

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, February 11<sup>th</sup>, 2018  
141 Louis Pasteur, 10:30 a.m. - 1:02 p.m.  
Meeting #9 2017-2018 Publishing Year

*Minutes amended after approval without change from February's Meeting.*

**Present:** Kate Murray, Eric Davidson (ex-officio), Raghad Sheikh-Khalil, Jonathan Rausseo, Marguerite Gollish

**Partially Present:**

**Absent (with reason):** Fadi Azzi, Kaylum Bobal (ex-officio)

**Absent (without reason):** Spencer Murdock

1. Opening of Meeting

M. Gollish opened the meeting at 10:57 a.m.

2. Approval of Agenda

J. Rausseo motioned to approve the agenda. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

3. Approval of January Minutes

J. Rausseo motioned to approve the January meeting minutes. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

4. Review of Standing Actions

M. Gollish presented the standing actions and J. Rausseo made the necessary changes.

J. Rausseo suggested that one of the tasks that D. Ghosn could focus on is compiling a furniture and equipment inventory.

5. Advertising Representative

M. Gollish read K. Bobal's report as he was absent for the meeting.

M. Gollish began by reviewing the weekly advertising sales. She read that although sales for the first issue of February were not good, they went back up for the *Fulcrum's* special sex issue, and are looking promising for the next few issues after that. M. Gollish continued by saying that K. Bobal has signed four new contracts and has two other contracts that are pending.

M. Gollish stated that K. Bobal explained that he is glad to be back in the office, adding that everything is accounted for as he mentioned in his previous email.

M. Gollish noted that K. Bobal admitted that his previous goal of signing ten new clients was not reached, but that it's not out of the picture as several of the clients were interested at advertising with the *Fulcrum* at a later date.

M. Gollish proceeded to review K. Bobal's update on his courses to the Board. She announced that K. Bobal completed one of his courses and it was very beneficial. M. Gollish read that he learned some new ways to approach potential clients, and he's looking forward to seeing how he can translate this new knowledge into more clients for the *Fulcrum*.

M. Gollish informed the Board that K. Bobal's goal for the next month is to work on meeting his sales goals for the year, which will also be his main focus for the remainder of the year. In his report, K. Bobal also requested that Board members continue to share ideas of new potential clients to him.

In concluding K. Bobal's report, M. Gollish read his congratulations to the new general manager, and that he's looking forward to working with him.

J. Rausseo mentioned that in light of what happened with January with the office and not having access to it for a little over a month, it might be a good idea for the *Fulcrum* to invest in laptops and docking stations instead. The Board then looked over the *Fulcrum's* current budget. J. Rausseo added that another task that D. Ghosn could focus on is going through each line of the budget, going through the totals, and seeing where the *Fulcrum* is in relation to them. The Board agreed that the budget needs to be figured out by the next Board meeting, and that when the Board is making the budget, they should make it for next year as well as for the transition to online.

## 6. Editor-in-Chief

E. Davidson announced that the *Fulcrum's* social media team is doing really well. He informed the Board that the new sports editor, Daniel Birru, is ready to start after reading week. E. Davidson continued by stating that he received a lot of applications for the videographer position, and that he ultimately hired volunteer Eric Davison.

E. Davidson stated that freelance is going okay. He elaborated that he's going to try to use it to build up the *Fulcrum's* sports team around the new sports editor to come out strong after the break. E. Davidson added that he also wants to use some of the freelance on some of the videographer candidates who weren't hired as well.

E. Davidson informed the Board that the new co-op students are doing very well. He then proceeded to review the *Fulcrum's* social media numbers from the analytics report. E. Davidson

explained that the social media team have plans to hit target. He added that a lot of the recent traffic has stemmed from the SFUO elections.

E. Davidson noted that content-wise, his goals are having more video, and quicker online uploads. He went on to state that the editorial team is planning on branching out the *Fulcrum's* sports content beyond game recaps, and that he'll keep the Board updated on any new initiatives that he has in mind. E. Davidson mentioned that the editorial team has also been experimenting with putting more of an online focus for features, and promised that he would keep the Board posted with how that's going as well.

J. Rausseo wondered how the editorial team has been adjusting back in the office. E. Davidson replied that it's been great so far and that nothing is missing. J. Rausseo asked how many volunteers there are currently. E. Davidson answered that he wasn't sure, but that he'll include those numbers in his future monthly reports. J. Rausseo wondered when a photographer takes pictures for the *Fulcrum*, does the *Fulcrum* then own those pictures. E. Davidson said that he wasn't sure. R. Sheikh-Khalil stated that there should be some form that volunteers fill out beforehand addressing this. She then asked E. Davidson if the *Fulcrum* has any other volunteers other than Parker Townes. E. Davidson replied that there are a couple.

## 7. President

R. Sheikh-Khalil began her report by informing the Board that the space audit is now complete and the report has been saved to the shared google drive. R. Sheikh-Khalil explained that she and K. Murray met with the editorial team this month to compile a list of the essential versus desired space requirements if the *Fulcrum* had to move out of their current office. She also noted that the space audit is helpful as it gave people a better idea of how to re-purpose and better use the *Fulcrum's* current space.

R. Sheikh-Khalil announced that the *Fulcrum's* office is fixed! She added that E. Davidson will be providing the Board with an updated inventory list this meeting. R. Sheikh-Khalil indicated that the *Fulcrum* received a bill for the labour involved in the fixes, which she's forwarded to Mark at Community Life.

R. Sheikh-Khalil stated that the *Fulcrum* has had trouble with its current accounting firm. She explained that it appears that the firm forgot to submit some documents to the CRA under the "my representative" function. R. Sheikh-Khalil informed the Board that she's going to send the firm a letter terminating our contract with them.

R. Sheikh-Khalil excitedly revealed that that the hiring team has completed the hiring for the general manager position. R. Sheikh-Khalil explained that the hiring committee received several applications for the position, interviewed three applicants, and offered the position to Dorian Ghosn. She added that the committee has two contracts ready for him to sign for the rest of this publishing year and for the upcoming one. R. Sheikh-Khalil noted that Dorian will start training with Lucas this week.

R. Sheikh-Khalil indicated that Lucas' exit interview is complete, and said that he had really good comments during the interview. She went on to say that one point that arose for Board improvement was timeliness with regards to responding to emails and the standing actions list. R. Sheikh-Khalil noted that he will stay on with the *Fulcrum* for one more week to work with Dorian and ensure a smooth transition. She mentioned that after the week of transition, Lucas will be contracted on an ad-hoc basis when needed.

R. Sheikh-Khalil stated that the hr committee will conduct performance reviews with the editor-in-chief and advertising representative this week, likely on Tuesday.

R. Sheikh-Khalil said that the policy committee didn't meet this past month, but that they will be meeting sometime over reading week via conference call.

R. Sheikh-Khalil proceeded to give the Board an update on the upcoming Strategic Planning Session, which is still scheduled to take place on March 25<sup>th</sup>. She explained that planning for the session is slowly underway, and the following trainings will definitely take place:

- Pre-mortem for online transition, in which the group would brainstorm potential things that could lead to the failure of the transition to online;
- Online transition presentation by Jon's friend;
- Collective planning for online led by Jon;
- Wellness training;

R. Sheikh-Khalil mentioned that the Board needs to complete the room bookings for the session.

R. Sheikh-Khalil enthusiastically announced to the Board that she's received two emails inquiring about Board recruitment! R. Sheikh-Khalil explained that she'll save a standard email template to the shared google drive to use for future Board seat requests. She added that in future, there will be an expectation set prior to joining the Board that each director will be responsible for a committee and for attending at least committee meetings.

## 8. Readership Committee

J. Rausseo explained that all of the questions for the next readership committee meeting are up on the drive in the committee folder.

## 9. Annual General Meeting Discussion

R. Sheikh-Khalil noted that the *Fulcrum* will need a room booking for the AGM, ideally the Senate room, where it's been held in previous years. J. Rausseo suggested contacting Ludric Burelle for a multimedia room with space for at least 25 people.

R. Sheikh-Khalil explained that the current standing actions in preparation for the AGM include:

- Selecting a speaker
- Arranging the food
- Ensuring that there will be enough people present for quorum

- Holding at least two budget committee meetings beforehand

J. Rausseo clarified that at the AGM, the Boars presents the year-to-date, which at that time would include all financial updates apart from April.

#### 10. Approval of Editorial Board and Business Department Contracts

J. Rausseo asked E. Davidson what the videographer is responsible for content-wise per week. E. Davidson replied that the videographer is responsible for one edited video per week.

J. Rausseo motioned to approve the contracts for the editorial positions. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

The Board proceeded to review the new general manager contracts. R. Sheikh-Khalil explained that she asked K. Murray to draw up two contracts instead of one because she believed it would be easier moving forward. Discussion then ensued about the end dates for the contracts, whether they should be at the beginning of May or the end of May. After consulting with Lucas Ghosn, the *Fulcrum's* former general manager, the Board concluded that the end dates should be April 30<sup>th</sup>. The Board then proceeded to discuss the benefits sections of the February 2018-May 2018 contract, and agreed on the amount of \$500. J. Rausseo suggested that for the February 2018-May 2018 contract, the Board should offer D. Ghosn three days of vacation.

R. Sheikh-Khalil motioned to accept the general manager contracts for February 2018-May 2018 and from May 2018-May 2019. J. Rausseo seconded the motion. All voted in favour and the motion passed.

#### 11. Other Business

R. Sheikh-Khalil motioned to adjourn the meeting at 1:02pm. All voted in favour and the motion passed.

Appendices

Weekly Sales

2017-2018		2016-2017		2015-2016	
Week	Amount (\$)	Week	Amount(\$)	Week	Amount(\$)
August 14	\$621.50	August 25	\$0.00	N/A	
September 4	\$3467.67	September 1	\$256	September 3	7873
September 11	\$2702.96	September 8	\$785	September 11	\$4256
September 25	\$2431.22	September 15	\$1940	September 17	\$6497

October 2	\$1802.79	September 22	\$204.80	Septmeber 24	\$3001
October 9	\$1602.36	September 29	\$1084.80	Ocotober 1	\$2119
October 16	\$1055.95	October 6	\$1073.04	October 8	\$2249
October 30	\$984.84	October 13	\$204.80	October 15	\$1618
November 6	\$3430.82	October 20	\$1415	October 22	\$4081
November 13	\$2944.12	November 17	\$2241.44	November 5	\$4263
November 20	\$1160.75	November 24	\$2400.00	November 12	\$2251
November 27	\$2100	December 1	\$2604	Novmeber 19	2127
December 4	\$2850	January 16	\$2577	November 26	\$1801
January 15	\$1891	January 26	\$1586	December 3	\$1761
January 29	\$2144	February 2	\$1116.5	December 10	\$5582
February 5	\$736	February 9	\$2796	January 21	\$6713
February 12	\$2656			January 28	2473
				Februay 4th	\$2151
				Feb 11	\$6620
<b>Total Sales Amount</b>	<b>\$34581</b>	<b>Total Sales Amount</b>	<b>\$22283</b>	<b>Total Sales Amount</b>	<b>67436</b>

### Online Ad Sales

Client	Amount (\$)
Adult Fun superstore	\$150
CBC	\$60
Communications Directorate	\$120
ALGONQUIN COLLEGE	TBD
Apathy is boring	TBD
Embassy of Japan	\$236
<b>Total</b>	<b>\$566</b>

### Contra

Client	Amount
Pizza Pizza	\$300
Perfection Satisfaction Promise	TBD
Sports Services	TBD

Sales for the first issue of February were not good but they have gone back up for our sex issue and they are looking very promising for the few issues to come. I am getting a lot of email and calls returned. Just need to close them now!

### **Contracts**

I have signed 4 new contracts  
And have two others that are pending

### **Office Space.**

I am glad to have my office back. Everything is accounted for as I mentioned in a previous email.

### **Goals.**

Previous goal of 10 new clients was not reached but it is not out of the picture.  
A few of clients were just interested in advertising at a later date. Which I will be reaching out to at that time.

### **New Clients**

Stag Shop.

### **Courses.**

I have completed one of the courses and it was very beneficial. I learned some new ways to approach new potential clients. I look forward to seeing how I can translate this knowledge into more clients for the Fulcrum.

### **Goals for next Month.**

Sales Sales Sales!!!

I will be working very hard to meet my sales goals for the year, which is my main focus for the rest of the year.

Please continue to share ideas of new potential clients.

## **Welcome**

I am sorry that I can not be here for the first meeting of our new GM. Congratulations Dory and welcome to the Fulcrum Lucas has set the bar high. I look forward to working with you and I am willing to help and assist in any way I can. Please do not be shy.

## **HR**

Social media: Our new social team of co-op students has hit the ground running! Everything is going great, even better than before.

Sports editor: We have a new sports editor ready to start after the break! We only got one applicant, but he has written for us before, and he really impressed me when he did! His name is Daniel Birru.

Videographer: We have a new videographer, Eric Davison. He's worked with us all year and hasn't ghosted us! We also have a couple other qualified videographers who can freelance, so we're set to really ramp up our video content.

## **Freelance**

Going ok, I'm going to try and use it to build up our sports team around our new sports editor to come out strong on that after the break.

I also want to use a bunch on the videographer candidates who we didn't hire but have talent to max out our video content.

## **Social media update**

Separate doc, prepared by our new social team!

## **Content**

More video, quicker online uploads.



We're planning on branching out our sports content more beyond game recaps, as I've mentioned before. A few different ideas are going on, so I'll keep you posted as the new ideas in the section take shape!

We've been playing around with putting more of an online focus for features, that's new, so I'll keep you posted with how that's going as well!

Fulcrum Publishing Society  
Board of Directors

## President's Report

Sunday, February 11<sup>th</sup>, 2017

*Fulcrum Office, 10:30 a.m.*

Meeting #9 2017-2018 Publishing Year

### 1. Finance

#### Space Audit

- The Space Audit is complete and saved in the Drive under this month
- Kate and I met with all of editorial this month to put together the list of “essential” vs “desired” space requirements if we were put in the position to move out of our current office
- As you all know the office is fixed and renovated! We are free to move back in. Eric will be providing us with the updated inventory list this meeting.
- We have received a bill for the labour involved in the fixes. I spoke with community Life. These will be forwarded to them.

#### Accounting Firm

- We have had trouble with our current accounting firm. It appears they have forgotten to submit some documents to the CRA under the “my representative” function. Lucas has called them and received an extension for submission. Thankfully we will be switching over firms soon.
- I will be sending a letter on Monday terminating our relationship with this firm.

### 2. HR

#### Gm Hiring

- We have completed our hiring. After reviewing many applications and interviewing several applicants, we have hired Dorian Ghosn as our new GM for the rest of this publishing year and the forthcoming one
- We need to approve his contract at this meeting. His start date should be Monday February 12<sup>th</sup>, 2018.
- Training will be conducted over the next week.

#### Exit Interview

- Lucas' exit interview is complete. Lucas will be staying on for one additional week to work with Dorian and ensure a smooth transition. After this week he will be contracted on an ad-hoc basis whenever necessary
- He had very positive comments to say, however one point that came up in the interview for Board improvement was timeliness. We need to work on timeliness with e-mails and timeliness with our standard actions list.

#### Performance Evaluations

- Eric and Kaylum's performance evaluations will be scheduled for this week
- (Likely Tuesday morning)

#### 3. Policy Committee

- Did not meet this month, but will be meeting over reading week through conference call

#### 4. Strategic Planning Session

- Planning is slowly on its way. The following trainings will definitely be taking place:
- Pre-Mortem for online transition
- Online transition Presentation by Jon's friend
- Collective planning for online led by Jon
- Wellness training
- Bystander training (hopefully)
- We need to complete our room bookings for the training. Kate will do that ASAP. The date remains the date of our Sunday Board Meeting

#### 5. Board Recruitment

- I have received two e-mails inquiring about Board recruitment, which is a positive sign!
- I will save a standard e-mail response template to these requests in the drive for future requests
- In the future, the expectation will be set prior to joining the Board that you will be responsible for a committee and for attending at least two committee meetings