Fulcrum Publishing Society
Board of Directors Meeting Minutes
May 21, 2013

Voting members in attendance: Kyle Hansford, Jessie Wilms, Jonathan Rausseo, Ben Myers
Ex-officio: Andrew Hawley (General Manager), Deidre Butters (Advertising Representative)
Absent: Adam Feibel (Editor-in-Chief), Michael Robinson

1. Opening of the meeting
   a. 6:12 p.m.

2. Approval of the agenda
   a. Move contract discussions to points 16 and 17.

3. Approval of the minutes
   a. Motion to approve the minutes from the previous meeting Jonathan, seconded by Jessie. Motion carried.

4. President’s report
   a. The ABC’s.
   b. Commendation for Kyle for taking over the HR committee in light of Mercedes’ resignation.
   c. Open seats on the board.
      i. Postering.
      ii. Visible house ad for BoD positions.
   d. Committee Chairs present reports at the end of the semester.
   e. Offer food at meetings - Table for email discussion.

5. General manager’s report
   a. Business department can’t work out of the basement until all repairs are officially done.
   b. Any problems with hand-over?
   c. 10 days to get new contracts to business department
   d. Final income-over-expenses is $10,000 - $20,000
   e. Signing authorities successfully switched to include Kyle and remove Mercedes.
   f. $110,000 collected out of $122,000 ad booked plus contra.
   g. Art director not paid his last cheque? Andrew made an executive decision.
   h. Hiring doesn’t happen until May so no real transition period between editors of the same position.

6. Editor-in-chief’s report
   a. Managing editor role? Careful with the naming. That’s not the role of a managing editor.
   b. Issue for June 1st? He probably means August 1st. We hope.
c. 26 issues, 7 glossy including the summer issue

7. Ratification of Production manager
   a. Rebecca Potter
   b. Kyle speaks to her capabilities and test results.
   c. **Motion: Jessie moves to ratify Rebecca as Production Manager for 2013-14 publishing year. Seconded by Kyle. Motion carried.**

8. Advertising representatives report
   a. CRM is a Customer Relationship Management web-based software.
   b. At least two master users for any account.
   c. U of T has the best contract with FREE at the moment. They have the contract like the one that we want to get next year.
   d. Has decided to take a position with FREE media as an Ontario Sales Rep.
      i. Contract reviewed by Kyle and approved prior to Deedee’s signing.
      ii. Calling about 15 papers monthly and coordinating their referrals to FREE.
      All commission based pay.
      iii. They have a noncompetition and confidentiality clause that prevents her from selling national ads.
   e. One-week vacation starting May 22 until June 1 (corrected from report).

9. Advertising representatives commission payment
   a. There is a limit on the amount that can be drawn from ceridian at any time. So Andrew or Deedee can take salary or commission. This often leaves a large amount of commission yet to be paid at the end of the year, especially this year.
   b. Deedee suggests that we raise the cap on the amount that can be withdrawn at one time to $2,500 from the current $1,750.
   c. Commission only paid out/accrued after money is collected.
   d. **Motion: Ben moves that we increase the ceridian cap to $2,500. Kyle seconds. Motion carried.**
   e. Deedee thinks she will continue to take $1,500 and then $2,500 will be the limit. In this case, she would begin to take $2,500 in April. Other commission will be paid out in lump at the end of the year with the approval of the board.
   f. **Motion: Jonathan moves that we pay outstanding commission to Deedee in the amount of $11,669.78 and Andrew in the amount of $4,324.29. Seconded by Kyle. Motion carried.**

10. Approval of the BOD meeting schedule
    a. Every third Sunday.
    b. Ben moves that we approved the proposed Board of Directors meeting schedule for 2013-14. Jessie seconds. Motion carried.

11. Approval of the 2013-14 publishing schedule
    a. **Motion: Approve the proposed publishing schedule moved by Jessie, seconded by Ben for the 2013-14 publishing year. Motion carried.**

12. Benefits for the Business department

13. Computer equipment upgrade proposal
    a. Upgrading old computers to 10.8.3
b. Needs OS updates, Office updates, and hardware updates.
c. Kyle: Should we look at alternatives to Apple/Mac? Something stronger? Thinkpads are built to be beaten up moreso than macs. Look into refurbished computers. Possibility of purchasing through the Apple Scholastic program.
d. Martin at OTS has supplied good service in the past.
e. Part 1 - from Capital assets - $5000
   i. $3,347 - Replace the news and sports laptops with Macbook Air or Pro and replace the Arts & Culture mac mini replaced with a new mac mini.
   ii. And upgrade the Exec and Opinions laptops with new RAM and OS.
f. Part 2 - from Office Supplies for new software - $3,000
g. Motion: Jessie moves that we approve the Fulcrum software and hardware upgrades as presented to the BoD. Seconded by Jon. Motion carried.

14. Approval of the budget
   a. Increase in local advertising $110k to $122k proposed by Andrew.
   b. Sending 15 - 20 people to NASH.
   c. Do we have line-by-line salaries for staff? Table it for next time. Increases in salaries for editorial staff,
   d. $211,400 proposed up from $191,228 last year in total salaries.
   e. Increase in employee appreciation from $1,000 to $2,000.
   f. Increase in printing from $87,000 to $95,000 but $92,000 is more likely. Let’s keep it at 95.
   g. Motion: Jessie moves that we table the approval of the budget and all remaining meeting items until we discuss salaries at a meeting tomorrow. Seconded by Ben. Motion carried.
   h. Motion: Ben moves that the meeting be adjourned at 9:25 p.m. Motion carried.

Meeting tomorrow at the Royal Oak on Bank at noon at the patio. Gloucester and Bank.

15. Standardizing unofficial & official minutes
16. In-Camera: Approval of General Manager’s contract
17. In-Camera: Approval of Advertising Representative’s contract
18. Any other business
19. Adjournment