



Fulcrum Publishing Society

Board of Directors Meeting Minutes

Sunday, January 26, 2014

Fulcrum office, 10:00 a.m.

Voting members present: Kyle Hansford (President), Keeton Wilcock, Jon Rausseo

Ex-officio members present: Andrew Hawley (General Manager), Adam Feibel (Editor-In-Chief), DeeDee Butters (Advertising Manager)

Members absent: Jessie Willms (Vice President)

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

Name & Title: Andrew Hawley General Manager

Signature & Date: Andrew Hawley 02-28-2014

Name & Title: Keeton Wilcock President

Signature & Date: K. Wilcock 02-28-2014

Appendix

General Manager Report #007

January 26, 2014

FINANCIALS

As of January 24 we have \$175,194.76 in our chequing account, \$20,193.43 in our savings account, and \$21,073.78 in our GIC. Cash flow remains very solid. We will see small, continuous shrinking in the chequing account due to payroll/printing/other expenses until we receive the winter semester levies in April, which will put us north of \$200,000 again.

NATIONAL ADVERTISING

We received our first deposit from FREE Media the other day, for \$1,103.55. Based on the most recent remittance statement they've sent us, they still owe us \$11,379.62. At this point I think it's safe to assume that there will be a shortfall of at least \$10,000 in national ad revenue this year. At the meeting today Kyle and I can sign off on the Fulcrum's termination notice so as to avoid automatic renewal with FREE next year. The choice to pursue a new contract with FREE can be discussed in the coming weeks.

COLLECTIONS

Collections have been pretty good. Attached is the Outstanding List. In terms of potential concerns:

Rogers: like last year, they will pay for their entire campaign once it's over. Their last ad should be running in the next few weeks. Currently we're waiting on \$644 + tax.

Liquor Store Party Bar: They've paid for a few of their ads but still have two outstanding for \$1,450 + tax. I'm beginning to get a bit concerned as a call and some emails haven't led anywhere yet.

WBK Boxing: They account for about half of our collections. WBK has made payments but he does them installments and it takes a very long time for some to go through. Total outstanding is \$2,658 + tax.

HR

No developments.

DISTRIBUTION

Attached is the pickup report. The average so far is 32.6%. At this time last year it was 35.1%. If you exclude the summer issue, fall/winter pickup so far is 30.7%, down from 33.7% last year. We were neck-and-neck with last year until recently. This year's December issue (39%) and first January issue (38%) was down significantly from last year's (51% and 48% respectively).

SOFTWARE/EQUIPMENT/SUPPLIES

No developments.

PRINTING

Through the first seventeen issues we are about \$2,100.00 under budget.

HIGH SCHOOL STUDENT CO-OP

A teacher at Merivale High School approached me about having one of their students, Jack Hopkins, do his co-op at the Fulcrum due to a strong interest in journalism. The term would be early February to mid-April, which we requested so that he could serve as much of his time as possible while we are in production. Adam and I interviewed Jack and we've come up with a rough work schedule that should be fine for all parties.

FULCRUM READERSHIP SURVEY

A group of students in the class that was tasked through CLS to conduct our readership survey submitted their final report recently. It's in the documents and we can go over it today.

FULCRUM-LA ROTONDE VOLUNTEER PUB NIGHT

I've been in touch with my counterparts at La Rotonde recently to pick up where we left off last semester regarding a potential joint volunteer pub night. They have a contact at the Lunenburg who they said could ensure that volunteers get free food. We'll be finalizing this event in the coming days and we're looking to schedule it on Friday, February 7th.

NASH 76 IN EDMONTON

The national conference this year was pretty good but also an adventure, to say the least. Due to inclement weather, our initial Ottawa-Toronto-Edmonton flight plan (getting us there for 1pm on Wednesday) turned into overnight bus to Toronto on Wednesday night-Vancouver on Thursday morning-group 1 into Edmonton on Thursday at 630pm and group 2 into Edmonton on Thursday at midnight. Despite knowing we would miss the first night and first full day of NASH, we went ahead as this arrangement was the best Air Canada could do. We did have one volunteer withdraw from the delegation due to the unfortunate reroute.

Everyone seemed to be satisfied by the sessions and keynote speakers. Adam won a Johnnie and we celebrated with the largest, cheapest bottle of champagne we could find. There was a lot of learning but also bonding for the group. At CUP's AGM on the final day, Jessie and I presented a Fulcrum bid for NASH that we had made over the break. And the result of that was...

NASH 77 IN OTTAWA!

Our bid won! I've attached it here for the Board to see. Jessie and I are looking forward to it. We think that the conference has tremendous potential being in Ottawa. This event be a big win for the Fulcrum, CUP, potentially non-CUP papers, the University of Ottawa, and the local journalism community. I've created a NASH 77 committee comprised of anybody at the paper who wants to begin doing some of the initial legwork it getting it organized. There's been a great response so far. I have to confirm this with CUP, but in March, two conference coordinators will be hired and they will be doing most of the work from there, with the committee able to offer support.

And that's how we dealt with mean green this month.

—ANDREW HAWLEY, FPS GM

President's Report #007
January 26, 2014

My report will be rather brief once again. I am excited to hear back from everyone's trip to NASH and find out where we stand at the beginning of this New Year. Our next meeting will be February 16th, and I would like to use that Sunday to have all of Ed board join us for a full day of planning for the Fulcrum's future.

I am proposing we start around 9am (a bit earlier than we usually do) and spend the morning in working groups where we can complete a SWOT analysis for ourselves, consider whether we are completely fulfilling our mandate, and overall leave with a better sense of where we believe that Fulcrum is headed. Then we can have the board meeting in the afternoon (ideally with everyone present) and be done before dinner. The idea behind this would be to allow a large group discussion to happen that can then be turned into a formal 3 or 5 year plan that could be presented at the AGM at the end of the year.

Any questions?

– Kyle Hansford

Advertising Representative's Report January 26, 2014

SALES

Sales Total = \$85,103.45

| 2013-2014 | | 2012-2013 | |
|------------------------|-------------|------------|-------------|
| 01-08-2013 | \$1,842.00 | 26-07-2012 | \$2,658.75 |
| 29-08-2013 | \$5,775.00 | 30-08-2012 | \$9,664.75 |
| 05-09-2013 | \$7,070.00 | 06-09-2012 | \$5,337.75 |
| 12-09-2013 | \$3,495.00 | 13-09-2012 | \$3,948.25 |
| 19-09-2013 | \$4,349.25 | 13-09-2012 | \$3,994.00 |
| 26-09-2013 | \$3,010.00 | 27-09-2012 | \$3,988.00 |
| 03-10-2013 | \$3,769.95 | 04-10-2012 | \$2,705.00 |
| 10-10-2013 | \$6,318.00 | 11-10-2012 | \$4,109.00 |
| 24-10-2013 | \$6,470.00 | 18-10-2012 | \$8,019.25 |
| 31-10-2013 | \$2,555.00 | 01-11-2012 | \$4,929.25 |
| 07-11-2013 | \$3,250.00 | 08-11-2012 | \$3,382.00 |
| 14-11-2013 | \$1,185.00 | 15-11-2012 | \$3,703.75 |
| 21-11-2014 | \$1,405.00 | 22-11-2012 | \$2,920.00 |
| 28-11-2014 | \$1,380.00 | 29-11-2012 | \$2,680.00 |
| 05-12-2014 | \$5,250.00 | 06-12-2012 | \$5,330.00 |
| 09-01-2014 | \$6,492.00 | 10-01-2013 | \$6,567.00 |
| 23-01-2014 | \$2,685.00 | 24-01-2013 | \$3,822.00 |
| 30-01-2014 | \$3,294.00 | 31-01-2013 | \$3,454.25 |
| | | | |
| Total | \$69,595.20 | | \$81,213.00 |
| Average\$/issue | \$3,866.40 | | \$4,511.83 |
| # of issues | 12 | | 12 |

New Contracts:

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|-------------------------------|
| Calabogie |
| Smirkian.com |
| ReMAX |
| The Connoisseur |
| Utan |
| Rideau Optometric |
| Jocelyn Driving School |
| CD-FEDU-02 |
| Ottawa Allergy Research Group |
| First Choice Haircutters |
| International Beauty Depot |
| Galleria |

| |
|---|
| In Touch with Health & Esthetics by Lucie |
| CD-FEDU03 |
| Rideau Optometric |
| SFUO Referendum |
| SFUO Bilingualism |
| CD-Lang |

So, sales are obviously still slow. This is what I am hearing pretty much everywhere I go. Since last report I have done a lot of reach outs (mostly over the Christmas period). Once back from the break, it was right into the first issue back and then NASH. This week Galleria booked 3 new back cover ads. And In Touch with Health, a little waxing place in Sparks Street, booked a good contract for the rest of the year. I got a call this week from Belair Scion (which is so great) – hopefully they will take a full page in the sex supplement. I also had a call from Just Right Self Storage looking for inserts in the later part of the semester. I get the feeling that people have had their budget lines renewed

REACH OUTS

I have begun tracking my reach outs so that you can see what's going on behind the scenes here. Some of these leads require follow up (I have not listed that here) and some of these leads are now concluded either to purchase or 'call back later'. I have also included here some of my regular client reach outs (but have not included contacts that have been made since the break.

| |
|------------------------------------|
| Anglican Diocese |
| Nature Nocturne |
| Pure Yoga |
| York Entertainment |
| St. Joseph's |
| First Church of Christ Scientists |
| Belair Direct |
| St. Clement Parish |
| IMAX |
| First choice Hair Cutters (Rideau) |
| Spectrasonic |
| Parking and Traffic |
| Tremblant |
| Burgers and Fries Forever |
| Queen's |
| Victoire |
| Travel Cuts (Laurier) |
| Lucas Nault |
| Rideau Opt |
| SFUO |

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|-----------------------------|
| Utan |
| Smokie's Poutine |
| Nini's Panini |
| Sage Youth |
| Solidarite Jeunesse |
| CFS |
| United Tesol |
| Money Mart |
| Jocelyn Driving School |
| Spoon Frozen Yogourt |
| Tinted Edge |
| Barefoot Hostel |
| IFCO |
| Allegro Music |
| Phoenix Homes |
| Rideau River Dental |
| Sandy Hill Dental |
| Riccioli |
| Desjardins |
| Boss Arts |
| International Beauty Depot |
| Hakim |
| Loft |
| Hair Dynamic |
| Merit Travel |
| Sunwing |
| Travel Plus |
| Porter |
| Travelocity |
| Glebe BIA |
| Market BIA |
| Sparks Street BIA |
| Ottawa Sports Entertainment |
| Ottawa Tourism |
| Millstreet |
| Big Rig |
| Beaus |
| BrewDonkey |
| Kitchissippi Beer |
| Hogs Back Brewery |
| MEXT |
| DanceStudios |

New clients that we got from this reach out are First Choice Hair Cutters (booked 2 ¼ pg colour ads), Jocelyn Driving School (booked ¼ pg black and white ads for the rest of the semester), and International Beauty Depot (3 1/8th page ads later in the semester). I got a positive response that require further follow up from Glebe BIA. Other than that, I will reach out to these businesses again as soon as I can.

I plan to reach out to car dealerships (given Scion) and more condo people (given Galleria). As well as storage places (given Just Right). I have already pursued these three industries this year, and in past years. But we'll try again now.

CONTRA

No contra further to last report, but the reader coupon for the Winter Challenge was a success. We had a team come by the office (there were 3 bees and a beekeeper) who had us take a photo. We should definitely do this again in the future.

DATABASE

I am dying over this. I swore to Andrew that I would not write another report with the same update of having not started this yet. And here we are. On Christmas break I felt it was more important to do a huge reach out since our numbers are so low. The plan was to at least get started on it this week (since I am already tracking reach outs for you now). However this week was entirely eaten up by designing ads and going to meetings in order to push forward on 2 new contracts.

FREE

Free has finally given me a general sales figure – they are approaching 1Million dollars in sales nationally. Which is pretty far off target. I feel we should still sign with them for another year since that will be a better indication of how well or poorly they are doing.

NASH

FREE wasn't able to sit down with me at Nash which was unfortunate – I pursued them for a time to meet, but ended up feeling like a pest in the end since they seemed to be focused on other things. We missed their drinking event due to the travel complications. There were less business seminars than I would have anticipated, but I always get a lot out of the Business Round Table and Andrew and I talked a lot to the other business staff that was there. I was slated to be a panelist at the Contra/Sponsorship talk, but also missed that on Thursday. Overall, I enjoyed going since I was able to network some, but the travel really ate up the day that was the most relevant to business staff. I really enjoyed getting to know our editors and volunteers over the weekend though! A rare opportunity for me now that we are back in the basement.

Over the next few weeks:

It is obviously database time. And more reach outs need to happen asap given that budgets are newly full. My goal is still to try and hit target – given the sales that came

in this week, that may now be possible, but it will no doubt take some serious effort. I am crossing my fingers that we will have a really great Winter semester. Either way, I will be reaching out as hard as possible.

On a personal note:

It became obvious that I would need to book an alternate wedding venue last week, which was one of the most stressful things I've had to do. On a lighter note, my engagement ring finally arrived after 7 months of having been lost in the mail and reordered and yadda yadda.

Deidre Butters
Advertising Representative