

# 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
  - a. Deedee supplied the board with documents. Tabled for in-camera.
- 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 more so 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