



Fulcrum Publishing Society

Board of Directors Meeting Minutes

Sunday, August 25, 2013

Fulcrum office, 12:00pm

Voting members present: Kyle Hansford (President), Jessie Willms (Vice-president), Jonathan Rausseo

Ex-officio members present: DeeDee Butters (Ad Rep), Andrew Hawley (GM), Adam Feibel (EIC)

Members absent: Michael Robinson

1. Opening of the meeting at 1:35pm.

2. Approval of the agenda

- a. Rausseo motions to amend agenda to move point 6 above 4 and ad Advertsing Rep Report to point 6.
- b. Rausseo motions to approve agenda. Seconded by Hansford
- c. Motion passed unanimously/Motion carried.

3. Approval of the minutes (August 6th, 2013)

- a. Rausseo moves to approve the August 6th minutes, seconded by Hansford.
- b. Motion carries unanimously.

4. Editor-in-Chief's report

- a. Due to printing conflicts can't print Frosh issue in time to insert them in Frosh kits. Will deliver them to Frosh tables instead.
- b. Promotional Ideas: Flash mob, BBQ, T-shirts, Hand-outs,
- c. Andrew, DeeDee, and Adam are tasked with Frosh week promotions.
- d. Website template has been changed. Make the website more "snazzy." Increased mobile friendliness.
- e. Other promotional ideas: Pumpkin carving at Halloween, Trivial pursuit against the Charleton, Fulcrum Vs. La Rotonde soccer game.

5. President's report

- a. Tasked with advertising available board seats to increase board recruitment.
- b. Begin thinking about Board/Ed Board retreat stuff.

6. General Manager's report

- a. Construction repairs may be finished. Need confirmation but it appears as though the main work is complete.
- b. GIC amended to read \$20,995.19
- c. Audit should be completed shortly. Hoping to have them in September to present it.
- d. No national ads from FREE in the Frosh issue. Going to email them to follow-up on what their plans are.
- e. Begin collecting for the new year.
- f. Jesse, the opinions editor, still needs a contract.
- g. Danny will probably be distributing the Frosh issue on his own as Sagar is not back in town yet.
- h. Readership survey will be submitted to a class and will hopefully be picked by a class and we have another survey completed this year.
- i. Started working though "Advertising Idea" list.

7. Advertising Representative's report

- a. Sales are at approx. \$36,000 thus far.
- b. Summer issue \$1,842.
- c. Frosh issue \$5,775.
- d. A little lower number than last year, but stronger than previous years. Started slower but has been picking up.
- e. Instituted a new "Agency rate" which will offer marketing agencies a 14+ rate, like the SFUO and UofO Communications.
- f. Moving forward with Salesforce as the Fulcrum's new CRM. Going to sign up one user for a year subscription.
- g. DeeDee is now ENGAGED! WOO!!!

8. Other: Ratification of videographer

- a. Hansford motions to ratify Alina Kalinina as the videographer for 2013-14 publishing season, seconded by Rausseo

- b. Motion carries.

9. Adjournment

- a. Hansford moves to adjourn meeting.
- b. Carried at 3:20 p.m.

Following Board approval, these minutes have been formally signed-off by:

Name & Title: _____

Signature & Date: _____

Name & Title: _____

Signature & Date: _____

Appendix

**General Manager Report #003
August 25, 2013**

BUILDING/OFFICE SPACE

As of Tuesday, August 13 (my last day in office before going on vacation) BBPM Project Management was continuing their construction work to the fire escape/foundation. Their project manager sent an email out on August 20 advising that they were finishing installation of new metal stairs for the rear as well as cleaning up the parking lot. It looks like the work is on schedule to be completed sometime this upcoming week.

FINANCIALS

As of August 13 we had \$208,755.42 in our chequing account, \$20,178.57 in our savings account, and \$20,9995.19 in our GIC (not had a chance to check the latest figures since coming back). It would be a little bit lower now due to recent payroll and printing payments.

AUDIT

Brad Colborne from Connelly & Koshy will be in touch this week in regards to the audit. They should be pretty much done by now, which is great.

NATIONAL ADVERTISING

We await to hear from FREE Media in regards to their fall campaign. I have not received any info from them on ads for our upcoming Frosh issue, so that will have to be done on Monday if they haven't communicated anything to DeeDee or Rebecca.

In the meantime, I haven't heard of any developments on the C+ front in terms of the bankruptcy payouts, but this will not be something I see resolved anytime soon.

COLLECTIONS

As of the last meeting we finished collecting everything from last year! Final sales commission was paid out to DeeDee and I. Now the collecting for this year begins.

HR

My plan is to have all remaining current employees not under contract (Jesse Colautti, the Opinions Editor, and the support staff) to sign their contracts and paperwork this week.

DISTRIBUTION

Distributor Sagar from last year said that he will not be back in town yet this week, so I'll have to ask Danny if he's comfortable distributing the Frosh issue by himself. This actually shouldn't be too bad, as this year less than 10,000 copies are going on stands with the rest going into the 101 Week Kits.

SOFTWARE/EQUIPMENT/SUPPLIES

Nothing new here.

PRINTING

Or here.

READERSHIP SURVEY

After the last meeting I followed up on Jon's suggestion of contacting the CGCE to see if they could arrange a class to conduct our readership survey as a placement. They were more than happy to, and in fact, they do have a class this fall that would be able to do it. So, I registered the Fulcrum into CGCE's system and submitted the placement for this fall. This week I'll be getting in touch with officers there to finalize the details. But, it looks like there's a good chance we'll be able to have an independently-done readership survey for the second year in a row.

AD ATTACK

Earlier this month, DeeDee, Kyle, and I met to formulate an "Ad Attack," basically meeting to brainstorm a bunch of industries to target this year for getting new ads. We received responses quickly from Vrtucar and the Ottawa Senators, which was great, though at this time I had not heard back from local brewing companies.

101 WEEK

Next week we'll have our promotional Fulcrum table setup in the UCU. We'll have a silent auction for NASH once again and the soliciting of items for that will be this week and next week.

And that's how we dealt with the mean green (and red, blue, and orange Euros recently) this month.

President's Report #003

August 25th, 2013

I have very little to report this month. However, in the few weeks since our last meeting I have yet to implement some of the board retention strategies we discussed at the previous meeting so I've created a task list for myself to ensure I complete those tasks this month.

Tasks Include:

- Email former ombudsperson about second term/Find new ombudsperson
- Email professors a general email template to pass onto their students about joining the board.
- Talk to KayCie about advertising for the open board seats online.
- Prepare classroom/student engagement ideas for early September.

That is mostly what I plan to do in the upcoming weeks.

—Kyle Hansford, President

Editor-in-Chief Report #003

Aug. 25, 2013

HIRING COMPLETE

We finally hired the last remaining position. The staff videographer this year is Alina Kalinina, a second-year student at the U of O. With her hired, that wraps up all hiring for 2013–14 which is just terrific.

101 WEEK ISSUE

We're currently in production of the 101 Week issue, which includes a glossy eight-page pullout as well as another glossy cover. We'll be in production at the time of the meeting, so it'll be a good time for the editorial board to meet with the board of directors for a quick meet-and-greet.

As much as we love the new printers, their publishing schedule has proven to be a downer for this issue. Dee-Dee and I were setting up the deal to have issues in the frosh

kits, but the deadline was Aug. 26. I asked him if we could have them Aug. 28 when the paper would be delivered, and he said no. I asked him if we could have them to him Aug. 27, and he said that would work. However, TC said that to have the paper by Aug. 27, we would have to file by Aug. 23. That blew my mind because we usually send the paper Tuesday night and have it the next day and they wanted us to file four days earlier to have it delivered one day earlier, but apparently that's just how their cycle works. Obviously we couldn't file on Friday since we're in production Saturday and Sunday. So it makes me really sad, but we won't be having issues in the frosh kits this year (I mean really sad).

I'm hoping myself and the staff can help make up for this by doing a lot of CFYC (Care for Your Campus — that's what we called it, right?) and putting issues into as many people's hands as possible throughout 101 Week.

VOLUNTEER & VISIBILITY EVENTS

I have some ideas for events throughout first semester, but nothing has hit a serious planning stage yet. I'd like to do another open mic like last year, and the other day I thought it would be really fun to have a pumpkin-carving night for staff and volunteers in October. I also want to revisit a Trivial Pursuit night versus the *Charlatan*. And of course, general parties and get-togethers and such.

NEW WEBSITE

OK, new website is a bit of an exaggeration, but with the new WordPress theme we picked out, it'll look a whole lot different. It's going to look way more snazzy and it'll actually be mobile-friendly, which is excellent. (Right now the mobile version of the *Fulcrum* is cringe-worthy.) The website should be updated sometime next week, and Dawn has consulted with Dee-Dee and made sure it won't affect her online ads.

I have no further comment at this time.

—ADAM FEIBEL, FPS EIC

