

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, June 25, 2023
Zoom: 10:00 a.m. to 1:00 p.m.

Present: Mark Asfar, Keelan Buck, Bridget Coady (ex-officio), Simon Coakeley (ex-officio), Emma Godmere, Chaymaa Nadi

Absent (with just cause): Avesta Alani

1. Commencement of Meeting

At 10:06 a.m., by unanimous consent, the meeting commenced.

2. Election of Acting Chair

By unanimous consent, E. Godmere was elected Acting Chair.

At 10:08 a.m., E. Godmere took the Chair.

3. Approval of Agenda

M. Asfar moved that the meeting's agenda be approved. K. Buck seconded the motion. The question was put on the motion and it was agreed to by show of hands.

4. Approval of May 2023 Meeting Minutes

M. Asfar moved that the minutes of the meeting of the Board of Directors held on May 28, 2023, be approved. K. Buck seconded the motion. The question was put on the motion and it was agreed to by show of hands.

5. Election of Officers

K. Buck described the process for the election of officers and presented the vacant offices.

K. Buck was elected President by show of hands.

E. Godmere was elected Chair by show of hands.

C. Nadi was elected Secretary by show of hands.

By unanimous consent, it was agreed that, notwithstanding the agenda approved earlier this meeting, the Board proceed now to the consideration of the report from the Editor-in-Chief.

6. Report from the Editor-in-Chief

B. Coady presented a report. (See appendix).

K. Buck asked how B. Coady was feeling about the hiring process for editorial employees. B. Coady and S. Coakeley indicated that the process was on track and that they were impressed with the candidates so far.

E. Godmere flagged the matter of unexpected costs associated with a potential summer print issue. B. Coady confirmed that she is considering the matter and will be seeking options and quotes for potential printers. S. Coakeley raised the possibility of a community or private sponsor to help fund a potential summer print issue.

E. Godmere suggested that the Marketing and Community Relations Committee, once duly formed, could help with efforts to integrate Fulcrum promotion into University of Ottawa student orientation and 101 Week events as raised in the report.

7. Standing Actions List and Work Plan

K. Buck described the Standing Actions List and Work Plan for the benefit of the new Board.

No changes were made to the Standing Actions List.

The following item was marked as completed on the Work Plan: elect officers.

8. Report from the Executive Director

S. Coakeley presented a report. (See appendix).

E. Godmere suggested a campus audience survey as potential work for a summer employee. It was agreed that the Executive Director and the Editor-in-Chief be authorized to make a decision regarding the use or return of Canada Summer Jobs funding and update the Board accordingly.

M. Asfar suggested that the Human Resources Committee, once duly formed, could develop policies such as for disconnecting from work as raised in the report.

E. Godmere suggested keeping a strategic number of physical newsstands for future editorial flexibility, especially given the potential of a summer print issue in the coming months. S. Coakeley indicated that he would ask the University to not move any of the newsstands pending a decision by the FPS.

S. Coakeley raised the matter of *An Act respecting online communications platforms that make news content available to persons in Canada* (formerly Bill C-18), which recently became law, and its potential implications on how the Fulcrum disseminates its content. It was agreed that the situation be closely monitored and addressed once more is known surrounding the law's implementation and the industry's response.

At 11:25 a.m., the meeting was suspended for the scheduled recess.

At 11:30 a.m., the meeting resumed.

9. Approval of Recommended Website Host

K. Buck moved that the Executive Director's recommendation to switch the Fulcrum's website services to Bluehost on a 36-month contract be approved and that the Executive Director present a transition plan at the next meeting of the Board. M. Asfar seconded the motion. The question was put on the motion and it was agreed to by show of hands.

10. Approval of Legal Counsel

K. Buck moved that the FPS's standing relationships with legal counsel, as presented, be approved. M. Asfar seconded the motion. The question was put on the motion and it was agreed to by show of hands.

11. Striking of Committees

K. Buck moved that a Governance Committee be struck and that K. Buck be appointed as voting member and chair thereof. M. Asfar seconded the motion. The question was put on the motion and it was agreed to by show of hands.

M. Asfar moved that a Human Resources Committee be struck and that M. Asfar be appointed as voting member and chair thereof. K. Buck seconded the motion. The question was put on the motion and it was agreed to by show of hands.

K. Buck moved that a Marketing and Community Relations Committee be struck and that E. Godmere be appointed as voting member and chair thereof. M. Asfar seconded the motion. The question was put on the motion and it was agreed to by show of hands.

K. Buck moved that M. Asfar and E. Godmere be appointed as voting members of the Governance Committee, that K. Buck be appointed as voting member of the Human Resources Committee, that K. Buck and C. Nadi be appointed as voting members of the Marketing and Community Relations Committee, and that B. Coady and S. Coakeley be appointed as non-voting members *ex-officio* of the Governance Committee and the Marketing and Community Relations Committee. M. Asfar seconded the motion. The question was put on the motion and it was agreed to by show of hands.

12. Standing Actions List and Work Plan

No changes were made to the Standing Actions List.

The following items were marked as completed on the Work Plan: form committees; approve legal counsel.

13. Other Business

E. Godmere expressed interest in having at least one meeting of the Board of Directors held in person and it was agreed that the President come back to the Board with a proposal.

It was agreed that the President work with the Executive Director and Editor-in-Chief to arrange for an opportunity for directors and editorial employees to meet and connect, perhaps at a meeting of the Board of Directors and/or at an editorial meeting.

It was agreed that no formal ice-breaker activity take place at the beginning of meetings of the Board of Directors and that, rather, all members be encouraged to provide a 30-second update in order to foster collegiality and a culture of active participation.

K. Buck moved that the meeting proceed in camera. M. Asfar seconded the motion. The question was put on the motion and it was agreed to by show of hands.

At 12:14 p.m., the meeting proceeded in camera.

At 12:30 p.m. the meeting proceeded in public.

14. Adjournment

M. Asfar moved that the meeting be now adjourned. K. Buck seconded the motion. The question was put on the motion and it was agreed to by show of hands.

At 12:30 p.m., the meeting was adjourned to the call of the Chair.

Appendix

Fulcrum Publishing Society – Board of Directors

Executive Director's Report

Sunday, June 25, 2023

Simon Coakeley



1. Finances

Snapshot of Accounts

The below financial information is accurate as of June 23, 2023.

	May 2023	June 2023	Difference
TOTAL	\$649,075.29	\$639,875.04	\$-9200.25
Chequing (TD)	\$491,093.64	\$482,484.38	\$-8,609.26
Investments (RBC)	\$96,736.75	\$96,372.44	\$-364.31
PayPal Balance	\$1,244.90	\$1018.22	\$-226.68
Canada Business Loan (COVID-19)	\$60,000	\$60,000	\$60,000

Winter Student Levy

UOSU: \$115,637.33

GSAED: \$7583.22

Audit

Auditor waiting for signature on confirmation letter to commence 2022-23 audit process.

Interac

When the new Treasurer is appointed, I would like to explore with them the possibility of activating Interac e-transfer as an additional way of paying freelancers and receiving payments.

2. Human Resources

EDBoard

EIC is in the process of staffing her positions. Onboarding will occur as candidates are identified.

Summer Employment

Ludvica had applied for Canada Student Grants. We have received approval, however at this point there doesn't appear to be much, if any, productive work to be completed so no hiring at the moment. This will be re-evaluated throughout the summer.

Disconnecting from work

As of 2023, any employer in Ontario who employs 25 or more people is required to have a policy on disconnecting from work. The number of employees is determined on 1 January of each year. This is probably not an issue for The Fulcrum at this point, however it is something that the Board ought to be aware of

(<https://www.ontario.ca/document/your-guide-employment-standards-act-0/written-policy-disconnecting-from-work>) as a) there would be nothing preventing The Fulcrum from adopting such a policy even if one is not legally required and b) if at any point the number of employees increases, such a policy could become a legal requirement.

3. Operations

WSIB

We currently have a credit balance with WSIB (\$166.33).

Website

Fulcrum Current Monthly Plan

Monthly Plan: \$149/month +tax = \$169.49

Includes: Software updates, dedicated hosting, SSL certificate, Static IP address, DNS hosting

In consultation with Jas, I am leaning to Bluehost which would cost \$13.48 per month for 12 months and then \$33.81 per month or \$17.55 for 36 months and then \$33.81 per month for 100GB of storage. The Charlatan has not replied to multiple reach-outs; La Rotonde provided a contact who has not replied (other than to seek additional information which has been provided). At this point I believe it makes most sense to move to Bluehost at \$17.55 per month for three years.

Assuming agreement in principle, we will prepare a full transition plan for presentation at the July board meeting.

Service Ontario

I will need to update the business registry for service Ontario. To do this I need full names and addresses of all Board members and officers, as well as emails and the effective date of becoming a Board member and/or officer. (See attached download of the current listing on the Service Ontario website ViewCorporation.pdf).

Newspaper stands

This may have been discussed before. I have had an email from the University indicting that faculties are asking to be allowed to remove metal newspaper stands. While these may be/probably are the property of The Fulcrum, getting a team together to go around campus to find the stands, then transport them to the office and then (presumably) store them in the basement or an unused space for an indeterminate period of time against a long-shot possibility that they might be used in the future seems a bit of a waste of time and energy, consequently the easiest “solution” to the issue might be to advise the University that faculties are free to dispose of the stands as they see fit.

Fulcrum Publishing Society – Board of Directors

Bridget Ring Coady, Editor-in-Chief Report

Sunday, June 25, 2023 10:00 a.m. *via Zoom*

1. Edboard hiring updates

- a. Production Manager - Simon and I are working on the contract to get our former Opinions editor Matthew McConkey on as Production manager. We are changing the hours in the contract from 25 per week to 30 and from 28 weeks to a 30 week contract. I’ve discussed with Simon that the 10 hour a week social media manager role is absorbed by the 9online editor and that this will cover the changes to Matthews contract.

- b. We held a hiring social/open house, May 29th - around 10 people showed up to the office and two people attended online. It would be my guess that half of attendees applied and everyone was put on our summer contributors list.
- c. We've completed knowledge tests for editor and staff roles and have begun interviewing over google meet. We have over 20 candidates that passed the knowledge/editing tests and were offered interviews. (As of Friday, 17 have signed up for interviews and 4 interviews have been completed.)

2. Editorial updates (What we've published)

- a. **University News:** We've published pieces on [UOSU's BOD](#) and [2022-23 president](#) as well as the [University's budget](#) and [the protests sparked by that budget](#).
- b. **Kanata-Carleton byelection:** I interviewed [Marit Stiles and Melissa Coenraad of the Ontario NDP](#) while Amira interviewed [former Liberal MP Karen McKrimmon who is running for the first time provincially](#). We reached out to the Ontario PCs and I've gotten an email. Still waiting for an interview from their candidate.
- c. **Summer contributors:** we have three Arts articles and one sports article by contributors; [Siena](#), [Nicholas](#), [Ayai](#) and [Victoria](#).
 - i. We have more pieces currently being edited and have pitch emails going out weekly. The Fulcrum's Volunteer tab outlines how interested students can become freelancers with the Fulcrum.

3. Summer projects ahead

- a. Printed Summer editions for 101 week kits
 - i. Aim to be ordered from printers by end of July to get them to RSGs
 - ii. I have been in contact with 1 RSG so far and will ask Amira and Matthew to split the distribution work with me when the time comes.
- b. New Marketing materials and swag
 - i. I'd like to order some bulk marketing material (pencils, magnets, etc) for 101 week kits as well or to hand out while tabling at clubs fairs in the fall
 - ii. Business cards for edboard to give sources. Once hiring is solidified we can order these for early September
- c. Updating the Fulcrum's style guide in the next month. I see that Hailey and Jasmine did their update in July of last year.
- d. Office improvement - I think I have the go ahead to paint!
 - i. When we want to get more furniture I will check with the [university's furniture reuse program](#) or [the free store](#).