

Fulcrum Publishing Society  
Annual General Meeting  
MINUTES

Thursday, March 30, 2017  
Senate Room, 6:00pm-8:12pm

**Proxies:** Savannah Awde for Alex Grichmanoff, Nadia Drissi El-Bouzaidi for Allegra Morgado, Jackie McRae for Parker Townes, and Spencer Murdock for Mackenzie Gray

1. Opening of the Meeting

M. Gollish opened the meeting at 6:33 p.m. and advised those present who is eligible to vote at the meeting. She emphasized that the *Fulcrum* would be following Robert's Rules of Order for the duration of the meeting.

2. Approval of the Chief Returning Officer

K. Wilcock introduced himself to those present. K. Murray motioned to approve K. Wilcock as the Chief Returning Officer for the meeting. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

3. Approval of the Agenda

J. Rausseo motioned to approve the agenda. W. Hume seconded the motion. All voted in favour and the motion passed.

4. Approval of the 2016 AGM Meeting Minutes

J. Rausseo briefly summarized the minutes from last year's AGM. K. Wilcock asked if there were any questions with regards to the minutes. N. Drissi El-Bouzaidi noted that her name was spelled wrong and asked for it to be fixed. S. Awde stated that the *Fulcrum* should be italicised. N. Drissi El-Bouzaidi motioned to make the changes to the minutes. J. Rausseo seconded the motion. All voted in favour and the motion passed. M. Gollish motioned to approve the minutes with the noted amendments. S. Awde seconded the motion. All voted in favour and the motion passed.

5. Reports from Officers

R. Sheikh-Khalil motioned to amend the agenda and move item #5 to item #8. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

#### 6. Current Year Financial Statements/Budget

L. Ghosn explained to those present that the *Fulcrum's* auditor, B. Colbourne, was invited to give a presentation on the *Fulcrum's* current year financial statements, but that due to a scheduling misunderstanding, he will no longer be presenting this evening. Instead, W. Hume read a letter from B. Colbourne from October that detailed some of his financial advice for the *Fulcrum* at the time. In the letter, B. Colbourne explained that the *Fulcrum* has accumulated cash that should be placed in a restricted fund. He urged that the Board have a meeting with him to discuss this in further detail. B. Colbourne went on to advise in his letter that financials statements should be approved by the Board. L. Ghosn noted that anyone who is interested in reading B. Colbourne's document themselves can do so next week. S. Awde motioned to approve the document. N. Drissi El-Bouzaidi seconded the motion. W. Hume abstained. The motion passed.

F. Azzi motioned to move to the year financial report. S. Awde seconded the motion. All voted in favour and the motion passed.

L. Ghosn began by reviewing the *Fulcrum's* budget lines. L. Ghosn stated that the operating revenue for fundraising was used for NASH this past year. He mentioned that most of the *Fulcrum's* revenue comes from local advertising sales and noted that national advertising sales is low because the company that handles it are really bad at following up with reports. L. Ghosn stated that the Graduate Student Association just deposited their cheque to the *Fulcrum* today. He proceeded to briefly review the WBK Boxing contract with those present.

L. Ghosn explained that the accounting and legal budget line is used for when the *Fulcrum* needs to seek out legal advice, which the *Fulcrum* has had to do a lot this past year. L. Ghosn went on to state that the *Fulcrum* was previously with CUP, which included two hours of free legal advice, although the *Fulcrum* no longer has access to that now because the *Fulcrum* is no longer a member.

L. Ghosn noted that the promotions line was used to purchase the *Fulcrum* banner that is outside the building, and tabling merchandise. L. Ghosn informed those present that the bad debts line will be updated at the end of the year. He continued that content enhancement is a line used so that writers don't have to pay out of pocket when they conduct special reviews for their articles. L. Ghosn announced that the *Fulcrum* is going to come just under budget on printing expenses due to the reduction in pages per issue. L. Ghosn stated that the cell phone expense line is used to

help S. Dear with data coverage, and the transportation line is used to help S. Dear travel to clients.

L. Ghosn reviewed the *Fulcrum's* net income and indicated that the *Fulcrum* is doing approximately \$6000 worse than last year, but the *Fulcrum* has had some legal expenses this past year. M. Gollish asked about the board expense line, and L. Ghosn replied that the line includes the President's honourarium from last year. L. Ghosn went on to explain the CRA late fees. J. Rausseo stressed that the *Fulcrum* isn't actually in as much debt as it appears as the *Fulcrum* is still waiting for the SFUO levy.

M. Marchildon wondered why the recruitment line was so low and L. Ghosn answered that it was due to food purchases, etc. L. Ghosn mentioned that he and R. Sheikh-Khalil spoke about the *Fulcrum* making a separation for the accounting and legal budget lines next year. M. Marchildon asked if the *Fulcrum* has had a surplus in previous years. L. Ghosn replied that it has. R. Sheikh-Khalil briefly spoke about some investment opportunities that the *Fulcrum* is beginning to explore.

J-P. Dubé motioned to accept the documents and financial statements. S. Awde seconded the motion. All voted in favour and the motion passed.

F. Azzi motioned to move to the bylaw amendments. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

## 7. Proposed Bylaw Amendments

R. Sheikh-Khalil introduced herself, explained her role on the policy committee, and announced that there are no bylaw amendments for this year, although the policy committee has made some policy changes. N. Drissi El-Bouzaidi asked why the board needs to approve hiring. R. Sheikh-Khalil answered that it's more of an issue of liability. M. Gollish added that board members are financially responsible for the *Fulcrum*. R. Sheikh-Khalil stated that all of the policy changes are reflected on the *Fulcrum's* website.

K. Darbyson motioned to approve accepting nil bylaw amendments. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

F. Azzi motioned to move to the strategic report. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

## 8. Strategic Report

R. Sheikh-Khalil began by reviewing her goals for the *Fulcrum* over the upcoming year, which include:

**1. Focusing on volunteer recruitment from targeted programs**

- Freelance fund
- CSL
- English, Political Science, Communication, and Digital Journalism students
- Business positions recruitment (advertising marketing) as well. L. Ghosn is in talks with the Dean of Telfer to establish some student internships
- Suggestion box on the *Fulcrum*'s website and have an option to ask the *Fulcrum* to attend certain events

M. Marchildon asked if there is anything in the works to pursue recruitment from graduate students. R. Sheikh-Khalil replied that volunteer recruitment from graduate students isn't something that the *Fulcrum* has actively pursued, but that it's definitely a good idea and something to look into.

**2. Increasing online readership**

- Increasing role and support of the social media position. One potential option that R. Sheikh-Khalil discussed was potentially liaising with a social media strategist to grow readership in a responsible way.
- Increasing summer planning for 101 week

**3. Marketing and promotion**

- Event targeting → fundraising for NASH
- Talking to alumni
- Diamond Edition

K. Darbyson asked if there is a plan for when the Diamond Edition is coming out. R. Sheikh-Khalil said that it will be ready for Alumni Week, and that the *Fulcrum* is actually planning an event with the Alumni Office.

- Increase distribution with handheld distributors
- Identifying new sources of untapped advertising revenue

15 minute recess

Meeting resumes at 7:44 p.m.

**4. For student content**

- Implementing readership survey

- Move coverage of campus clubs and their achievements (Telfer and Science)
- Breaking News

**5. Increased staff support and having everyone (from volunteers to board of directors) involved with the paper**

- More support to editorial and business departments
- More individual board responsibility
- More responsibility on an individual level and as it relates to committee work
- More feedback from the editorial department
- Making meetings shorter and more enjoyable → potentially meeting more often

K. Murray motioned to accept the strategic report. S. Awde seconded the motion. All voted in favour and the motion passed.

J. Rausseo motioned to move to the election of the board of directors. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

9. Election of 2017-18 Board of Directors

L. Ghosn begins by stating we must submit the AGM minutes to the CRA to update the directors list. He adds that we must acknowledge the following as old and expired directors who are no longer involved in the organization:

1. Marcus Peter McCann
2. Mary Kathleen Cummins
3. Hayley Brinn MacPhee
4. David Robert-Hillingsworth Moscrop
5. Jessica Cindy Young
6. Robert Kyle Fishbook
7. Melanie Lynn Ho
8. Holly Barbara Loranger
9. Andrew Aaron Gough

F. Azzi motioned to acknowledge the expired list of directors as no longer being valid. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

K. Wilcock reviewed the conditions for being a director on the board.

F. Azzi motioned to elect J. Rausseo as the University representative. S. Awde seconded the motion. All voted in favour and the motion passed.

M. Gollish motioned to elect R. Sheikh-Khalil and Thiyva Naganathan as the student representatives. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil motioned for an omnibus vote to elect K. Wiens and S. Murdock as the Staff representatives. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil motioned to elect M. Gray as the Fulcrum alumnus representative. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

F. Azzi motioned to elect F. Azzi as the Community representative. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

K. Murray motioned to elect K. Murray as the Continuity representative. S. Awde seconded the motion. All voted in favour and the motion passed.

M. Gollish motioned to elect M. Gollish as an Honourary board member. K. Murray seconded the motion. All voted in favour and the motion passed.

F. Azzi motioned to move to other business. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.

#### 10. Other Business

W. Hume gave a short speech about his time on the board.

#### 11. Adjournment

J. Rausseo motioned to adjourn the meeting at 8:12 p.m. N. Drissi El-Bouzaidi seconded the motion. All voted in favour and the motion passed.