

Fulcrum Publishing Society – Board of Directors

MINUTES

Sunday, August 26th, 2018

141 Louis Pasteur 10:30 AM - 1:13 PM



Present: Kate Murray, Jonathan Rausseo, Graham Robertson, Marguerite Gollish, Justin Turcotte, Raghad Sheikh-Khalil, Anchal Sharma (ex-officio)

Partially Present:

Absent (with reason): Kaylum Bobal (ex-officio), Dorian Ghosn (ex-officio)

Absent (without reason):

Opening Matter

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| 1. Approval of Agenda | All | 10:50 AM |
| 2. Review of Standing Actions | All | 10:51 AM |
- a. Readership survey: Anchal got password to work and got in, was thinking of distributing survey in October, will talk to Kaylum about prizes
 - b. Diamond edition: DocuCentre never responded to Jon, Jon will follow up
 - c. Term “staff”: to be revised this month
 - d. Adobe: Dorian says we already have Adobe, Anchal will check with Dorian if it’s the desktop vs online version, ask Jackie to install otherwise
 - e. Invite Rizki: (Raghad?) will send an email to invite him to meetings
 - f. Code of conduct: Point #2 will be taken out and Raghad will resubmit form
 - g. Cost of new plan with Rogers/Virgin: In Dorian’s report
 - h. Raghad’s email has been changed to president@thefulcrum.ca but she needs new business cards
 - i. Policy Manual: Latest available version is from 2015, need to reformat
 - j. Computers at the office still need things migrated over, Dorian needs to purchase new computers while we still have back-to-school sales
 - k. Dorian needs to update minutes online to 2018-19
 - l. Note: any time you have item in standing action list and you’re absent, put it in report!

Officer Reports

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| 3. Marketing Manager | Kaylum | 11:21 AM |
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- a. Total sales up to \$2,864 (not per issue); there are a few contracts waiting to be signed, we need \$2,000 per issue but expect to make \$16,000
 - b. Free Media gave us \$520
 - c. Sports Services contract: We receive fitness centre sign (\$1,200), eight events presences (\$4,000), six tickets to events (\$450) total approx. value (\$5,650); we can run contests and promo events and have a table with promo material; we have now decided to remove one banner valued at \$1,200
 - d. Note: We should have a running tally of contra; Kaylum did not discuss these numbers with Anchal
 - e. Frosh: we cannot insert papers into frosh kits as the deadline to submit things for kits was August 19, so we will only print 5,000 copies this year
 - f. Tabling: we will need to pay to reserve a table in the UCU, so we could just put a table outside, or talk to Comm. Life to have a table inside, or we could walk around with papers in hand
 - g. We will be able to get a table in the concrete space at a Free Store event
 - h. Social media: Kaylum is meeting with Christine about first social media contest during 101 Week
 - i. Kaylum will distribute NASH doodle with board and ed board, we should talk about NASH during tabling and do class talks after midterms (get schedule from registrar)
4. General Manager Dorian 11:38 AM
- a. Financials: Total: \$223,746.68, Chequing: \$140,686.36, RBC investments: \$83,060.32
 - b. Directors: Letter sent to CRA with final info
 - c. Hiring: Hiring final associate positions
 - d. Health and Safety: Cleaned and vacuumed office, threw out majority of garbage
 - e. Virgin/Bell internet and phone lines: Virgin is \$30/month for unlimited internet for one year then would go to \$50 and \$60 but no landlines and no voicemail; Bell would cost \$2,000/month so we should just wait until 2020 to get a new contract (*Can we get on the university phone line?)
 - f. Website renovation: \$1,250 has been paid, renovations underway
 - g. Orientation: Held the weekend of August 18-19, spoke about anti-O and business side, went to FnS
 - h. Meeting minutes: Updated online from May 2017-July 2018
 - i. Merch: 500 pens ordered at \$289.44
 - j. *Note: Kaylum should develop annual budget estimate for \$2,000 in marketing
5. Editor in Chief Anchal 11:52 AM
- a. Still need to hire associate sports and news; held off on news because no strong applicants so need input from Marissa; down to two applicants for associate sports, Andrew will sit in on those interviews
 - b. Orientation held last weekend with donuts, FnS, training
 - c. Started off the year strong with SFUO scandal, social numbers increasing, got lots of new followers

- d. Production has begun, Anchal is impressed with team who is handling workload well, summer issue going out online Aug 29
 - e. Anchal working on a feature with other papers
 - f. Marketing strategies: Ed board is excited to see new website, videographer is working on promo video for transition (*Dorian spoke with her about pay); print ads out went on social media this month; Kaylum said promo material will come in time for tabling
 - g. Social: Tons of new users to the website, bounce rate has stayed relatively the same (roughly 10,000 views/per week); lots of traffic to the Facebook page; less new visitors and more returning visitors for August 13-19
 - h. Goals: promo transition, be more active on Instagram (this will happen with the new issue coming out this week)
 - i. Other: will update constitution this week, wants to set up CBC/Citizen tour, soccer game with la *Rotonde*
 - j. Christine wants to surpass competition on Facebook, Anchal wants more engagement on posts (discussions in comments, this will come with new website)
6. President Raghad 12:14 PM
- a. Referendum committee needs to meet this month since we don't know the deadline to submit a motion; Raghad contacted la *Rotonde* and didn't hear back when she mentioned the referendum, isn't sure how to reach out to them and wants them involved (should include la *Rotonde* in the referendum question); Justin will head meeting; we have the question developed, we just need to figure out plan for canvassing
 - b. Policy committee needs to meet this month so Anchal can make changes to job titles/descriptions
 - c. Finance committee: Jon and Raghad had a meeting about a treasurer position for this year to look over our finances, see where we should be spending and not spending our budget lines; Jon has volunteered to be treasurer
 - d. CUP president Erik replied to Raghad about failed online transition, has a guide about online transition, is planning on developing best practices, would like to be part of our transition as we are a larger paper; couldn't find information on a failed transition but will discuss with CUP board, will develop a committee to work on online transition and distribute reports to papers
 - e. HR: Raghad has had meetings with all full-time staff which went well
 - f. Bystander training: Raghad will send out Doodle for a weekday or just send out mandatory date in late September

Committee Reports

- 7. HR All
 - a. N/A
- 8. Marketing Graham (Sorry I forgot to check the time)
 - a. Website Redesign: Redesign began at the beginning of this month, with the initial payment submitted, We are set to receive a mock-up of the home page this week

and will meet Tuesday to review and provide feedback; Dorian and Graham have administered the website usability test, results will be provided at the next committee meeting

- b. Merch: At our committee meeting at the beginning of the month we discussed what merch needs to be reordered and anything new/different we'd like to see, orders outlined in Dorian's report
 - c. Online Transition Social Media Promo: Anchal/Christine/David C.S. have been promoting the online transition on our social media pages this month, and the reception is largely positive with just a few concerns about the move away from print
 - d. Christine had discussed a social media countdown and Easter egg hunt for the new website → can discuss dates for this
 - e. Advertising/Marketing: Kaylum discussed Sports Services contract, attended uni. staff BBQ, will be speaking with staff about NASH fundraising
9. Interboard Relations Justin 12:51 PM
- a. Met with ed board and explained the work of the board, mentioned referendum, ed board was interested in it
 - b. Goal of committee is to improve communications between the two boards
 - c. Anchal is the link between two teams but Justin would like to go to one ed board meeting a month, discuss our decisions
 - d. Justin wants to organize one social per semester with ed board, the board, volunteers, other staff, meetings and bonding activities (will have money to work with)

Other Actions

10. Ombudperson Vote All 12:57 PM
- a. Board voted in favour of accepting new Ombudsperson
11. Referendum Committee Planning All 12:59 PM
- a. Justin will set up Doodle for early September
 - b. We will have to discuss with ed board about sending emails to volunteers for canvassing but this cannot technically be part of paid staff's work
 - c. Will need promotional material for the referendum

Closing Business

12. Other Business All 1:05 PM
- a. Write for the *Fulcrum!*
 - b. Jon's rationale for treasurer: We have enough money in the bank to cover this semester and most of next semester but we may not receive our levy on time; good to say we have audited reports to give to the university to get our levy directly from them instead of getting it from the SFUO (*will there be administrative fee?)