

Fulcrum Publishing Society

Board of Directors Meeting MINUTES

March 17, 2013

Room 228-141 Louis Pasteur, 10:30 a.m.

Voting members present: Mercedes Mueller (President), Matthew Conley, Jonathan Rausseo, Ben Myers (Chair), Sean Campbell, Michael Robinson (VPIC), Jessica Willms (Vice President)

Ex-officio members present: Andrew Hawley (GM), Deidre Butters (Ad Rep), Kyle Hansford (Production Manager)

1. Opening of the meeting at 10:38 a.m.
2. Approval of the agenda
 - a. Moved by Robinson, seconded by Conley.
3. Approval of the minutes
 - a. Tabled.
4. President's report
 - a. Mueller: reads report.
 - b. Policy changes, recommendations have been emailed out. Changes to be made at home.
5. General manager's report
 - a. Hawley reads report.
 - b. Campus Plus impact will be discussed later.
 - c. Hawley is upset Butters has been getting so many advertisers because he has more invoices to process (joke). He is actually happy about this.
 - d. Hawley: VVC position should be on the business side being paid more.
 - e. Hawley: Distribution is consistent. Several stands need Plexiglas covers.
 - f. Myers: C-Plus to be discussed later.
 - g. Rausseo: Lost interest from SFUO levy being late?
 - i. Hawley: Not really.
 - ii. Rausseo (to Butters): Do we get any feedback from groups to see how their sales are increasing?
 - iii. Butters: I get feedback from them.

iv. Myers: Hard to correlate.

6. Editor-in-chief's report

- a. Hansford reads EIC report.
- b. Myers: Where are the salary reports discussed last meeting?
- c. Hansford: I can speak on it briefly. Editorial board needs raises. I would eliminate VVC the position and pay the EIC closer in line with the business department that would allow them the opportunity to work in the office the same time as the business staff. Performance-based raise increases should be considered for EIC.
 - i. The staff need the opportunity to give up a second job to survive financially by themselves and at the same time stick with their responsibilities. EIC for sure, maybe Production Manager.
- d. Robinson: How much is the salary for EIC, PM?
 - i. Mueller: EIC is \$16,000, and PM is \$11,000.
- e. Mueller: I have thoughts too. This has been an issue at the Board level. EIC should not be paid more; they should fulfill the responsibilities of their position. Shouldn't be motivated by money but by the paper.
- f. Hansford: I would argue that the EIC should be looked differently than they are right now. The change of the structure from elections to hiring impacts the employees you are looking for. You are not going to hire who you know best—it is the best candidate.
- g. Willms: Fulcrum should pay people what we can afford to pay. I disagree with Mueller. If you increase the salary, you expect them to achieve goals.
- h. Hawley: Other EICs are paid at \$20,000.
- i. Rausseo: We are supposed to be for students, but we're hiring professionals. Should have come more here with thought out conclusions regarding salaries.
- j. Myers: Students pay for the paper.
- k. Big debate about the future of the paper, hiring students, wages etc.

7. Advertising representative's report

- a. Butters reads report.
- b. We are coming off our best year.

8. Finance Committee—Contra recommendations

- a. Mueller reads report.
- b. Butters draws on the board a chart detailing contra deals.
 - i. Review recommendations for contra from Mueller.
- c. Move recommendations of Contra into policy at some point.
 - i. Job description for Ad Rep. Increase in salary.
- d. Removal of contra counting toward cap.
- e. Services rendered should be the new standard of measurement for contra deals.
- f. 14 + rate card is the lowest level that can be charged for an ad.
- g. Butters proposes that contra be calculated based on the value of the service rendered, rather than on the value of the contract, if partial contra.

9. Recess

- a. Out: 12:23 p.m.
- b. In: 12:32 p.m.

10. Campus Plus

- a. Hawley: Campus Plus running a deficit for several years. Will be shutting down operations for good at end of this spring.
- b. Butters: Four options to be considered by Business Department in the interest of replacing national revenue for next year:
 - i. Business Department takes endeavors to contact and create relationships with national advertisers that would have been referred to C-Plus in the past.
 - ii. Adopt a partnership as may be recommended by CUP.
 - iii. Join a regional organization, which may exist already in some form.
 - iv. Create our own regional advertising organization by partnering with Ottawa region campus media.
- c. Willms to report back to the Board following any decisions by CUP regarding partnering with organizations.
- d. Butters notes the importance of the wording of any agreement with national advertising agency, including exclusivity and split of revenue.

11. Policy Review (Appendix A)

- a. **Policy Manual**
 - i. Myers explains his changes.

- ii. 4.1.2 Moved by Myers, seconded by Willms. Motion carries.
- iii. 6.3 Moved by Myers, seconded by Willms. Motion carries.
- iv. 6.6 Moved by Myers, seconded by Willms. Motion carries.
- v. 6.7 Moved by Myers, seconded by Willms. Motion carries.
- vi. 6.15 Moved by Myers, seconded by Mueller. Motion carries.
- vii. 6.18 Moved by Myers, seconded by Rausseo. Motion carries.
- viii. 7.7.1–7.7.5 Moved by Myers, seconded by Rausseo. Motion carries.
- ix. 8.1.1–8.1.2 Moved by Myers, seconded by Willms. Motion carries.
- x. 11.1.1 Moved by Myers, seconded by Mueller. Motion carries.
- xi. 14.1.2 Moved by Myers, seconded by Mueller. Motion carries.
- xii. 14.2.3 Moved by Myers, seconded by Robinson. Motion carries.

b. Board Structure

- i. Robinson leaves 2:19 p.m.
- ii. We will omnibus the changes to the Bylaws to be brought to the AGM.
- iii. We don't want too few people to control the powers of the Board, but neither prevent the Board from getting business done in the absence of some members.
- iv. Mueller moves that we approve the proposed amendments to the policy manual and bylaws as outlined in BOD_PRC_AGM_ammendments document. Seconded by Rausseo. Motion carried.

c. Discipline / Conflict of Interest

- i. Going over every word of this policy for Conflict of Interest.
- ii. Some amendments made to the policy in the interest of clarity and consistency with existing policy.
- iii. Good job Mike!
- iv. Discussion re: Probationary period for editorial employee.
- v. Hansford speaks to the importance of being able to dismiss an employee quickly and easily if relationship will not be beneficial in the long-term for the paper.

- vi. Concerns raised include the redundancy of this policy if adopted, impact on office morale, and power of EIC.
- vii. Tabling the new six-week disciplinary policy to another meeting for further review by Campbell.

d. Bylaws (Appendix B)

- i. Tabling changes to Bylaws to the next meeting. Let's meet the last week of March.

12. Any other business

- a. Tabling's Robert's Rules of order stuff to next meeting of the Board.
- b. For next meeting: Bylaws, conflict of interest, and re-consider six-week probationary period.

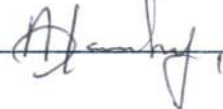
Adjournment

- c. Willms move that we adjourn.
- d. Motion carried at 4:02 p.m.

Name & Title: Mercedes Mueller, President

Signature & Date:  April 30, 2013

Name & Title: Andrew Hawley, General Manager

Signature & Date:  April 30, 2013

Appendix A: Policy Manual Amendments

Presented for the approval of the Fulcrum Board of Directors March 17, 2013.

BIRT Fulcrum Policy Manual section 3 Committees be amended to include:

3.3 Disciplinary Committee. The Disciplinary Committee is a standing committee of the Board consisting of the President and two (2) directors. The committee shall select a chair from its numbers. It shall have the authority to discipline, but not dismiss any employee. However, the committee may recommend dismissal of any employee to the Board.

3.4 Distribution Task Force. The Distribution Task Force is a standing committee of the Board consisting of the President, two (2) directors, the General Manager, and Editor-in-Chief. This committee is responsible for overseeing distribution, including but not limited to monitoring pick-up, rearranging news stands, and developing strategies to increase the Fulcrum's visibility on campus with the intention of increasing circulation.

3.5 Finance Committee. The Finance Committee shall be a standing committee of the Board that is responsible for overseeing the creation of the budget of the Corporation, overseeing the audit, recommending financial policies to the Board, and supervising the financial affairs of the Corporation. The Finance committee shall be chaired by the President and additionally be comprised of the Editor-in-Chief, the General Manager and any director, employee, or staff member of the Corporation as appointed by the Board who expresses interest in the process. The Finance Committee is required to meet as many times as necessary to fulfill the duties placed upon them. The budgeting process which must be undertaken by the Finance Committee is outlined in this Policy Manual.

3.6. Human Resources Committee. The Human Resources Committee is a standing committee of the Board consisting of the President and two (2) directors. This committee is responsible for hiring the General Manager, Advertising Representative, and the On-Campus Distributors, as well as contract negotiations and performance reviews of the Business Department.

3.7 Interboard Relations Committee. The Interboard Relations Committee is a standing committee of the Board consisting of the President, two (2) directors, the Editor-in-Chief, Production Manager, and any interested Fulcrum volunteer or staff member. The committee is responsible for improving communication between the Board and Editorial employees, including but not limited to communicating decisions made at monthly Board meetings.

3.8 iTask. iTask is a standing committee of the Board consisting of the President, two (2) directors, the General Manager, and Editor-in-Chief. The committee is responsible for

pursuing any policy related to technological issues including but not limited to the website, software, cameras, and computer equipment.

3.9 Policy Review Committee. The Policy Review Committee is a standing committee of the Board consisting of the President and two (2) directors. The committee is responsible for reviewing suggested changes to the Corporation's policy documents, making policy recommendations, and reviewing the Bylaws and Policy Manual yearly before the Annual General Meeting.

Motion carried.

BIRT Fulcrum Policy Manual section 4.12 New Spending be amended from:

4.12 New Spending. Any substantial deviations, changes or unplanned/new spending is subject to approval by the Board.

to:

4.12 New Spending. Any substantial deviations, changes or unplanned/new spending **in excess of \$500 that is not reflected in the current year's approved budget** is subject to approval by the Board.

Motion carried.

BIRT the following section be added Fulcrum Policy Manual section 6.3 Advertising:

"f. Failure to arrange an interview within 72 hours of being contacted by the hiring committee may result in the applicant's disqualification."

Motion carried.

BIRT the following be added to Fulcrum Policy Manual section 6.6 Notification:

"A candidate may be disqualified if they fail to respond to requests for an interview with 72 hours."

Motion carried.

BIRT Fulcrum Policy Manual section 6.7 Attendance be amended from:

"The hiring committee must ensure that all of its members are present at all candidate interviews."

to:

"The chair of the hiring committee shall attempt to arrange a time for interviews that accommodates all committee members. In the event that a member is unable to attend the meeting, she may be excused by submitting a letter to the committee chair. Candidate interviews may not occur with less than 50 percent of mandated committee members. The hiring committee may consider members or candidates in attendance via electronic means at its own discretion."

Motion carried.

BIRT Fulcrum Policy Manual section 6.15 Hired Non-Ed Board Editorial Employees be retitled:

"6.15 Hired Editorial Employees"

BIFRT all instances of "Ed Board" in this section be replaced with "Editorial Board."

Motion carried.

BIRT Fulcrum Policy Manual section 6.18 Outside Employment be amended from:

"Any employee who holds employment with any organization outside of the Corporation at the time of their hiring, or who takes such employment during their term, must have that employment approved.

a. Editorial Employees' outside employment must be approved by the Editor-in- Chief and the Board.

b. Business Employees' outside employment must be approved by the Board of Directors."

to:

"Any employee who holds employment with any organization outside of the Corporation at the time of their hiring, or who takes such employment during their term, must have that employment approved. **Employment that is deemed or found to be detrimental to the completion of any employees' responsibilities may be grounds for dismissal, subject to disciplinary policy.**

a. Editorial Employees' outside employment must be approved by the Editor-in-Chief. **If the Editor-in-Chief wishes to seek outside employment during her term, she must submit a description of said employment to the Board Of Directors prior to her ratification.**

b. Business Employees' outside employment must be approved by the Board of Directors.

c. Failure to disclose outside employment is grounds for dismissal subject to disciplinary policy."

Motion carried

BIRT Fulcrum Policy Manual section 7.7 Emergency Removal Procedures be amended and renumbered from:

"Under extreme circumstances such as assault, fraud, embezzlement, etc., the Board shall have the authority to terminate immediately the employment of any employee.

The President and at least one other member of the Board must notify the employee of the issue.

Immediately following notification, the employee shall be suspended of duties, title, and access.

An emergency Board meeting shall be set for no more than ten (10) days from notification.

The employee shall be entitled to speak to the issue at that meeting.

The Board shall notify the employee of its decision."

to:

"Under extreme circumstances **including but not limited to** assault, fraud, embezzlement, **chronic absenteeism, or other recurring acts of negligence or incompetence**, the Board shall have the authority to terminate immediately the employment of any employee.

7.7.1 The President and at least one other member of the Board must notify the employee of the issue. **The employee must also be informed of any subsequently scheduled disciplinary hearings at least 72 hours in advance.**

7.7.2 The President and at least one other member of the Board must notify the employee of the issue. Immediately following notification, the employee shall be suspended of duties, title, and access.

7.7.3 An emergency Board meeting shall be set for no more than **seven (7)** days from notification.

7.7.4 The employee **and Editor-in-Chief** shall be entitled to speak to the issue at that meeting.

7.7.5 The Board shall notify the employee of its decision **and reasoning in writing within 24 hours following the meeting.**"

Motion carried.

BIRT Fulcrum Policy Manual section 8.1 Transition Reports be amended from:

"All Editorial Board members, business employees, and executives of the Corporation must submit a transition report to the Board by April 30."

to:

"All Editorial Board members, business employees, and executives of the Corporation must submit a transition report by April 30. **If an employee is returning in their role for the following year, they may submit a written portion of their winter semester review in lieu of a transition report, outlining accomplishments, challenges and project statuses in the interest of institutional memory.**

8.1.1 Business employees and the Editor-in-Chief shall submit their transition report to the Board of Directors.

8.1.2 Editorial employees shall submit their transition report to the Editor-in-Chief and General Manager."

Motion carried.

BIRT Fulcrum Policy Manual section 11.1 Definition be amended from:

"The following shall be considered areas or items of shared responsibility or importance between the Business and Editorial departments of the organization:

- a. The design of the Fulcrum's website
- b. The design of the Fulcrum's logo (or "flag")
- c. Changes or renovations to the Fulcrum's offices"

to:

"The following shall be considered areas or items of shared responsibility or importance among the **Business Department and Editorial Board** of the organization:

- a. The design of the Fulcrum's website
- b. The design of the Fulcrum's logo (or "flag")

11.1.1 Office

The following shall be considered areas or items of shared responsibility or importance among the **Board of Directors and Editorial Board** of the organization:

- a. Major changes or renovations to the Fulcrum's offices."**

Motion carried.

BIRT Fulcrum Policy Manual section 14.1.2 Application be amended from:

"All volunteers, employees, and directors must agree to the terms of this Code of Conduct before contributing to the Corporation in any way."

to:

"All volunteers, employees, and directors **agree to be bound by the terms of this Code of Conduct by** contributing to the Corporation in any way."

Motion carried.

BIRT Fulcrum Policy Manual section 14.2.3 Damage be amended from:

"Damage to, or any malfunction of, Fulcrum equipment must be reported to the Editor in Chief and/or the General Manager immediately."

to:

"**Damage, malfunction or unscheduled absence of any** Fulcrum equipment must be reported to the Editor in Chief and/or the General Manager immediately."

Motion carried.

BIRT FPS Policy Manual be amended to include:

Section 15: Conflict of Interest

15.1 Integrity. These conflict of interest guidelines are intended to ensure the highest standards and maintenance of the integrity of the Fulcrum Publishing Society's Board of Directors. Directors shall act at all times in the best interests of the Fulcrum Publishing Society. This means putting the interests of the Fulcrum Publishing Society ahead of any personal interest or the interest of any other person or entity. It also means performing her duties and transacting the affairs of the Fulcrum Publishing Society in such a manner that promotes public confidence and trust in the integrity, objectivity, and impartiality of the Board.

15.2 No Pecuniary Benefit.

15.2.1 No Director shall directly or indirectly receive any profit from her position.

15.2.2 The pecuniary interests of immediate family members, including the immediate family members of a Director's partner, or close personal or business associates of a Director are considered to also be the pecuniary interests of the Director.

15.3 Definition of Conflict of Interest.

15.3.1 A conflict of interest refers to situations in which personal, occupational or financial considerations may affect, or appear to affect, a Director's objectivity, judgment,

or ability to act in the best interests of the Fulcrum Publishing Society and includes conflicts as described in Section 15.4 of this document.

15.3.2 A conflict of interest may be real, potential, or perceived in nature.

a) A real conflict of interest arises where a Director has a private or personal interest, such as a close family connection or financial interest.

b) A potential conflict of interest may arise when a Director has a private or personal interest, such as an identified future commitment.

c) A perceived or apparent conflict of interest may exist when a reasonable, well-informed person has a reasonable belief that a Director has a conflict of interest, even if there is no real conflict.

15.3.3 Full disclosure, in itself, does not remove a conflict of interest.

15.4 Examples of Conflict of Interest on the Part of a Director.

15.4.1 Any circumstance that may result in a personal or financial benefit to a Director or his family, business associate, or friend. This includes, but is not limited to, accepting any payment for services rendered to the Fulcrum Publishing Society other than payment for services of a Director as permitted in this Policy, including contracted work, contra or honoraria; or accessing financial or other resources for personal use (i.e. transportation, training costs, supplies, or equipment).

15.4.2 Personal interests that conflict with the interests of Members of the Fulcrum Publishing Society or are otherwise adverse to the interests of the Fulcrum Publishing Society.

15.4.3 Seeking, accepting, or receiving any personal benefit from a supplier, vendor, or any individual or organization doing or seeking business with the Fulcrum Publishing Society. 15.4.4 Being a member of the board or staff of another organization that might have material interests that conflict with the interests of the Fulcrum Publishing Society or its Members; and, dealing with matters on one board that might materially affect the other board.

15.4.5 Any involvement in the hiring, supervision, grievance, evaluation, promotion, remuneration, or terminating of a family member, business associate, or person with which the Director has a close personal and/or romantic relationship.

15.5 Principles for Dealing with Conflict of Interest.

15.5.1 Both prior to serving on the Board and during their term of office, Directors must openly disclose a real, potential, or perceived conflict of interest as soon as the issue arises and before the Board or its committees dealing with the matter at issue.

15.5.2 If the Director is not certain whether she is in a conflict of interest position, the matter may be raised with the President, Executive Committee, or Board of Directors for advice and guidance.

15.5.3 If there is any question or doubt about the existence of a real or perceived conflict, the Board will determine by majority vote if a conflict exists. The Director in question shall not vote on the issue.

15.5.4 It is the responsibility of other Directors who are aware of a real, potential, or perceived conflict of interest on the part of a fellow Director to raise the issue for clarification, first with the Director in question and, if still unresolved, with the President.

15.5.5 The disclosure and decision as to whether a conflict exists shall be duly recorded in the minutes of the meeting.

15.6 Gifts and Hospitality. Directors shall not directly or indirectly offer or accept cash payments, gifts, gratuities, privileges, or other personal rewards, which are intended to influence the activities or affairs of the Fulcrum Publishing Society. Directors may,

however, give or receive modest gifts or hospitality as a matter of general and accepted business practice not totaling over \$75, provided the foregoing does not include cash or other negotiable instruments and provided further proper accounting of any such expenses is made.

Appendix B: Bylaw Amendments

BIRT FPS Bylaws section 4.02 Student Representative be amended from:

4.02 Student Representative. Five (5) of the seats on the Board are to be filled by University of Ottawa student who have active valid student numbers for the duration of their term. These students must not have been ever employed by the Corporation.

to:

4.02 Student Representative. **Four (4)** of the seats on the Board are to be filled by University of Ottawa student who have active valid student numbers for the duration of their term. These students must not have been ever employed by the Corporation.

BIRT FPS Bylaws section 4 Authorized Representatives be amended to include:

4.05 Continuity Representative. One (1) seat will be filled by an individual who previously held any elected seat on the Board as a director.

Renumber section accordingly

BIRT FPS Bylaws section 6.03 Election and Term of Office be amended from:

6.03 Election and Term of Office. Each director shall be elected to hold office for a term of one publishing year. New Board members will be elected at the annual meeting of the members for the upcoming publishing year. The election shall be determined in accordance with section 5.08 of this Bylaw.

to:

6.03 Election and Term of Office. Each director shall be elected to hold office for a term of one year, **beginning June 1 of the year the director is elected and ending May 31 the following year**. New Board members will be elected at the annual meeting of the members for the upcoming publishing year. The election shall be determined in accordance with **section 6** of this Bylaw.

BIRT the Board of Directors be elected to a term of 13 months, between May 1, 2013 and May 31, 2014.

BIRT FPS Bylaws section 6.05 Vacation of Office of Director be amended from:

6.05 Vacation of Office of Director. A director shall cease to be a director:
(b) if she is found to be mentally incompetent;

to:

6.05 Vacation of Office of Director. A director shall cease to be a director:
(b) if she is found to be mentally incompetent **as determined by a medical professional**.

BIRT FPS Bylaws section 6.05 Vacation of Office of Director be amended from:

6.05 Vacation of Office of Director. A director shall cease to be a director:
(f) if she is absent from two consecutive Board meetings without just cause, provided that the two meetings did not occur in the span of three weeks.

to:

6.05 Vacation of Office of Director. A director shall cease to be a director:
(f) if she is absent from **two Board meetings** without just cause, provided that the two meetings did not occur in the span of three weeks.

BIRT FPS Bylaws section 7.01 Quorum be amended from:

7.01 Quorum. A majority of the Board shall constitute a quorum for the transaction of business at any meeting of the Board, but in no case shall a quorum be less than two-fifths of the Board. Under no circumstances will ex officio positions contribute to quorum.

to:

7.01 Quorum. A majority of the Board shall constitute a quorum for the transaction of business at any meeting of the Board, but in no case shall a quorum be **less than fifty (50) per cent plus one** of the **sitting** Board. Under no circumstances will ex-officio positions contribute to quorum.

BIRT FPS Bylaws section 7.02 Place of Meeting, which reads:

7.02 Place of Meeting. Meetings of the Board may be held at any place within or outside Ontario.

be struck from the document.

BIRT FPS Bylaws section 8 Officers be amended to include:

8.07 Director Portfolios. Each director will be responsible for a committee from the following list: Discipline; Distribution Task Force; Finance; Human Resources; Interboard Relations; iTask; and Policy Review. Responsibilities include acting as committee chair, organizing meetings, and leading committee operations. Depending on the size of the Board, portfolios can be created or merged. Committee descriptions can be found in section three of the Policy Manual.



President Report
March 17, 2013

FINISHING UP THE YEAR...

The past few weeks have been busy as the year comes to an end...

- **Audit:** We had our yearly audit a few weeks ago, and that went well.
- **FinCom:** The meeting with the auditor sparked a conversation among the finance committee on the large sum of money sitting in our chequings/savings accounts. Andrew had sent out a list of our options after the meeting with the auditor, and we discussed these at our meeting.
 - The finance committee also discussed the future of contra at the Fulcrum. This conversation led to a list of recommendations I will be putting into my transition report. I will go over them briefly during this meeting.
- **AGM planning:** As you all know, the AGM will be happening on **April 5 at 6 p.m.** in DMS1110. So Andrew and I have been preparing for that.
- **Policy review:** Everyone has been working on policy changes since our last meeting, and we will be going through and debating/approving those at this meeting.
- **GM review:** We held the GM review earlier this week, and it will be presented at the end of this meeting.

Really, aside from these year-end activities, there isn't much else to report!

BUT, I would like to thank the board for being so legit this year. You've been delightful, and I think we should all be pleased with how much we've been able to accomplish this year. I hope to see lots of you back next year!

—Mercedes Mueller, FPS President

General Manager Report

March 17, 2013

OFFICE SPACE

Charles Azar from Physical Resource Services came to the office personally this month to re-examine the fire escape. He didn't have to bring in the dogs, so that was encouraging. According to him repairs will be taking place this summer, either in June or July (translation: hopefully by October). Once the fire escape is repaired, then presumably, the Ad Rep and GM will be able to return to the basement. This is obviously great news, as it will also allow editors who are currently upstairs to return to the former Exec Editor office on the main floor. Hopefully that can all be done before production on the first summer issue.

FINANCIALS

As of March 15 we have \$188,101.10 in our chequing account, \$20,163.72 in our savings account, and \$20,916.90 in our GIC. We continue to be in great shape financially. There have been no major purchases, as usual, and I don't think there will be for the rest of this fiscal year. We will be getting a large crediting boost during the first week of April, as that's when we can expect the winter semester student levies. The SFUO head accountant confirmed this to me last week.

The audit finally took place last month and went well. The main takeaway from auditor Brad Colbourne's presentation was his firm suggestion that we look into ways of restricting our high surplus, highlighting investments as the best path to take. To follow up on that, I met with our banker Paul Stevenson and he gave me several investing options. Recently, the Finance Committee met to discuss these options as represented in a report. We agreed to implement Paul's major recommendations, which were to dump our savings account into chequing and then carve out a portion of that to invest into long-term GICs. Unfortunately, Paul left the TD branch for another position within the bank, so investment talks will have to resume with new account representative Andrew Chesiuk.

In addition to investments, the Finance Committee also looked at contra. Ashleigh Brown, recently the GM of the *Gateway* at the U of A (no longer, and that's another story we can discuss later today) sent me an email outlining their contra strategy and policies, many of which make a lot of sense and should be adopted by us.

NATIONAL ADVERTISING

Campus Plus actually showed a pulse in February, as we received \$4,598.99 from them, pushing our national advertising total to \$20,786.36. That's roughly \$6,200 short of the budget target for the year with 1.5 months to go. It's probable we will receive the difference in that time, but it's also looking like there's a small chance we'll be short.

Whatever pulse Campus Plus does show, that will be its last. CUP sent out an email to members this week announcing that C+ will be closing operations at the end of this year. Something to do with three consecutive years of huge losses and no longer being viable. They will aggressively downsize the corporation in the next few weeks while continuing to collect the meager sums they've sold. It will be a cheap funeral too, as CUP now loses their \$45,000 annual contribution from the soon to be gone company.

Obviously, the biggest impact this has on us is that it leaves us without national

advertising revenue for next year, which is huge (nearly \$30,000). We'll discuss this later in the meeting, including a potential solution in ad agency Free Media.

COLLECTIONS

My life has been made very hard by all these sales that DeeDee is doing. So many invoices to send and people to track, it just hasn't been fair at all!

No, it's been great asking so many people to pay. And they continue to consistently, with some needing a bit more nudging by emails and calls than others. The outstanding list is nice and miniscule. There are only four payments owed from 2012, two of which are from the SFUO.

In terms of potential red flag clients, WBK Boxing did pay for his October flyers, and we will be setting up a pay plan next week for his December run. Timbercreek Asset Management also ran in December, but it's been very hard to reach anybody there (by email or phone). I will continue trying to locate a body there.

HR

KayCie Gravelle was recently hired as News Editor. She's been seamlessly added to payroll and has had no problems with the work email.

On the flip side, Michelle Ferguson resigned earlier in the month as Volunteer & Visibility Coordinator. With only about a month left in the publishing year, we decided not to re-hire for the position. Michelle had a very demanding schedule, which is why she resigned, and certainly it probably didn't help that the only pay for this position is an end of semester honorarium. This has led to me believe that we should strongly consider revamping the VVC role into a higher-paying, more-robust job under the business side of the paper next year.

DISTRIBUTION

Distribution has been steady, with no recent changes to the lists (and there likely won't be anymore until the summer). Sagar and Danny continue to get the paper out in a timely fashion and complete their reports, despite our extended winter. This week I asked them to identify stands that need Plexiglas for their display cases, as several stands are missing this and they should be replaced. That's a purchase that can be probably be made in the summer.

In terms of pickup, you'll notice that overall it has been higher this semester. We've only had one issue fall under 33% so far, and that one was on stands for only five days. The Sex Supplement had 49% pickup, which is disappointing by 1%. The latest glossy issue, which is the Food Supplement (though with a sports cover), is currently on stands.

SOFTWARE/EQUIPMENT/SUPPLIES

As I stated earlier, we haven't made any software purchases recently. I'm beginning to look at next year though and think that there probably will need to be upgrades. Most importantly, I think we should look at these things: upgrading everyone's word/spreadsheet processing software, as we're all still using Office 2008; Potentially purchasing new laptops for News and Sports, as the current ones were purchased in 2007; And potentially upgrading the GM's 2008 version of Simply Accounting to the newest version called Sage 50 for 2013.

PRINTING

We've been able to forecast our budget for the rest of the year and can confirm that we will finish within the extended amount that the Board approved back in the fall. We can calculate the cost of every issue going forward except the very last one (not sure yet how large it will be), and that puts us at roughly \$85,000. The original budget was set at \$82,500 and then extended to \$95,500. The last issue, based on previous glossy costs, will add to that debiting by \$4,000-4,800, thus keeping us safely within the new budget.

MEET & GREET

This is happening next weekend, on Saturday, March 23rd from 4-8 or later! Things are being finalized with Greg Ewin from the Draft Pub. There will be a free buffet for attendees, featuring soup, garden salad, penne primavera, rice pilaf, roast beef, roast potatoes, and dessert! Nick TV, Travis Boisvenue, Amanda Shendruk, and Kate Heartfield are expected to be there. In terms of the silent auction, we have Royal Oak gift certificates, a \$50 gift package from Beau's Brewery, and prizes coming from La Maison and the U of O's the Office of the Ombudsman. As of Friday, Big Rig Brewery also expressed interest in donating a package and I was waiting to hear back.

BOUND EDITIONS

Bound edition coordinating has begun. I've emailed Ed Board, staff, and the Board to begin recording the order numbers. Volunteers have been informed of this at the staff meetings and will also be emailed. SFUO and GSAED will be contacted as well. I'm also thinking it might not hurt to try and contact Allan Rock and some of the faculties to see if they'd be interested.

The packaged issues will be sent out in April, and hopefully the bound editions return later that month. If not, they'll be ready to be in May.

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

—Andrew Hawley, General Manager

Advertising Representative Report March 17, 2013

SALES

Sales Total = \$127,558.28

2012-2013		2011-2012	
Summer Issue	2,658.75	Summer Issue	1813.00
Frosh Issue	9,631.41	Frosh Issue	8750.00
Sept 6th	5,337.75	Sept 15th	4983.66
Sept 13 rd	3,888.25	Sept 22 nd	5333.44
Sept 20 th	2,769.50	Sept 29 th	4008.44
Sept 27 th	3,928.00		
Oct 4 th	2,705.00	Oct 6 th	2964.78
Oct 11 th	4,109.25	Oct 13 th	3627.03
Oct 18th	8,120.91	Oct 20 th	4579.78
Nov 1 st	4,929.25	November 7 th	3189.03
Nov 8 th	3,382.00	November 10 th	2694.78
Nov 15 th	3,703.75	November 17 th	2287.78
Nov 22 nd	2,886.66	November 24 th	2409.78
Nov 29 th	2,680.00		
Dec 6 th	5,330.25	Dec1st	3435.53
		Dec 8 th	4801.60
Jan 10 th	6,533.91	Jan 12 th	8676.94
Jan 24 th	3,822.00	Jan 26 th	7681.44
Jan 31 st	3,454.25		
Feb 7 th	4,904.25	Feb 2 nd	3256.44
Feb 14 th	8,595.16	Feb 9 th	5094.03
Feb 28th	2,993.75	Feb 16 th	5436.78
March 7th	1,887.00	March 1st	4221.78
March 14th	6,726.25	March 8th	3147.03
March 21st	4,230.95	March 15th	4759.03
Total	109,208.25	Total	97152.10
Avg/Issue	4,550.34	Avg/Issue	4416.00
# of Issues	24	# of Issues	22

NEW CLIENTS

Glenview Management

Wildfire Specialists

United Tesol

WBK Boxing

Menchies

VRR13-0040 ads_UROP_Symp2013

Ottawa Carleton Ulitimate Association

FAFA13-0041 ADS_WorldLit&Culture

Property Stars

Premiere Moisson 2

SandyHill Apartments

The Scion Group

Media Launch

SAFA

StPaul2

BarPro

We are looking very good to hit \$130,000 by the end of the year. Pursuing the condo industry has given us a sale. Claridge Homes has purchased ads for the rest of the year with a total of \$3675. Bar Pro is back after 5 long year with \$720. St Paul has placed again. The Scion Group is doing a housing survey (from Chicago!) and spent \$900. Sales are just rolling along.

SILENT AUCTION

The Meet and Greet silent auction is coming along nicely. Andrew has been pursuing breweries. I have had positive responses from Utan, Office of the Ombudsman, and La Maison. I am still waiting to hear back from several places that have been contacted. Packages have been prepare for Andrew's canvassing endeavours.

ROUGE MEDIA

Dawn and Darren and I have successfully integrated Rouge Media into the website. They are in the Leaderboard and two other smaller boxes on the right side of the site. Now the Tags are on the left underneath whatever local homepage skyscraper is running. The ads look great.

CAMPUS PLUS

Well, there it is. No more Campus Plus! We'll discuss this in the special agenda point.

OVER THE NEXT FEW WEEKS...

- I will be helping Andrew with the Silent Auction activities (and prepare contracts for all contra deals)
- I will be doing my end of year calculations for numbers/contra analysis
- I will be in the final crunch week of The PepTides show and will probably collapse when we are finished. If you don't hear anything from me after the weekend: It was Stuart McLean. In the Living Room. With the Telescope.

—Deidre Butters, Advertising Representative

Editor-in-Chief Report
March 17, 2013

NEW NEWS EDITOR FOR THE WIN

I am extremely happy (and relieved) to report that we have hired a new and fantastic news editor, KayCie Gravelle. KayCie is a graduate of the journalism program at Algonquin College and has transitioned seamlessly into her new position. She's a great fit for our ed board and I think the news section has dramatically improved with her at the helm.

EDITOR-IN-CHIEF ELECTIONS

We are in the process of forming the elections committee for the Editor-in-Chief elections, which will take place directly following our staff meeting on Thursday, March 28. I have received resumes from two *Fulcrum* staff members and two editorial board members not seeking re-election have also expressed interest in sitting on the elections committee.

There has been one applicant for the Editor-in-Chief position, current arts and culture editor Adam Feibel.

MEET AND GREET

General manager Andrew Hawley is currently organizing a meet and greet event at the Draft Pub on Saturday, March 23. I have forwarded an invitation to Katherine Lapointe, mentorship program coordinator at CUP, who has offered to send it to her contacts at the *Ottawa Citizen* and the CBC, so hopefully we'll have a great turnout.

The editors are really looking forward to the opportunity to network. Hopefully we will all leave the Draft with the business cards of legit journalists who will help us get jobs when we're all unemployed at the end of April! Sad face.

TRIVIAL PURSUIT WITH THE CHARLATAN

Jessica Chin, Editor-in-Chief of the *Charlatan*, emailed me this week asking if the *Fulcrum* would like to resurrect the old *Charlatan* vs *Fulcrum* game of Trivial Pursuit. Confident in my editors' abilities to recall totally useless facts at will, I gladly accepted. The showdown of the century will take place in the *Fulcrum* offices in the coming weeks. When you see the F splotch illuminated in the night sky, you will know we have triumphed over our competitors and ascended to our rightful place as masters of '80s entertainment, sports, and literature trivia.

—Kristyn Filip, Editor-in-Chief

Fulcrum Publishing Society

Board of Directors Special Meeting MINUTES

March 29, 2013

Fulcrum office, 5:30 p.m.

Voting members present: Matt Conley, Jonathan Rausseo, Mercedes Mueller (President), Michael Robinson (VPIC), Sean Campbell, and Ben Myers (Chair)

Ex-officio members present: None

- 1. Opening of the meeting at 5:40 p.m.**
- 2. Bylaw Amendments (Appendix B)**
- 3. Amendments: 6.05 B**
 - a. Mental Competency
 - b. Rausseo: Terms of agreement are not everyday language.
 - i. Myers: Lawyer language is legit.
 - ii. Myers: Mentally incompetent is an old timey word.
 - c. BIRT 6.05 (b) of the FPS Bylaws be amended to read: "If she is found to be mentally incompetent as determined by a medical professional."
 - i. Conley moved, seconded by Rausseo.
 - ii. Motion carries unanimously.
- 4. Amendments 7.02**
 - a. Mueller: place of meeting
 - b. Conley moves, Campbell seconds: BIRT 7.02 of the FPS Bylaws be struck from the document.
 - c. Motion carries unanimously.
- 5. Meeting of Quorum and terms**
 - a. Mueller proposes: BIRT the Board of Directors be elected to a term of 13 months, between May 1, 2013 and May 31, 2014.
 - i. Robinson moves, Campbell seconds.
 - ii. Motion carries unanimously.
- 6. Sean's disciplinary policy.**
 - a. Campbell: Had Sam Brooks look over it.
 - b. Campbell reads his probationary period amendment.
 - i. Policy itself would be 6.18 probationary period clause.

- c. Mueller: you need to break it up.
- d. Mueller: BOD needs to approve the firing.
- e. Tabled. Campbell will amend.

7. COI

- a. Mueller: Put the suggestions in the document. COI belongs in policy manual after the code of conduct. Changed to include close friendship/romantic.
 - i. What is close friendship/romantic?
- b. Myers: we want to avoid favouritism.
- c. Mueller: made changes that were suggested.
- d. Myers: the big one was close relationship. Wording.
- e. Conley: Organizational relationships too.
- f. Mueller: Good job Mike!
- g. Robinson: Thanks.
- h. BIRT the FPS Policy Manual be amended to include Section 15, "Conflict of Interest"
 - i. Moved by Robinson, seconded by Connelly.
 - ii. Motion carries unanimously.

8. Any other business

- a. Mueller: I will send out the GM review tomorrow.
- b. Conley moves to appoint Tyler Shendruk as the Chief Returning Officer for the 2013 Fulcrum AGM. Campbell seconds.
 - i. BIRT Tyler Shendruk be approved as the Chief Returning Officer for the FPS 2013 AGM.
 - ii. Motion carries unanimously.
- c. Myers: I have a presentation.

Adjournment

- d. Connelly moves to adjourn the meeting at 6:47 p.m. Campbell seconds. Motion carries.