution.
- b. Locations to post ads.
- c. Lytle raises conflict between former editorial board members on hiring committees who are now current BOD members. Ultimately, BOD recommends Lytle fulfill her remaining duties for the committee (i.e. writing the executive editor's editing and knowledge tests) and can resign if she wishes. As for Mueller, she will stay on the hiring committee but abstain from voting.

7. Advertising representative's report

- a. Re: bad debts: Myers states Butters can, at her own discretion, decide whether advertiser can return or not.
- b. Ad rep contract: Will be offered to Butters at the end of this meeting; still needs final approval from the BOD after changing the business department contracts earlier this month.

8. Approval of meeting schedule

- a. June 10 meeting moved to the June 24.

9. Ratifications

- a. Myers moves to ratify Kyle Hansford as production manager for the 2012–13 publishing year. Seconded by Rausseo. Motion carries with one abstention (Mueller).

10. Approval of the publishing schedule

- a. Willms moves to approve the 2012–13 publishing schedule. Seconded by Mitchell. Motion carries.

11. Review/approval of business department contracts and job descriptions

- a. Ad rep contract
 - i. Review section re: part-time work.
 - ii. Commission for Advertising Representative: Myers argues tiered structure is over-complicated. Rausseo and Lytle think the structure incentivizes the employee to work harder to exceed targets. BOD votes passes in favour of multi-tiered commission structure.

- iii. Contra Discussion: Contra will be capped at \$10,000 for the year. No commission earned on contra over that amount. Commission on first \$10,000 is set at 15 per cent.
 - iv. Willms moves to approve the Advertising Representative's contract for the 2012–13 year. Mitchell seconds. Motion carries.
- b. General manager contract
 - i. GM salary now at \$25,000. Lytle questions the drastic increase in salary. Mueller responds by explaining the previous finance committee drafted a proposal to increase both business department employees' salaries at the end of April.
 - ii. Contracts changed to ensure consistency between business department employees.
 - iii. Willms moves to approve the General Manager's contract for the 2012–13 year. Mitchell seconds. Motion carries.

12. Formation of board committees

- a. Finance committee: Mueller, Willms, Mitchell, Rausseo, Robinson, Filip, incoming GM.
- b. iTask: Mueller, Lytle, Rausseo, Willms.
- c. Policy review committee: Mueller, Myers, Campbell, Lytle.
- d. Distribution Task Force: Mueller, Rausseo, Willms, Filip, incoming GM.
- e. Hiring committee, GM: Willms, Mitchell, Rausseo.
- f. Proposal for a new committee from Lytle: Committee to bridge gap between BOD and editorial board members. Will form at a later BOD meeting.

13. Advertising representative contract

- a. Mueller moves to extend Butters contract as Advertising Representative for the 2012–13 publishing year. Myers seconds. Motion carries.

14. Any other business

- a. Myers moves to have in-camera discussion re: current GM. Rausseo seconds. Motion carries. Board goes in-camera.

15. Adjournment

- a. Mueller moves to adjourn the meeting at 2:30 p.m. Lytle seconds. Motion carries.

Name & Title: Mercedes Mueller, President

Signature & Date:  Sept. 1, 2012

Name & Title: Andrew Hawley, General Manager

Signature & Date:  Sept. 1, 2012

**President's Report: Numero uno
May 13, 2012**



DIRECTOR'S HANDBOOK

I know it was an ongoing joke in Andrew's reports that the Director's Handbook was a (fictional) work-in-progress, but as President, I've decided to make it my year's mission to actually create a Director's Handbook. So far, it's going really well. I've Googled "Director's Handbook" and got 68 million hits, so basically my work is nearly done! I don't know why the previous Presidents had such a hard time making this happen.

BUSINESS DEPARTMENT: CONTRACTS, HIRING, AND TRANSITION

The Finance Committee met earlier this week to review and approve changes to the Business Department contracts, as well as those to the job descriptions of the Ad Rep and General Manager positions. The changes will be presented and discussed at this meeting.

We have also opened up hiring for the General Manager position. Assuming we receive enough suitable applications, we will hire that position for the last week of May and the incoming GM will be ready to takeover the position June 1.

Danielle has accepted a job offer that begins on May 14. We will have to work out a transition period over the first few weeks of June that accommodates her schedule, as well as that of the incoming GM.

As for the Ad Rep position, the Board of Directors shall discuss at the end of this meeting whether we would like to extend the current Ad Rep's contract for another year. If we choose to re-open hiring, that position will also be hired the last week of May.

COMMITTEES

During this meeting, we will be creating the Board committees for the 2012–13 year. These committees will meet over the next month to discuss their plans for the upcoming year. The committees that will be created include: iTask, Policy Review, Fundraising, Disciplinary, and Distribution Task Force. The Finance Committee was formed at the last BOD meeting and includes myself, Mike, Ben Mitchell, Jessie, and Jonathan, as well as the incoming GM, Ad Rep, and EIC.

At this meeting, we also need to form a Hiring Committee for the GM position. Because of a personal conflict of interest between myself and an applicant, I will not be on the Hiring Committee for this position; however, I will be sitting in on the interviews. VP Jessie Willms will be chairing this committee in my place, and will thus be taking over the hiring process for this position.

MEETING SCHEDULE: JUNE MEETING

Because the June meeting will involve a discussion and approval of the budget for the upcoming year—and because I am more than likely going to be in Calgary during this meeting—I am going to propose that we move the date of the June meeting to Sunday, June 24. Although the meeting is later in the month, we will not be meeting in July, so having a meeting more in-between the May and August meetings might be better anyways.

UPDATE: THEFULCRUM.CA

As Charlotte and I finished our terms in the Editorial Department last April, we managed to hire someone to transfer the website off Net Firms and onto a new host. Yay!

OVER THE NEXT FEW WEEKS...

- I've spoken to Andrew, and the budget for the 2012–13 year should be ready for discussion and approval by the Finance Committee the last week of May/first week of June. This should be presented to the Board for approval during the June meeting.
- I will be looking for a Corporate Ombudsman, as the position is currently vacant.
- I will also be appointing Auditors and Legal Counsel for the FPS.
- We need to plan an Independence Day Partay! Unofficially, of course.

—Mercedes Mueller, FPS President

Advertising Representative's Report

May 13th, 2012

Welcome

Hello board! Welcome to a brand new year.

Transition Activities

I am currently attempting to support Danielle's year-end activities as best as I can. We are doing very well with collections - Danielle will get into more detail in her report I imagine. I am calling all clients who haven't paid to ensure that they have received their invoices and are putting the payments through.

I have asked to be generally informed on anything happening in the office that would normally be communicated to the GM so that I can help the work flow continue until the incumbent gets hired.

I have offered to get in touch with Martin from Ottawa Tech Support. Danielle may mention in her report that she has discovered that she and Kristyn's computers have the same software license - this means that whenever Kristyn turns on her computer, Danielle cannot use her software (Kristyn's licence was installed first). I will facilitate Martin coming to fix the issue (at no charge, dammit). In the meantime I would suggest that the News laptop be transferred to Kristyn to use because she has more basic needs than Danielle at the moment.

Problem Files

At the end of the year we invariably have one or two problem files. This year we only have one. In my last report I went into some detail about Audrey's Costume Castle and Dancewear. They are a regular Halloween advertiser based in Kingston who requested an ad to be placed, confirmed a go-ahead on the phone, we ran the ad but I never got a signed contract and now he says he doesn't remember giving me confirmation. As I said in my last report, it happens for a few people every year that the contract never comes back or somehow gets missed. I have never in my tenure gone to press without confirmation from the advertiser. It is a first for me that the advertiser says he doesn't remember placing the ad!

So as we last left it, I was trying to track Scott down to speak to him in person about this. I finally got a hold of him. He maintains that he doesn't remember confirming with me on the phone. I assured him that I did confirm and gave him the specifics of the conversation in hopes of reminding him (for the record, he remembers speaking to me, but not what was said). As I have no contract and it was a verbal confirmation I have nothing to compel a payment with. So either way I think we will have to consider this \$255+HST as bad debt.

When speaking to Scott, I said that I hoped to find some way to resolve this (perhaps by compensating him next year with a discount or something so that both parties win in the end) but that if we were not able to do so, I'm not sure that I was allowed to book him again. He totally chewed me out saying that it's my fault that I don't have a contract (true) and that I have no right to threaten him (not the intention of my statement, just relaying what I had been told may occur) and that it is such a negligible amount (agreed! thank god it's not \$1000) and that he 'always goes through a rigorous approval process whenever he books ads (not something I would have cause to know)' and that 'he would never only book one ad at a time therefore I must be wrong (not true:

he has only ever booked 1-2 ads in previous years) etc, etc.

I told him I would speak to the GM and the Board for recommendations. Are we allowed to waive his fee (for which I have no contract) and have him back next year? Or do we categorize him as bad debt and never call him again? He a very conservative spender, so the loss of his business would easily be replaced.

I'd like to take this opportunity to apologize to the Fulcrum Publishing Society for not securing a contract from this advertiser. I would like to ensure you that I did not go to press without his consent, and that I never will go to press without consent from the advertiser. I will not repeat the mistake of relying on verbal confirmation in the coming year.

Planning Over the Summer Months

- I have communicated my recommendations to Kristyn regarding the publishing schedule for next year.
- Kristyn and I will be seeking out information from the SFUO's new staff to help inform ourselves on any marketing plans we are discussing, such as Frosh Kit deadlines and so forth.

Rate Card

- I plan to meet with Kyle to discuss his thoughts on the visuals of the publication because I would like to design a flashy media package that is in line with the branding that Kyle chooses to implement this year.
- I will be researching other CUP newspaper's rate cards and designing based on those.
- I will likely recommend to that the rates for print ads stay the same unless during the course of my research I find that we are grossly under- or over-charging our clients.
- I will likely recommend changes to the online rates and how the ads are organized on the website (more ads in the rotations). I will propose those in my next report.
- Danielle has agreed to meet me at some point to allow me to pick her brain on an advertising strategy. In the past I have reached out to several different demographics (fast food, bar, travel, summer courses/training, storage, recruiting, banking industries). It is time to refresh some of those efforts and hear about new opportunities from someone with an exciting marketing brain – I'll let you know what Danielle recommends.
- I'd also like to ask Danielle about further sponsorship and contra opportunities so that we can continue to expand the work that she did last year.

Thank you

I'd like to thank Danielle for a great year. She did an exceptional job under truly exceptional circumstances. I am sure that current and incumbent staff of the 2012-2013 year will do our best to continue the sponsorship and marketing activities that she has introduced us to! Thank you, Danielle! We wish you all the best in your new position.

In other news

- **The PepTides are playing the main stage at Bluesfest on July 8th! WOOT! 3pm – Be There!**
- We are also going on an ON/QC mini-tour in July (I will inform whoever may be concerned about the few days that I need to take off work while my 9 person band becomes a little travelling circus).
- We are writing a musical, mixing and mastering our new album, building a website and planning a whole new show. You know, just takin'er easy.

I'm looking forward to working with each and every one of you over the coming year.

—Deidre Butters, Advertising Representative

Editor-in-Chief Report
May 13, 2012

Hiring

The hiring process has gotten off to an admittedly shaky start. The large size of the committee (there are five core members, and the outgoing section editor sits on the committee during the interview and decision-making process for the relevant position) has resulted in our inability to schedule interviews in a timely manner.

We will be interviewing candidates for the opinions editor and the features editor positions on Saturday, May 12. We plan to interview the applicants for the news editor and art director positions early in the upcoming week. I have begun advertising for the sports editor, arts and culture editor, and executive editor positions. So far, we have received two applications for the executive editor job, one application for arts and culture, and none for sports. I advised the new applicants to meet with me so we can discuss the positions, as they—the applicants—have never been involved with the *Fulcrum* before.

I plan to begin advertising for the support staff positions during the first week of June. Kyle Hansford has been hired and ratified by the staff as production manager. Pending ratification by the board, Kyle will sign his contract in the upcoming week. The hiring committee has decided to offer Darren Sharp the online editor job. We will seek ratification from the staff—and subsequently the board—after completing the outstanding section editor interviews.

Ratification of production manager, Kyle Hansford
Request to have Kyle Hansford ratified by the board

—Kristyn Filip, Editor-in-Chief