

Fulcrum Publishing Society  
Annual General Meeting  
MINUTES

Wednesday, April 11, 2018  
Senate Room, 6:00pm-9:19pm

**Proxies:** Raghad Sheikh-Khalil for Kim Wiens and Celeste Digiovanni, Connor Chase for Dominik Dabrowski and Ben Woodhouse, Savannah Awde for Moe Abu Rouss and Alex Grichmanoff, Anchal Sharma for Anndee Hoover and Graham Robertson, Justin Turcotte for Matthew Boulden and William Hinse-MacCulloch, Nadia Drissi El-Bouzaidi for Alec Connor, Christine Wang for Alina Wang, James Casey for Trevor Stewart, David Campion-Smith for Alexei Kazakov

1. Opening of the Meeting

M. Gollish opened the meeting at 7:00pm.

2. Introduction to Robert's Rules of Order

M. Gollish gave a brief introduction to Robert's Rules of Order to those present. She explained that for any votes during the meeting or if you want to debate something, you would say "I move that..." and you would have to have someone to second your motion. M. Gollish requested that individuals raise their hands before motioning something instead of just saying it out loud as there are lot of people present. She continued that they may be limited on debate for time and relevance, especially for smaller things like specific budget lines. M. Gollish noted that this system is mostly for keeping *The Fulcrum's* meetings running efficiently and for making recording minutes easier.

3. Approval of the Chief Returning Officer

J. Rausseo motioned to approve Marguerite Gollish as the Chief Returning Officer for *The Fulcrum's* 2018 Annual General Meeting. S. Awde seconded the motion. All voted in favour and the motion passed.

4. Approval of the Agenda

S. Awde motioned to approve the agenda with the following amendment:  
-Move the transition to online presentation to before the president's report.

A. Sharma seconded the motion. R. Sheikh-Khalil opposed. Discussion ensued on the different options, and R. Sheikh-Khalil changed her mind about her opposition to the motion. J. Rausseo motioned to approve the amended agenda. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

#### 5. Approval of the 2017 AGM Meeting Minutes

R. Michaud motioned to approve of the 2017 Annual General Meeting minutes. C. Chase seconded the motion. R. Michaud abstained from the vote, everyone else voted in favour, and the motion passed.

#### 6. Election of 2018-19 Board of Directors

R. Sheikh-Khalil asked for those who are interested in a seat on the 2018-19 Board to please briefly introduce who they are and explain why that want to be involved.

R. Sheikh-Khalil began by explaining that she is the current President of *The Fulcrum* as well as a staff representative. She said that if elected again as a Board member she would bring a multiple capacity of experience. K. Murray stated that she is the current continuity representative on the Board, has held a seat since November 2016, and would like to continue the work that the Board started this year, especially with regards to the transition to being fully online. J. Casey announced that he's interested in joining the Board as a student representative as well as being a voice for students on campus. He briefly outlined his previous experience with tabling and with outreach on campus with the CFS. J. Turcotte also indicated that after being an avid reader of the paper for many years, he's interested in a student representative seat on the Board. G. Robertson has been a member of editorial since his second year and declared his interest in the *Fulcrum* alumnus seat. J. Rausseo noted that he's served on the Board as the university representative for 6-8 years, and likes working with *The Fulcrum* because students have a voice. He added that he's trying to help the paper be environmentally friendly and believes that if elected to the Board, he would be able to impart wisdom. M. Gollish said that she's been the Chair of the Board this past year and part of last year, and she loves the paper. H. Methot put forward her interest in serving on the Board, explaining that she's a student that will be going into her second year.

C. Chase motioned to elect J. Rausseo as the university representative. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed. J. Turcotte motioned to elect J. Casey as a student representative. C. Chase seconded the motion. J. Casey abstained from the vote, and the vote passed. J. Casey motioned to elect J. Turcotte as a student representative. I. Gherlani seconded the motion. All voted in favour and the motion passed. N. Drissi El-Bouzaidi motioned to elect H. Methot as a student representative. J. Turcotte seconded the motion. All

voted in favour and the motion passed. R. Michaud motioned to elect K. Murray as a staff representative. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed. N. Drissi El-Bouzaidi motioned to elect R. Sheikh-Khalil as a staff representative. S. Awde seconded the motion. R. Sheikh-Khalil abstained from the vote, and the vote passed. I. Gherlani motioned to elect M. Gollish as the continuity representative. D. Birru. seconded the motion. All voted in favour and the motion passed. A. Sharma motioned to elect G. Robertson as the *Fulcrum* alumnus. S. Awde seconded the motion. All voted in favour and the motion passed.

J. Rausseo motioned to break for pizza. J. Casey seconded the motion. All voted in favour and the motion passed.

Meeting resumes at 7:44pm.

## 7. Transition to Online

### Going Paperless

J. Rausseo explained that the idea of going paperless has been sitting with *The Fulcrum* for years - as a point of note, he stressed that the Board isn't responsible for editorial content. He stated that *The Fulcrum* can be a point of change where influence can happen, including moving the University in a better direction. J. Rausseo mentioned that there are three key points to consider with going paperless: (1) the financial advantage as printing the paper is extremely expensive, (2) the audience, (3) it's more in line with the mission of *The Fulcrum* with regards to timeliness and costliness.

J. Rausseo then proceeded to review what a paperless *Fulcrum* might look like from the Board's perspective. In terms of printing and distribution, J. Rausseo revealed that moving online allows distribution to change, meaning that *The Fulcrum* can publish and share information with people move, perhaps even daily. He added that with the online only model, *The Fulcrum* would be using advertising more as a service for students and local organizations with a focus more on social events, social causes, information (from an advertising standpoint) that you need, and contra. J. Rausseo continued that the Board envisages a focus on marketing and branding as well. He mentioned that the Board would like to put some money in building the brand itself, such as a *Fulcrum* banner at the rink, maybe also somewhere on uozone, etc. J. Rausseo stated that the Board believes that this transition to completely online will allow more opportunities for staff members to play with an idea, and to connect and engage with students. In order to do this, he explained that *The Fulcrum* will need to focus on training for staff members as there will be some changing roles of staff with this transition.

J. Rausseo informed those present that the transition will be starting this summer with some changes being made to the website. He noted that the plan is to start prepping in September for the last paper issue in December and to be completely online by January.

N. Drissi El-Bouzaidi wanted to clarify that there isn't anything tying *The Fulcrum* to only publishing in print. J. Rausseo said that no, there isn't. H. Methot commented that the transition to online only will allow engagement, pictures, and videos to be more timely. R. Sheikh-Khalil added that the Board is looking at implementing a suggestion box on the front page of the website. She added that the university is in talks about making an app, which *The Fulcrum* could potentially partner with. H. Methot asked what *The Fulcrum* will be doing in term of Frosh Week. J. Rausseo answered that *The Fulcrum* currently puts papers in frosh kits. C. Chase suggested that more marketing would be a good thing. J. Rausseo replied that the newsstands in residence are the only exposure and that more presence is needed for sure. C. Wang wondered why the transition has to happen now and not when the website is done. J. Rausseo answered that it's because the Board is staying true to the employees.

J. Rausseo continued by explaining that the transition will take place over the entirety of the summer and another four months. He noted that if *The Fulcrum* took all of next year to transition, *The Fulcrum* would be \$50,000 in deficit. S. Awde worried that it's going to be difficult for employees to switch their mindset as there will be huge staffing implications.

J. Rausseo stated that *The Fulcrum* could keep the stands for marketing. J. Casey suggested that there could be a launch event for the transition, etc. J. Turcotte inquired if there are any ads on the website. J. Rausseo remarked that there are and if there are empty spots, people just haven't bought those. N. Drissi El-Bouzaidi questioned why *The Fulcrum* can't just take next year entirely for the online transition. J. Rausseo reiterated that *The Fulcrum* has a huge structural deficit. M. Gollish clarified that this is a Board decision and that it's not up for voting.

## 8. President's Report

R. Sheikh-Khalil began by noting that there are four main topics in her presentation: (1) online, (2) finance/capital assets, (3) HR, and (4) cool updates.

### *Online*

R. Sheikh-Khalil stated that *The Fulcrum* will be transitioning to completely online by January 2019. She noted that there are room for changes to the way that *The Fulcrum* prints things, such as with magazines and special issues. R. Sheikh-Khalil mentioned that there will be several new board committees formed to increase brand recognition during the online transition, including: a marketing and branding committee and a fundraising and philanthropic committee. She

continued by announcing that the Board is planning on pursuing a fall referendum question. R. Sheikh-Khalil added that the Board will be hiring an external firm to update *The Fulcrum's* website over the summer.

### *Finances*

R. Sheikh-Khalil informed those present that the Board switched over *The Fulcrum's* GICs to a more stable investment portfolio (stocks and mutual funds), which have been making a decent amount of money.

She reported that following the flood in *The Fulcrum's* office, damages have been renovated, cleaned, the asbestos is out, and the heating is fixed. R. Sheikh-Khalil mentioned that a space inventory audit has been conducted to determine how much space *The Fulcrum* needs to function.

She announced that the Board hired a new auditing firm, and have streamed online bookkeeping using Quickbooks.

### *HR*

R. Sheikh-Khalil informed everyone present that the Board will hopefully be implementing some of the suggestions from the Health and Well-Being questionnaire. She mentioned that the Board also recently implemented a new online employee recruitment site (Workable) that they'll be putting money towards to hire people with more professional experience.

R. Sheikh-Khalil stated that she hopes to have more partnerships with Telfer, including recruitment and networking events.

She noted that there will be some shifts in staffing with the online transition next year, and added that the Board plans to continue with the co-op program.

### *Cool Updates*

R. Sheikh-Khalil announced that *The Fulcrum* rejoined CUP. She explained that in the past they haven't been the best, but they're doing a lot better now. With the renewed membership, R. Sheikh-Khalil said that *The Fulcrum* will also have access to CUP-Wire, which is a really cool tool for Ed Board, and have opportunities for partnerships nationally.

R. Sheikh-Khalil indicated that the Board hired a new pro-bono lawyer. She added that *The Fulcrum* is looking to implement a "where are they now?" section on the website and social media.

### *Plans for future/next year*

R. Sheikh-Khalil motioned to add two minutes to the discussion item. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil stated that there is a high turnover at *The Fulcrum*, and more needs to be done to keep people engaged, manage stress, etc. She continued by listing other planned projects, including: implementing a readership survey, the online transition, canvassing for the referendum question, which requires 1500 signatures, increasing partnerships with the university, and increasing *The Fulcrum*'s visibility.

### 9. Editorial Board Report

A. Sharma began her report by briefly going over the editorial board's mandate, which includes promoting the interests and welfare of students and to stray from mainstream media. She announced that there were several breaking news stories this past year, most of which were online only. A. Sharma mentioned that S. Awde initiated making the features section online only, which allowed more time to investigate the story and ensure quality. She noted that special issues do really well, and there has been a lot of engagement online. A. Sharma stated that this year, the food issue was replaced with the green thumbs issue. She went on to state that there has been a lot more columns this year of student-centered content, such as *Real Talk*, *So That's How My Life's Going*, etc. A. Sharma explained that there wasn't much video content at the beginning of the year, but a videographer has been hired at the end of the year.

J. Rausseo wondered how they plan on using more data and feedback in choosing their stories. A. Sharma answered that the social media manager has access to see the metrics and added that they can use behind the scenes feedback to inform content for next year. H. Methot asked if there has ever been a video series. A. Sharma replied that there hasn't been one yet, but that it's a great idea for next year.

### 10. Year-to-Date

D. Ghosn indicated that he'll be reviewing the main parts of the budget that will be changing next year and some important points to note, including:

- Local advertising: there's a decrease in the trend of local advertising;
- Online advertising: a little optimistic, and there's less space online for ads too;
- National advertising: comes from Free Media and they are usually inconsistent, so the Board budgeted conservatively last year;
- *The Fulcrum* hasn't received its complete levies yet;
- *The Fulcrum*'s revenues from fundraising finished just shy of its goal;

- Miscellaneous line refers to a CRA refund that *The Fulcrum* received;
- Wages line is going to be a little over, and is also going to be one of the big changes depending on the change in positions next year;
- Accounting and Legal: *The Fulcrum* paid the auditor for the previous year as *The Fulcrum* had to pay him in advance. Next year, D. Ghosn explained that *The Fulcrum* won't have that expense because *The Fulcrum* already paid him for it this year;
- Board expense: D. Ghosn noted that this line refers to pizzas purchased for meetings, a goodbye/thank you gift for the previous General Manager, room bookings, etc;
- Capital assets: D. Ghosn mentioned that this line is under, but that *The Fulcrum* hasn't purchased any new equipment yet;
- CUP: had an increase in attendees
- Courier and postage: less stamps were used this year;
- GST/HST: D. Ghosn indicated that this line is at the amount that it is because *The Fulcrum* received a refund;
- Bank charges: *The Fulcrum* was charged for credit card renewal;
- Content enhancement: D. Ghosn stated that this line will be increased for next year;
- Printing: D. Ghosn explained that this line is over due to a late payment in the 2016-17 publishing year;
- Recruitment and training: D. Ghosn reported that this line will also be increased for next year;
- D. Ghosn informed those present that the Webmaster will be receiving another \$500 for this semester.

D. Ghosn concluded his report by stating that *The Fulcrum* will probably finish the year with a \$15,000-20,000 deficit. He added that *The Fulcrum* didn't originally budget for co-op students.

H. Methot asked how much debt is *The Fulcrum* in. D. Ghosn replied that *The Fulcrum* isn't in debt, and that a deficit is different than being in debt. M. Gollish wondered if the levies will be the same next year. D. Ghosn answered yes.

## 11. Bylaw Amendments

R. Sheikh-Khalil indicated that there are no proposed bylaw amendments this year.

## 12. Adjournment

C. Chase motioned to adjourn the meeting at 9:19pm. All voted in favour and the motion passed.