

Fulcrum Publishing Society Board of Directors

MINUTES

Sunday, May 25th, 2014
207 University Center, 10:15 a.m.

Attendance (check all names make sure of positions)

Board Members: Keeton Wilcock (President), Chris Radojewski (VP), Brent Holloway, Benjamin Miller, Jon Rausseo, Jon Evenchick,

Ex-officio: Andrew Hawley (GM & NASH 77 coordinator), Deidre Butters (Ad Rep), Mackenzie Gray (NASH 77 associate coordinator)

Observer: Jessie Willms (NASH 77 coordinator, by phone), Freya Bauer, Kyle Darbyson (Opinions Editor)

Absent: Simon Gollish

1. Opening of the meeting

K. Wilcock motioned to open the meeting at 10:37 AM.

K. Wilcock motioned to move "Approval of agenda" and "Approval of the April 20, 2014 minutes" to items #2 and #3 respectively and to move all other items down correspondingly.

Motion seconded by J. Evenchick. The motion carried.

2. Approval of the agenda

K. Wilcock motioned to approve the agenda as presented.

B. Holloway seconded. All present approved. The motion carried.

3. Approval of the April 20, 2014 minutes

As the minutes had not been provided beforehand, K. Wilcock motioned to delay the vote to a future meeting. J. Evenchick seconded. All approved. The motion carried.

4. Ratification of 2014–2015 Editorial Board

K. Wilcock confirmed that the recruitment process for all positions except Production Manager had been completed. S. Nemis then presented a brief

rationale for all the candidates so far selected. K. Wilcock invited questions. No questions were raised.

K. Wilcock motioned to ratify the 2014–2015 Editorial Board so far recruited. C. Radojewski seconded. All approved. The motion carried.

K. Wilcock motioned for recess prior to the presentation of reports. A. Hawley seconded. All approved. The motion carried.

K. Wilcock concluded the recess at 11:00 AM.

5. President's Report

K. Wilcock began by summarizing the success of the Annual General Meeting, noting that the Board of Directors membership rose from seven (7) to eight (8) with the addition of Simon Gollish and F. Bauer. He gave a special thanks to A. Hawley for coordinating it. K. Wilcock noted the proposal before the Board to restructure the Advertising Department. Additionally, he voiced his support for re-extending the current contracts with specific changes (to be discussed) to A. Hawley and D. Butters. K. Wilcock continued by applauding the speed of the Editorial Board hiring process. He also reported that, for the first time in a year, the position of Fulcrum Ombudsman has a candidate.

Further, K. Wilcock announced that he would work with other Directors and Fulcrum staff throughout the summer to:

- Make the Board of Directors more transparent by collecting unposted meeting minutes and insuring they're made public;
- In conjunction with B. Holloway, turn the notes from the Strategic Planning Session into a 1-year, 3-year, and 5-year plan by end of summer; and
- Work with the Policy Subcommittee to clarify a number of much needed policies, including: job description of the Board of Directors Chief of Staff, definition and requirements for contingency fund, and budget requirements for funds received from Campus Plus bankruptcy settlement.

J. Rausseo asked K. Wilcock what his plans were for the subcommittees, including what subjects and frequency of meetings. K. Wilcock stated that he thought the standing committees should be Policy, Readership, Disciplinary, and Finance in addition to any required ad hoc subcommittees. A. Hawley added that one such ad hoc committee could be Capital Assets. K. Wilcock added that the expectation might be that the standing committees meet at least quarterly.

6. General Manager's Report

A. Hawley began by updating members on the state of Fulcrum finances, including: current account balance, forthcoming levies, and uncollected ad revenues. He presented a year-to-date budget for 2013-2014 and explained that the deficit is due almost entirely to the significant underperformance of national advertising. All other lines remained within 5% of projections. A. Hawley echoed K. Wilcock's praise for the speed of the hiring process.

A. Hawley explained that distribution was down by roughly 4% to 31%. C. Radojewski asked if this drop was experienced across the board or only with certain issues. A. Hawley answered that the longer issues (e.g. sex supplement) experienced a more pronounced drop. K. Wilcock assured members that marketing and printing plan was in place to improve readership this coming year. A discussion ensued as to how the newspapers distributed by hand should be counted. It was concluded that the number of issues distributed by hand should be kept distinct from issues picked up.

A. Hawley added that bound editions had come in, owed Campus Plus funds should come in soon, technology updates would be planned over the summer, and should the Board decide to re-extend his contract he would gladly accept.

7. Editor-in-Chief's Report

S. Nemis reiterated the hiring update and added that summer content was already starting to be developed. She added that Fulcrum's Independence Day was coming up and all members were invited.

K. Wilcock asked about the analytics for summer readership. S. Nemis explained that she was looking into Google Analytics and would provide numbers when they became available. She added that the online strategy for the coming publishing year would be developed on Tuesday. The print publishing schedule has been proposed and will be discussed with Editorial Board.

8. NASH Coordinators' Report

A. Hawley presented an updated budget for the NASH '15 conference. It reflected the higher price of food offered by all venues offset to a large extent by lower than expected room and conference space prices as well as an increase delegate fee (\$444). After much research, Coordinators found that it was more cost-effective to have the conference hosted in the Ottawa Convention Centre and have the delegates stay in a nearby hotel, rather than have the conference in the hotel.

J. Willms added that a more thorough search for the keynote speaker and other presenters will begin in the next couple of weeks.

J. Rausseo reminded the coordinators to keep accessibility in mind. A. Hawley explained that one of the points in favour of the Ottawa Convention Centre is the fact that their accessibility measures go above and beyond legal requirements.

K. Wilcock spoke positively of the budget but cautioned against raising the delegate fee any further. C. Radojewski asked if, given a lower price in food, would delegate fees be lowered again. A. Hawley explained that lowering the fees was still on the table. Anything above \$35,000 in expected profit will either be invested back into speakers or go towards lower delegate fees.

C. Radojewski asked if there would be a special local rate. A. Hawley answered that there would be and the last time it was calculated it was \$325 though that might change.

J. Rausseo asked what had been done towards fundraising. A. Hawley answered that fundraising activities would begin this week once the date and location was finalized.

9. Advertising Representative's Report

D. Butters stated that there was nothing to report in sales, there have only been minimal communications with Free Campus Media, and there remained one unsigned contract to be handled.

D. Butters proceeded to explain the "assistant ad representative" proposal. She explained that the position would be funded by diverting a part of her salary during a less busy time (e.g. June). The position would then have \$2,103 to work with, which she explained would be sufficient to fund 150 hours of work (4.29 week) at a rate of \$14 an hour. This position would be hired for the key period of August–September. The junior representative would be responsible for canvassing new potential advertisers and D. Butters would remain responsible for creating and maintain relationships. The junior representative would receive 1.5 days of training and report to D. Butters at the beginning and end of each day. D. Butters would then report back to the Board on a monthly basis on the progress and impact of the position. She concluded by stating that the position would require policy amendments for its creation.

J. Rausseo asked when this person would need to be hired by. K. Wilcock answered that the proposal can be agreed to in principle today and D. Butters can begin an informal search in June and hire in July. The position could be formalized in the policy manual at a later date.

B. Miller asked what the thought was behind not including database entry as part of the position. D. Butters explained that there were logistical barriers that would need to be overcome for that, e.g. getting a new desk and computer, that she wanted to keep the position as focused as possible, and that she wanted to keep the database material as consistent as possible (i.e. with a single author).

C. Radojewski motioned to approve the report. K. Wilcock seconded the motion. All supported. The motion carried.

C. Radojewski motioned to approve the junior ad representative proposal as presented in principle. K. Wilcock seconded the motion. All approved. The motion carried.

10. Other Business

No other business was raised.

K. Wilcock motioned to adjourn the meeting at 12:38 PM. All approved. The motion carried.