

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, June 25th, 2017
FSS 4004, 10:30 a.m. - 1:56 p.m.
Meeting #2 2017-2018 Publishing Year

Minutes amended after approval without change from June's Meeting.

Present: Kate Murray, Eric Davidson (ex-officio), Kaylum Bobal (ex-officio), Jonathan Rausseo, Raghad Sheikh-Khalil, Lucas Ghosn (ex-officio), Spencer Murdock, Kim Wiens

Partially Present: Fadi Azzi

Absent (with reason): Marguerite Gollish

Absent (without reason): Mackenzie Gray

1. Opening of Meeting

R. Sheikh-Khalil motioned to nominate L. Ghosn as chair for the meeting since M. Gollish was absent. J. Rausseo seconded the motion. All voted in favour and the motion passed.

L. Ghosn opened the meeting at 10:54 am.

2. Approval of Agenda

S. Murdock motioned to approve the agenda. K. Wiens seconded the motion. All voted in favour and the motion passed.

3. Approval of May (A) and May (B) Minutes

J. Rausseo motioned to approve the minutes with the following amendments to the May (A) minutes:

- "maintain the cost" instead of "increase in cost."

R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

4. Review of Standing Actions

L. Ghosn presented the standing actions list and K. Murray made the necessary changes.

5. General Manager

L. Ghosn began his report by reviewing the *Fulcrum's* financials with the Board. He noted that the *Fulcrum's* GIC has auto-renewed and is now in the chequing account. L. Ghosn went on to explain that there is no year-to-date for the month of June because the *Fulcrum* is currently transitioning from Sage to Quickbooks, and therefore all of the data is migrating over.

L. Ghosn indicated that he received the printing plan price list for the 2017-2018 rates, and that the editor-in-chief and the production manager have tentatively decided on Friday and Saturday for production days.

L. Ghosn explained that the *Fulcrum's* last GIC will be ready for transition to RBC once the *Fulcrum* hears back from Jessica, who is the *Fulcrum's* GIC contact at TD. L. Ghosn stated that the *Fulcrum's* mutual fund at RBS is down \$20 since the original investment.

L. Ghosn noted that the year-end tax documents have been delivered to Brad, along with the *Fulcrum's* accounting backup. He added that Brad confirmed the start of the *Fulcrum's* financial statement formation.

L. Ghosn informed the Board that the *Fulcrum's* pro bono lawyer has reached out to the SFUO's lawyer for a third time and is still waiting to hear back from them. He said that the *Fulcrum's* insurance lawyer has been notified by Romeo's lawyer that they intend on suing the *Fulcrum* and G. Robertson. L. Ghosn assured that this won't cost the *Fulcrum* any money as the *Fulcrum* is covered by insurance on this, and have been reassured by the *Fulcrum's* insurance lawyer that Romeo is likely to lose his case. L. Ghosn suggested that he could see if the *Fulcrum's* insurance lawyer is available for a call during the next Board meeting.

L. Ghosn announced that he applied for the September term for the Connexions Program to have a marketing intern, and the *Fulcrum* received one application. L. Ghosn said that the applicant is coming back to Ottawa next week and that he and E. Davidson will meet with him to discuss the opportunity of being the *Fulcrum's* marketing intern in September.

L. Ghosn mentioned that the Telfer Marketing Association has been very helpful in sharing the *Fulcrum's* job postings that are relevant to their network.

L. Ghosn indicated that J. St Jacques has been informed of the *Fulcrum's* social media manager hiring, and has said that he is ready to start the social growth program once he returns from vacation.

L. Ghosn went on to inform the Board that K. Bobal has been going over the policies and the ad bible this week and is starting to familiarize himself with the *Fulcrum's* internal processes. He noted that business cards will be ordered soon so that K. Bobal can begin canvassing.

L. Ghosn concluded his report with a human resources update. He stated that the social media manager and sports editor positions will need to be ratified by the Board. L. Ghosn continued his update by saying that there are upcoming interviews scheduled for arts/culture, sports, opinions, and news positions, and that the *Fulcrum* is still accepting applications for the visual editor position.

6. Advertising Representative

K. Bobal began by introducing himself to the Board.

K. Bobal went to explain that he spent his first few days familiarizing himself with the *Fulcrum* by reviewing the ad bible, going over contra, discount prices on complimentary ads, and special rates. K. Bobal continued to say that he has also spent some time reading through old emails with previous clients. He mentioned that L. Ghosn briefed him on where to locate files on the shared Google drive.

K. Bobal mentioned that he has also spent time responding to emails from old and new clients who reached out just to inform them of the change in position and to let them know of the change in position and that the *Fulcrum* is still waiting on the ad rate cards.

K. Bobal concluded his report by asking a few questions to the Board:

-when will the ad rate and production schedule be ready to give to clients?

-when can he go over and sign his contract?

7. Editor-in-Chief

E. Davidson announced that the hiring committee has been making some really great progress. He noted that the Hiring committee have hired a new social media manager, a guy named Dmitri Bakker. The committee decided that his extensive experience will make him perfect for the role, and they believe that his biggest strengths will be managing the portfolio efficiently, managing section editors with regards to social content, and helping develop the role. He also went on to mention that Savannah Awde has been hired as the features editor, and Nico Laliberté as the sports editor.

E. Davidson explained that the hiring committee have finished testing and are in the process of interviewing candidates for the news, arts, and opinions sections. He said that the committee has been heavily promoting the visual editor position, and has received its first application through the Digital Journalism program. E. Davidson indicated that the associate sports and Dear Di positions will be opening this week, and the photographer and videographer positions will open once the visual editor is hired. He admitted that while hiring has been going a bit slower than in previous years, he believes this is in large part due to the high volume of very qualified applicants.

S. Murdock asked when D. Bakker starts. L. Ghosn replied that he begins this week. Discussion then ensued on reposting archived content. S. Murdock suggested that the *Fulcrum* use an archive disclaimer when reposting previous content.

With regards to content, E. Davidson mentioned that he and G. Robertson have been attending university board meetings, SFUO and CFS meetings, and have been reporting on other angles of big stories on campus, such as the tuition raise. E. Davidson admitted that with apart from attending these meetings, most of his time has been spent with hiring and taking care of institutional matters, and as such, he said that the *Fulcrum's* content isn't as strong as it could be right now. With that said though, E. Davidson reassured the Board that once D. Bakker

begins working, he can bring back the *Fulcrum's* constant stream of recycled content, which he believes will help a lot. He went on to explain that he believes that using the freelance fund to pay for the section editors to write will lead to more content from them than in previous years.

E. Davidson proceeded to give the Board an update on the *Fulcrum* podcast, noting that the SoundCloud account is up and running, and is just waiting for audio. He went on to announce that he has three podcast interviews lined up for later in the week, and in addition to the audio, he is going to see if he can record video as well.

E. Davidson mentioned that he's been doing a lot of research and talking to EICs of other newspapers to see how they run their production schedules. He explained that after talking with J. McRae-Sadik, G. Robertson, S. Awde, and L. Ghosn about how to revamp the *Fulcrum's* production schedule to make it more effective this year, they decided that the best option is to move the *Fulcrum's* release date from Thursday to Monday.

E. Davidson concluded his report by updating the Board on his meeting with Gabriella, the head of the digital journalism faculty. He said that the *Fulcrum* and the faculty are still going to move ahead with an intern for next summer, who would be shadowing the editor-in-chief. E. Davidson went on to explain that he is in the process of setting up two waves of class talks students in the faculty. He also noted that he's heard a few people mention that it would be great if the *Fulcrum* could put on more events this year, and Gabriella even mentioned that the faculty of digital journalism would love to work with the *Fulcrum* on some of these events, and encouraged the *Fulcrum* to apply for funding for NASH again.

J. Rausseo asked if the podcasts will be available on the *Fulcrum's* website. E. Davidson responded that they would be. L. Ghosn suggested that E. Davidson talk to D. Bakker about making a plan to promote the podcasts on social media. E. Davidson added that the *Fulcrum* could have an update show every week. F. Azzi wondered what the purpose of the podcasts are. E. Davidson explained that the podcasts are another way for people to get the news, and they're also a way to hear longer interviews. R. Sheikh-Khalil proposed that E. Davidson could work with K. Bobal about getting sponsors.

8. President

Before giving her report, R. Sheikh-Khalil noted that she will provide an in-depth written president's report at the end of the summer once she has access to her laptop again.

R. Sheikh-Khalil stated that hiring has gone pretty well and that the Board has hired L. Ghosn as the General Manager and K. Bobal as the Advertising Representative.

R. Sheikh-Khalil mentioned that she and J. Rausseo have been working on several forms for the Board, including: conflict of interest, ethics, and code of conduct as well as a new employee training manual, which she hopes everyone can help to contribute to. She continued by going over a proposed training outline.

R. Sheikh-Khalil indicated that she met with business employees to go over policies and bylaws. R. Sheikh-Khalil also sadly informed the Board that T. Naganathan has resigned from her position on the Board due to a death in her family and will not be returning to Ottawa for a while.

R. Sheikh-Khalil motioned to add two more minutes to the discussion item. F. Azzi seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil explained that she plans to follow up with Brad with regards to the business audit.

9. Approval of Business Contracts

L. Ghosn asked the Board to consider rolling over his remaining benefits from the year before as well as his remaining vacation days.

J. Rausseo went over K. Bobal's contract with him.

J. Rausseo motioned to go in camera. F. Azzi seconded the motion. All voted in favour and the motion passed. J. Rausseo motioned to bring L. Ghosn in camera. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed. J. Rausseo motioned to bring K. Bobal in camera. F. Azzi seconded the motion. All voted in favour and the motion passed. J. Rausseo motioned to go out of camera. K. Murray seconded the motion. All voted in favour and the motion passed.

10. Election of Vice President

R. Sheikh-Khalil went over the roles of the vice president from the policy manual. J. Rausseo declared his conflict of interest, but agreed to serve on interim until a permanent candidate can be found. K. Murray motioned to elect J. Rausseo to serve as the interim vice president. F. Azzi seconded the motion. J. Rausseo abstained from the vote. The motion passed.

11. Formation of Committees

R. Sheikh-Khalil briefly went over the list of committees that need to be formed, which include: readership, finance and capital assets, human resources, interboard relations, disciplinary, and policy. R. Sheikh-Khalil also noted that she would like to begin a fundraising and philanthropy committee, suggesting that this committee could be in charge of fundraising for NASH, selling the Diamond and Bound Editions, and perhaps giving one ad per month for free. R. Sheikh-Khalil reminded everyone that as she is the president, she is responsible for chairing the finance and hr committees.

J. Rausseo offered to serve as the chair of the readership committee, but noted that he would like to focus the committee's efforts to moving things more online and becoming paperless. F.

Azzi motioned to elect J. Rausseo as chair of the readership committee. S. Murdock seconded the motion. All voted in favour and the motion passed.

K. Wiens offered to serve as the chair of the interboard relations committee. S. Murdock recalled that the production manager and the editor-in-chief have to be present at these meetings. R. Sheikh-Khalil motioned to elect K. Wiens as the chair of the interboard relations committee. J. Rausseo seconded the motion. All voted in favour and the motion passed.

S. Murdock offered to serve as the chair of the fundraising and philanthropic committee. R. Sheikh-Khalil motioned to elect S. Murdock as the chair of the fundraising and philanthropic committee. F. Azzi seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil offered to serve as the chair for the policy committee. K. Murray motioned to elect R. Sheikh-Khalil as the chair of the policy committee. J. Rausseo seconded the motion. All voted in favour and the motion passed.

12. Forward Agenda Review

K. Murray presented the forward agenda and L. Ghosn made the necessary changes.

13. Board Training Session Scheduling

R. Sheikh-Khalil stated that she would post a Doodle in order to coordinate a time for the board training session. She said that it would likely be held some weekend in August or latest the first weekend of September.

14. Ratification of New Employees

J. Rausseo motioned for an omnibus vote to ratify the new editorial board employees. S. Murdock seconded the motion. All voted in favour and the motion passed.

F. Azzi motioned to ratify the new editorial board employees. K. Murray seconded the motion. All voted in favour and the motion passed.

15. Other Business

F. Azzi motioned to go in camera. J. Rausseo seconded the motion. All voted in favour and the motion passed.

F. Azzi motioned to adjourn the meeting at 1:56pm. All voted in favour and the motion passed.

Online Votes

On June 3rd, K. Murray and R. Sheikh-Khalil motioned that the Board offer Lucas Ghosn the position of General Manager for the 2017-2018 production year. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

On June 7th, K. Murray and R. Sheikh-Khalil motioned that the Board offer Kaylum Bobal the position of Advertising Representative for the 2017-2018 production year. M. Gray seconded the motion. All voted in favour and the motion passed.

Appendices

GM Report June 25, 2017

1. Financials

TOTAL	\$268,491.62
Checking	246,156.01
Savings	4,177.77
RBC Mutual Fund	19,980.00

2. YTD

YTD has not been started yet, we are transitioning from Sage to Quickbooks (\$16 per month instead of \$500 every year) and all our data is in the migration stage. Thankfully transaction volume is low during June, and I will be OK to let them pile up until the quickbooks account is fully reconciled.

3. Printing Plan

Price list has been received for 2017-18 rates, and EIC/PM has decided tentatively on Friday and Saturday as production days.

4. Investments

Our last GIC will be ready for transition to RBC once we hear back from Jessica (she is in charge of our GIC accounts) at TD.

The Mutual Fund at RBC is down by \$20 since the original investment.

5. Tax

Year-end documents have been delivered to Brad along with our accounting backup, he has confirmed the start of our financial statement formation.

6. Legal

Jenna (pro bono lawyer) has reached out to the SFUO lawyer for a third time and is waiting to hear back from them.

Steve (insurance lawyer) has been notified by Romeo's (former SFUO president) lawyer that they intend on suing Fulcrum/Graham. We are covered by the insurance on this, and have been reassured by Steve that Romeo is likely to lose.

7. FPS-Telfer Connexions Program

I optimistically applied for the Sept. term to have a marketing intern and we luckily received one application. He will be back in town next week and EIC and I will meet with him to discuss the opportunity for Sept. to be our marketing intern.

8. Telfer Marketing Association

The TMA has been very helpful in sharing our job postings that are relevant to their network, this relationship is will continue to grow.

Website: www.telfermarketing.com

9. Jordan from Invest Ottawa

Jordan has been notified of our Social Media Manager hiring, and will be on vacation until July 15. He is answering emails in the meantime and is ready to start social growth program once he gets back.

10. Ad Department

Kaylum has been going over the policies and ad bible this week and is starting to familiarize himself with our internal processes. Business cards will be ordered ASAP for him to go out canvassing.

11. HR

Positions to be ratified: Dmitri Bakker (Social Media Manager, application attached), Nico (Sports)

Interviews to be held this week and next: Arts/Culture, Sports, Opinions, News

Still accepting applications for: Visual Editor
GM Report June 25, 2017

1. Financials

TOTAL	\$268,491.62
Checking	246,156.01
Savings	4,177.77
RBC Mutual Fund	19,980.00

2. YTD

YTD has not been started yet, we are transitioning from Sage to Quickbooks (\$16 per month instead of \$500 every year) and all our data is in the migration stage. Thankfully transaction volume is low during June, and I will be OK to let them pile up until the quickbooks account is fully reconciled.

3. Printing Plan

Price list has been received for 2017-18 rates, and EIC/PM has decided tentatively on Friday and Saturday as production days.

4. Investments

Our last GIC will be ready for transition to RBC once we hear back from Jessica (she is in charge of our GIC accounts) at TD.

The Mutual Fund at RBC is down by \$20 since the original investment.

5. Tax

Year-end documents have been delivered to Brad along with our accounting backup, he has confirmed the start of our financial statement formation.

6. Legal

Jenna (pro bono lawyer) has reached out to the SFUO lawyer for a third time and is waiting to hear back from them.

Steve (insurance lawyer) has been notified by Romeo's (former SFUO president) lawyer that they intend on suing Fulcrum/Graham. We are covered by the insurance on this, and have been reassured by Steve that Romeo is likely to lose.

7. FPS-Telfer Connexions Program

I optimistically applied for the Sept. term to have a marketing intern and we luckily received one application. He will be back in town next week and EIC and I will meet with him to discuss the opportunity for Sept. to be our marketing intern.

8. Telfer Marketing Association

The TMA has been very helpful in sharing our job postings that are relevant to their network, this relationship is will continue to grow.

Website: www.telfermarketing.com

9. Jordan from Invest Ottawa

Jordan has been notified of our Social Media Manager hiring, and will be on vacation until July 15. He is answering emails in the meantime and is ready to start social growth program once he gets back.

10. Ad Department

Kaylum has been going over the policies and ad bible this week and is starting to familiarize himself with our internal processes. Business cards will be ordered ASAP for him to go out canvassing.

11. HR

Positions to be ratified: Dmitri Bakker (Social Media Manager, application attached), Nico (Sports)

Interviews to be held this week and next: Arts/Culture, Sports, Opinions, News

Still accepting applications for: Visual Editor

Introduction

My name is Kaylum Bobal. I took the business marketing program at Algonquin college. I work for the city of Ottawa part time for 7 years now.

Some other things about myself. I enjoy music a lot favourite genre would be RNB. ,My favourite sport is basketball.

I am very excited to get to know everyone here and work with the fulcrum towards a successful year.

This Week:

This week I spent most of my time familiarizing myself with the Fulcrum. Reviewing the Ad Bible. Went over contra, online ads. Discount prices complimentary ads. Special Rates I also spent time Reading through old emails with previous clients to observe the kind of interaction what details to include ect..

Lucas briefed me on where I can locate files on the google drive.

I also responded to emails from Old and New clients that have reached out to us. Informed them of change in position and let them know we are still waiting on the ad rate cards ect...

Concerns:

When will the Ad Rate card and production schedule be ready to give to clients. If this information is already available where can I find it ?

My contract. When can I go over it and sign.

Introduction

My name is Kaylum Bobal. I took the business marketing program at Algonquin college. I work for the city of Ottawa part time for 7 years now.

Some other things about myself. I enjoy music a lot favourite genre would be RNB. ,My favourite sport is basketball.

I am very excited to get to know everyone here and work with the fulcrum towards a successful year.

This Week:

This week I spent most of my time familiarizing myself with the Fulcrum. Reviewing the Ad Bible. Went over contra, online ads. Discount prices complimentary ads. Special Rates I also spent time Reading through old emails with previous clients to observe the kind of interaction what details to include ect..

Lucas briefed me on where I can locate files on the google drive.

I also responded to emails from Old and New clients that have reached out to us. Informed them of change in position and let them know we are still waiting on the ad rate cards ect...

Concerns:

When will the Ad Rate card and production schedule be ready to give to clients. If this information is already available where can I find it ?

My contract. When can I go over it and sign.

