



Fulcrum Publishing Society

Board of Directors Meeting MINUTES

April 14, 2013

Fulcrum office, 10:30 a.m.

Board members present: Jessica Willms (Vice President), Jonathan Rausseo, Mercedes Mueller (President), Michael Robinson (VPIC), Ben Myers (Chair)

Ex-officio members present: Andrew Hawley (GM), Deidre Butters (Ad Rep), Kristyn Filip (outgoing EIC), Adam Feibel (EIC-elect) Kyle Hansford (Production Manager)

Members absent: Sean Campbell, Matt Conley

1. Opening of the meeting at 10:46 a.m.

2. Approval of Agenda

- a. Ben moves to approve agenda.
- b. Jessie seconds.

3. Approval of the Previous Meetings' Minutes

- a. Mercedes: Need to fix audit minutes.
 - i. February: Insert audit meeting minutes (Feb 13).
 - ii. March: Still needs to be approved.
 - 1. Mike moves to approve minutes from the March and February (10 + 13) meetings.
 - 2. Mercedes seconds.
 - 3. Motion carries.
 - iii. Ben: AGM minutes, fixed consistencies.
 - 1. Mercedes has them for next year.

4. President Report

- a. Mercedes: we just need to finish up the year.
 - i. Exec directors need transition reports.
 - ii. Ad Rep review before DeeDee goes away on holiday.
 - iii. Mike and I will compile reports to put on the website.
- b. Applause noted.
- c. Ben: Thank you Mercedes and an excellent year for the Fulcrum.
- d. Jon's applause is implied (transmitted via Skype).

5. GM Report

- a. Hawley: repairs to the basement to take 2-4 weeks. Building needs to be completely vacated.
 - i. Suggests June because May will be busy with new Ed Board, Fiscal year end.
- b. Financials are read. Excellent.
 - i. We end the year in the greatest financial shape we have ever been.
 - ii. Levy by SFUO Winter has been collected. More ad money to be collected as well.
 - iii. We'll end the fiscal year with a quarter million in the chequing account.
 - iv. Spontaneous applause.
 - v. In terms of the budget, we will finish this year in the black.
- c. GSAED Levy, more collections coming in. We've currently collected 94 000 this year.
- d. Those factors should push us to Revenue targets. Final payroll for everybody this week (business paid until end of May).
- e. Andrew: wants to do major spending for next year. Lot of software and computer upgrades that can be made.
- f. Distribution went up this year (cost) paid people with cheques for a while. Distributors were pretty happy this year.
- g. Telephones changing lines saved us money.
- h. We came in 3 dollars under transportation.
- i. Moment of silence for Campus+.
 - i. Lowest amount ever received.
- j. CUP partnered with FreeMedia, former business department of the Gateway.
 - i. Had a Skype meeting with them.
 - ii. Formal pitch to join them.
- k. Collections: we sent out the last batch of invoices this week.
 - i. Inside joke noted.
 - ii. Cookies noted.
 - iii. Just a matter of tracking and following up.

- l. Only 2 payments owing for 2012.
- m. Possible to have no bad debt.
- n. Red Flag:
 - i. WBK Boxing (slow to pay back, 2 ad payments outstanding).
 - ii. Rocky reference noted.
- o. American Apparel: still owe for ad (they asked to waive the charge even though they never submitted the ad – they pay for space of the ad even though they forgot to submit it).
- p. HR: things will get busier with staff transition this month.
 - i. They have all got a speech about how the end of the year goes.
 - ii. Thanks Ben for the checklist.
- q. Distribution:
 - i. Warmth and happiness.
 - ii. On time and completed reports.
- r. Pick up ended on a high note: 38% pick up. Second highest all year.
 - i. In total, we average 35.12% percent all year.
- s. No software or equipment purchases right now but upgrades for next year as current stuff is 5-6 years old.
- t. Printing: we haven't been invoiced yet. We spent more on printing last year than this year.
- u. Meet and greet went well. \$416 total for silent auction.
 - i. 23 people attended the silent auction.
 - ii. No high profile Fulcrum Alumni came.
 - iii. We'll have to decide if we want events like this to be more about alumni or staff appreciation, etc.
- v. Bound editions: Allan Rock and Sports Services will be purchasing. 45 total ordered. Most issues are 24 pages; this will be the smallest and weirdest edition ever which is great.
- w. Hoping to get them done this month.
- x. Mean Green, Andrew!
 - i. Jon says clap clap.
- y. Ben: Kyle, how do you feel about the printing budget?
 - i. Kyle: Did it well this year so it will be good for whoever is production manager next year.

6. EIC Reports

- a. No shenanigans.
- b. Clap
- c. EIC election, we elected Adam, we would like to ratify him this meeting.
- d. We are in transition.
- e. Making an applicant test.
- f. No last words.

7. Ad Rep Report

- a. We have never done this well before.
- b. More active reaching out.
- c. We lost some money with Rideau Optometric. We were giving them 15% off at the beginning of the year.
 - i. Experienced some loss.
- d. Cork board is up and coming. Only hearing good things about. Good partnership page. "Good freebies".
- e. We had more issues but still had growth.
- f. Contra: services rendered total.
- g. Like to make a database (will need to approve costs).
- h. We are now mac and pc based office.
- i. We don't have any CRM software (contact relationship management).
- j. We had our regular end of year people.
- k. Contra review.
- l. Next few weeks, will go and review contracts. And report back to the board.
- m. Want the database software.
- n. Thank you everybody.
- o. Big thank you to Andrew.
 - i. Andrew: Thank you (blushing).
 - ii. Jon: Clap clap.
- p. Ben: Next point is on FreeMedia.
- q. Everyone high fives.
 - i. Someone may have been hit.

8. National Advertising

- a. FreeMedia

- i. They are just starting up but they have a pretty good plan in place.
- ii. They place ads all across Canada
- iii. This is the only alternative to Campus + atm.
- iv. FreeMedia Proposal:
 - 1. They have specific people they have already targeted this year.
 - 2. Their staff size is the same as campus plus which is concerning. But their full time people have worked with campus press before.
 - 3. 1 yr contract only. You can opt out by January.
 - 4. They have a different kind of invoicing system that is modern.
 - 5. They have a national sales target of 3 million, which was higher than Campus+ end of year earnings.
 - 6. They also are going to put all campus papers in a database that they are going to take on the costs themselves (NAD).

9. Any other business

a. Ratify Adam

- i. I agree to be the incoming EIC.
 - 1. Ben: What is your platform?
 - 2. Adam: Encourage editorial staff to improve. It is a learning paper so there needs stuff to be done to improve journalism.
 - 3. Adam: Push online in a new direction. But we haven't been using it to the overall potential. Getting up to speed with web hits, 24-hour news cycle. Production and layout arts department is to have more communication between EIC, art director, managing production.
 - a. Make use of readership survey.
 - b. Reach out to parts of the university that haven't been utilized before.
 - c. Increase visibility of the paper.

- d. Jon: how to improve BOD meetings and Ed Board relation. I can better answer that after I go to a bunch more (only went to one BOD meeting).
- 4. Mike: how would you react to the Ikeman issue? What is your perception of how the BOD handled it?
 - b. Mercedes moves to ratify Adam Feibel as EIC for the 2013-14 year.
 - i. Jessie seconds.
 - ii. Motion carries.
- 10. Volunteer at Algonquin
- 11. Adjournment
 - a. Jessie moves to adjourn, seconded by Ben. Motion approved.
 - b. Meeting ends at 12:31pm.

Name & Title: Andrew Hawley, General Manager
Signature & Date: Andrew Hawley, May 30, 2013

Name & Title: Kyle Hensford, President
Signature & Date: Kyle Hensford, May 30, 2013

FINISHING UP THE YEAR...

Now that the AGM is over, the majority of our work is done! Except pretty much the entire board returned for another year and May is the busiest month for us.

In terms of finishing up this year, there are a few outstanding things to be done over the next two weeks:

- Transition reports from executive directors
- Ad rep performance review
- Completing the compilation of minutes/reports from this year and getting them on the website
- Ensuring the policy documents are updated, post-AGM

Thanks again everyone for the great year and I am super excited to work with a bunch of you again!

—Mercedes Mueller, FPS President

General Manager Report #009 April 14, 2013

OFFICE SPACE

A few weeks ago I met with Marc Duval, director of CLS, to discuss repair plans for the summer. Marc said that work in the basement will take between 2-4 weeks and the building will have to be completely vacated during this period. As such, we had to figure out the best time for repairs to begin. I suggested June, as May is still a relatively busy month and the summer issue is typically produced in mid-to-late July. Marc was happy to accommodate this and has instructed PRS that repairs should begin in early June. This means the bulk of hiring/wrapping up this year/future planning should take place in May. June will be a good time for vacationing and working remotely while the fire escape is fixed in time for July.

FINANCIALS

As of April 12 we have \$259,783.25 in our chequing account, \$20,166.73 in our savings account, and \$20,956.01 in our GIC. Not bad. In fact, we end the year in the greatest financial shape we've ever been. Now, this cash flow is somewhat high due to the fact that our SFUO winter levy was just deposited Friday. Furthermore, there is still final payroll to process and payment for the printing of the last issue. Nevertheless, we still have the GSAED levy to deposit once we receive it in the coming weeks, not to mention the continuous downpour of ad money. We will finish fiscal year with around a quarter million in the chequing account, an all-time high.

In terms of the budget, I'm thrilled to say that despite some deficit forecasts earlier this year, we will finish 2013 firmly in the black (applause). In the end, this is the result of successfully meeting (and likely exceeding) our ambitious revenue target while coming in under projected expenses. For revenue, the shortfall in fundraising will be more than offset by excellent local sales and collections combined with a levy total that significantly exceeded our conservative projection. For expenses, careful management and stringent spending led to simply coming in under most lines, despite some overspending in areas such as distribution and printing. So, even in a year when we forecast a potential deficit, we will still finish with a profit.

NATIONAL ADVERTISING

We received a sum of \$2,772.83 from Campus Plus in March, pushing our national advertising total to a whopping \$23,559.19. That's roughly \$3,500 short of the budget target for the year with one more remittance to go. It's possible we'll receive the difference in the next payment (which should come this week), but it's also looking like it may just fall short. This is obviously the lowest amount of revenue we've ever received from national advertising.

Recently, CUP met with several of the vultures flying around the carcass that is Campus Plus. They quickly decided to partner with FREE Media, the agency out of Edmonton that now employs the former business department of the *Gateway* from the University of Alberta. These two employees, Vikram Seth and Ashleigh Brown, had a Skype meeting with DeeDee, Mercedes, and myself this week to make a formal pitch for us to join them. Overall the discussion went pretty well, and we'll talk more about the details later in the meeting.

COLLECTIONS

Once again, life has been made very hard by all the sales DeeDee made this year. Thankfully we sent out the last batch of invoices this week, but there's still many to track. Payment has continued to come in consistently, with some clients needing a bit more nudging by emails and calls than others. There are only two payments owed from 2012. Finishing with no bad debt this year is still possible.

In terms of potential red flag clients, I've had to repeatedly call and email WBK Boxing to setup a payment plan for his December 6 and February 28 ads. My goal is to settle up with him this month. Should that happen, the Rocky theme will be blasting in the office. Another hiccup has come from American Apparel, as they owe us for a Feb. 14 back cover ad that they never submitted. They've requested to have that charge waived, which we've firmly rejected (it's stipulated in contract that the advertiser is paying for the space whether the ad comes in or not). We're now in talks to work something about, potentially a reduced price for an ad next year.

HR

Little to report on this front. Things will get busier soon though with staff transition, as I'll be receiving keys, property, transition reports, etc and giving last cheques to everybody.

DISTRIBUTION

Distribution, a word that caused shuddering last year, can now be said with warmth and happiness. Sagar and Danny recently completed the last delivery the way they did all year: on time and with completed reports, despite battling the elements. Sagar even sent in his transition report early, which means he did everything but sell national ads this year. Meanwhile, Danny told me that he likes the job and would like to come back next year, so to the incoming OCD hiring committee: consider him.

In terms of pickup, we ended on a high note: Issue 26, with Rick Ross on the cover, registered 38% pickup, the second best readership of a one-week issue we've had all year. Overall, the stand additions/changes did have a small but noticeable impact: if you take away month-long issues, pickup in the fall averaged 31.3%, compared to 36.3% this winter. In total, we averaged 35.12% for 26 issues this year.

SOFTWARE/EQUIPMENT/SUPPLIES

As has been the theme this year, we have not purchased any software/equipment as we end the fiscal year. Again, I'm looking to next year and the following upgrades: everyone's word/spreadsheet processing software, from Office 2008; new laptops for News and Sports, as the current ones were purchased in 2007; and Sage 50, the most recent software version of Simply Accounting (using 2008 now).

PRINTING

We don't have the official final tally for printing at this time, but we can say that it will end up being around \$87,500. This is just \$5,000 more than originally budgeted and about \$7,000 less than the buffer the Board approved back in the fall. Incredibly, we actually spent more on printing last year.

MEET & GREET

The meet & greet at the Draft pub went very well. The meal was great and we ended up with 17 items for the silent auction, which induced some fierce bidding wars for items that left some bloody and the Fulcrum with \$416. About 23 people were there for the dinner, which is a slightly lower turnout than I was hoping for (we had planned for 30). Unfortunately (and continuing the trend from last year), no high-profile Fulcrum alumni came. We'll have to decide next year whether we want these events to be more about staff appreciation or just silent auction selling, as I sense that big alumni/speakers will only come if it's an actual conference.

BOUND EDITIONS

Stacking and organizing this year's papers for the bound editions has begun. I'm pleased to say that Allan Rock and Sports Services will be purchasing copies this year. In total, we have 45 being ordered, which is one of the highest we've had in years. Again, thanks for making my life harder guys.

The packaged issues will be sent out on Tuesday, and hopefully the bound editions return later this month before people leave town. If not, they'll be ready in May and I can hold on to them/mail them out to people who are in other cities.

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

—ANDREW HAWLEY, FPS GM

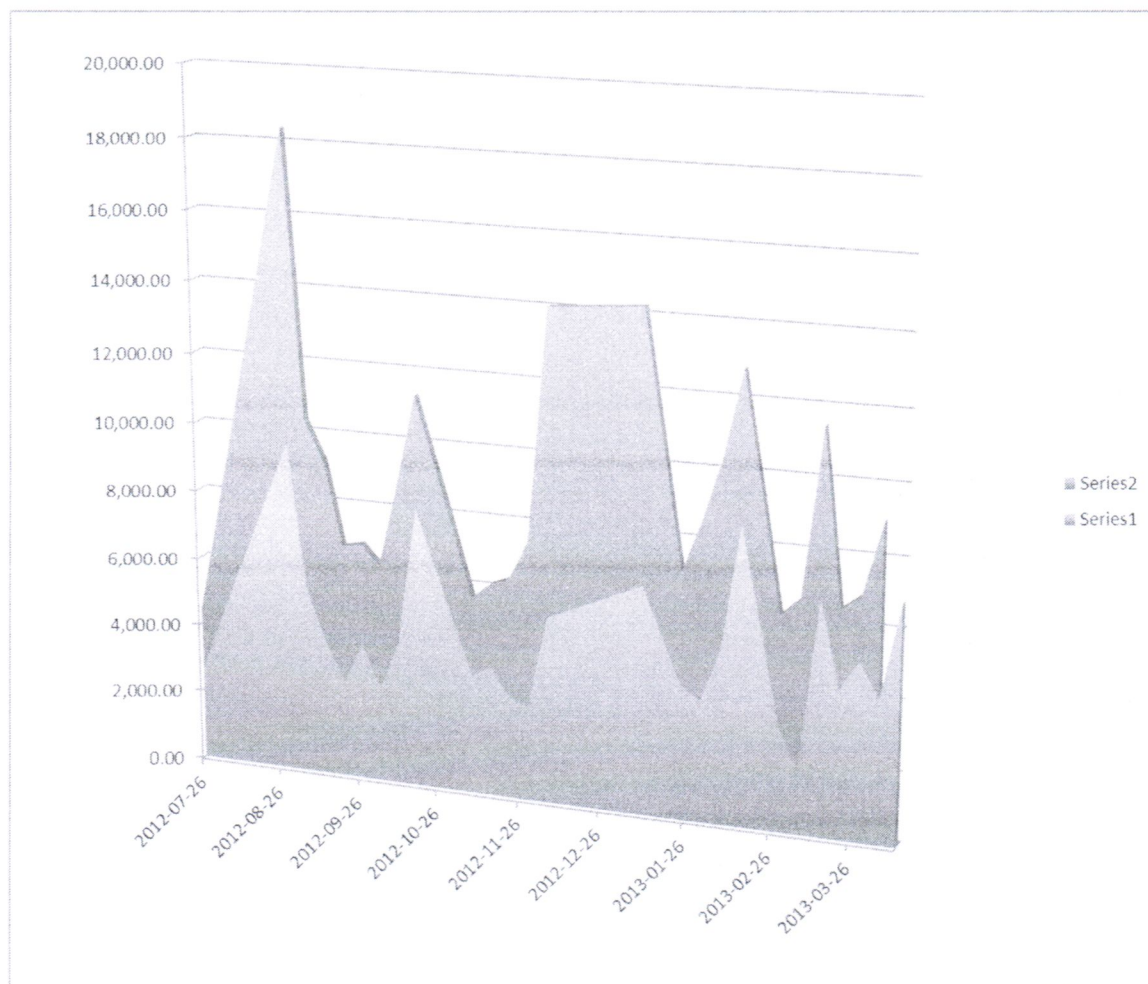
Advertising Reresentative's Report
April 14, 2013

SALES

Sales Total = \$130,413.15

2012-2013		2011-2012	
Issue Date	Sales Total	Issue Date	Sales Total
26-Jul-12	2,658.75	28-Jul-11	1813
30-Aug-12	9,664.75	1-Sep-11	8750
6-Sep-12	5,337.75	15-Sep-11	4983.66
13-Sep-12	3,948.25	22-Sep-11	5333.44
20-Sep-12	3,994.50	29-Sep-11	4008.44
27-Sep-12	3,988.00	6-Oct-11	2964.78
4-Oct-12	2,705.00	13-Oct-11	3627.03
11-Oct-12	4,109.25	20-Oct-11	4579.78
18-Oct-12	8,019.25	3-Nov-11	3189.03
1-Nov-12	4,929.25	10-Nov-11	2694.78
8-Nov-12	3,382.00	17-Nov-11	2287.78
15-Nov-12	3,703.75	24-Nov-11	2409.78
22-Nov-12	2,920.00	1-Dec-11	3435.53
29-Nov-12	2,680.00	8-Dec-11	4801.6
6-Dec-12	5,330.25	12-Jan-12	8676.94
10-Jan-13	6,567.25	26-Jan-12	7681.44
24-Jan-13	3,822.00	2-Feb-12	3256.44
31-Jan-13	3,454.25	9-Feb-12	5094.03
7-Feb-13	4,904.25	16-Feb-12	5436.78
14-Feb-13	8,338.50	1-Mar-12	4221.78
28-Feb-13	2,993.75	8-Mar-12	3147.03
7-Mar-13	1,887.00	15-Mar-12	4759.03
14-Mar-13	6,726.25	22-Mar-12	4739.03
21-Mar-13	4,710.95	29-Mar-12	2,239.78
28-Mar-13	5071.2	5-Apr-12	1,824.78
4-Apr-13	4088.95	12-Apr-12	4,898.28
11-Apr-13	6773.95		
Online	2024.1	Online	2,530.00
CORK	1680		
Total	130,413.15	Total	113383.97
Avg/Issue	4,634.90	Avg/Issue	4263.61
# of Issues	27	# of Issues	26
Contra	9075.45		

Hey, here's a fancy graph to show you how much better than last year we did.



New Clients:

CD-ESIS
CD-DistanceEd
Office of the Omb
ESIS Reprint
CD-UROPReprint
Embassy of Japan
Big Rig
Queen's Life Sciences
Northern Scene
Public Outreach

WE HIT \$130,413.15! I can't believe it. Communications had a few reprints (due to ad material errors on their end). Embassy of Japan placed their usual web ad. Big Rig placed a half page vertical! Way to go, Andrew (he got this contact through silent auction pursuits). And Public Outreach is back.

CONTRA

As you can see, if we calculate our 'services rendered' contra total, we did \$9075.45. We allowed the Draft to re....draft their contract to treat their second ad as a contra ad in trade for the Meet and Greet services that they gave us. Generally, we have done well with our Contra clients this year. Here they are:

Contra Advertiser	Contract Value	Contra Services rendered
SFUO	3256.2	3256.2
CHUO	2005	2005
Partial Contra		
OLT	1410	200
Animations festival	520	350
Lucas Nault	1184	300
FnS	770	225
Sponsorship		
WBK	200	200
Royal Oak	100	110
Apple Saddlery	300	330
Ombudsperson	100	110
The Draft	100	110
Laurier Office Mart	100	110
The House	100	110
The House	100	110
Utan	250	200
Royal Oak	50	55
Office of the Ombudsperson	100	110
SFUO - 2500 NASH donation	1/8th pg	110
Utan	200	200 (to be used next year?)

As you can see, Utan contributed to the silent auction but never placed their ad. Due to the long standing relationship that we have with Andy Boznar, I will carry this over into next year. For another client who is newer, I wouldn't do this because it becomes confusing.

CONTRACTS

At this time of year, I go back and start sorting through my files in order to identify contracts that I may have missed downloading from my email, or for some reason never got from the client. So far I have identified about 10 out of roughly 130 contracts. Which

is actually pretty good. The only contracts I know I will not get are those from Timbercreek (the contact was not a very good one). And perhaps Big Rig who I have emailed several times (dang restaurant owners).

OVER THE NEXT FEW WEEKS...

- I will continue to go after missing contracts.
- I will be doing my end of year calculations for a few things I want to look at:
 - Old vs. new clients (with an eye on identifying new industries)
 - Trends in advertisers spending habits
 - Analysis of colour purchases since we switched to TC
- I'd also like to do some research into database software again! At the next board meeting I will present some options for us to look at if we are still interested in pursuing this option.

THANKS...

To Mercedes for a fabulous presidency. And to Jessie for vp support. Thanks to Kristyn and Kyle for an EXCELLENT YEAR! Thanks, BOARD, for being awesome and open to all ideas.

And thanks to all of you who have come to PepTides shows. It means a lot.

Deidre Butters

Advertising Representative

Editor-in-Chief's Report

April 14, 2013

END OF THE YEAR SHENANIGANS

... There were none. I'm happy to report we finished the year on a high note. We made our last paper (with 12 glossy pages!) and it's on stands now, where it will sit until the new editorial board releases their summer issue.

EDITOR-IN-CHIEF ELECTIONS

On March 28th, the staff of the *Fulcrum* elected current arts & culture editor Adam Feibel to be Editor-in-Chief for the 2013–2014 publishing year. Adam successfully passed both the editing and knowledge tests, with scores of 72% and 81% respectively. I think he will be an absolutely fantastic Editor-in-Chief and I'm really looking forward to seeing where he takes our paper next year. Can we ratify him now, please?

WE'RE IN TRANSITION...

The outgoing editorial board is currently focused on cleaning: our computers, our offices, and our email accounts. I'm also collecting transition reports and tests (editing and knowledge) from each editor so that Adam will be ready when he goes to hire his staff.

THAT'S ALL FROM ME

Thanks, everyone!