

Fulcrum Publishing Society—Board of Directors

Minutes

Sunday, August 27, 2023

Zoom 10:00 AM—1:00 PM

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

Absent (with just cause):

E. Godmere called the meeting in order at 10:04 a.m.

I. Opening Matters

K. Buck moved to approve the agenda. M. Asfar seconded the motion and the motion passed.

II. Approval of July 2023 Minutes

K. Buck moved to approve the agenda. A. Avesta seconds, the motion passed.

III. Officer Reports

1. EIC report

B. Coady presented the EIC report.

The organization is preparing for some changes in the upcoming period. They will be welcoming and training new staff who will be joining the team. It was a slower month for publishing, as the focus shifted to onboarding the new hires. A Barbie review was published. Some renovation work was done in the basement recently with new paint and furniture. Additionally, 5,000 copies of the summer issue for 101 kits will be printed and distributed at the clubs fairs.

E. Godmere inquired about when the training week starts. B. Coady replied that the upcoming week will see the start of training.

K. Buck. Inquired if all staff was hired, and about the contracts. B. Coady confirmed and stated she will be sending the signed contracts to K. Buck.

2. ED report

S. Caokley presented the ED report.

We received the revenue from Google ads. Though the budget adjustments discussed at the last board meeting were implemented, the projected deficit is still between \$10,000 to \$22,000. When asked which version of the budget is published online, K. Buck clarified that the final approved budget ought to be the published version to avoid uploading several documents. Almost all employees are set up to receive payments via PayPal except for one. Reimbursements for out-of-pocket expenses have been paid through the payroll system. C. Coakley suggested a new system of reviewing expense approvals. He proposed that if staff require an expense reimbursement that both B.Coady and C. Coakley approve the amount within the threshold set by the Board, in order for these types of expenses to be approved more quickly.

C. Coady mentions such spending can be the tickets for a film review for the fulcrum, office supplies.

M. Asfar underlined that such a close being added was standard for student-run organizations, and explained that the board played an active and close role. M. Asfar agrees that the suggested change in the contract is straightforward and makes sense as the organization is growing.

K. Buck motions to adapt the change, whistle also changing the suggested \$100 to \$500. M. Asfar seconds. The motion passed with unanimous consent.

S. Coekley underlined that previously Ludvica's credit cards were directly charged (now his). He recommended that corporate expenses be charged directly to a company credit card instead of personal cards. He then requested reimbursement for expenses that he had paid.

K. Buck agrees that it is best to find an alternative by perhaps looking into a corporate credit card and he would like to further discuss these matters with the treasure.

E. Godmere added that with receipts showed she agrees that the reimbursement can pass through the payroll.

K. Buck moves that the full amount is reimbursed to S. Coakley through the payroll. M. Asfar seconds. The motion passes.

C. Coakley informed the Board that the website has fully been converted from Fullview to Bluehost, with some email issues (for 24h) that were soon after solved.

3. President report

K. Buck presented the president's report.

K. Buck contacted La Rotonde to introduce the members of the Board and discuss potential areas of collaboration between the two organizations. K. Buck gave more details regarding the Fall social activity being planned. With regards to the newsletter on behalf of the board, K. Buck recommended that we continue publishing one in early fall to introduce the new Board members and another one in January/February. K. Buck suggested that the newsletter could be shared in a discreet yet open manner. K. Buck asked Board members to provide a photo and brief introduction to be included to the newsletter.

E. Godmere suggested September and January sounds good, and that an additional newsletter highlighting accomplishments in April or May was also a good idea. She also inquired about what public platform would be considered. K. Buck suggested Instagram, or perhaps a mailing list (yet to be initiated) as potential platforms.

Short recess from 11:01 a.m. to 11:08 a.m.

IV. Committees.

1. Reports from Committees

a. Marketing/Community Relations committee report

E. Godmere presented the marketing community relations report.

The committee is motivated and willing to take on new priorities to advance their goals. Focusing on relevant issues like Bill C-18 and revenue/advertising strategies.

b. Governance committee report

K. Buck presented the Govenemnac committee report.

The main focus for the committee is on overseeing board recruitment and ensuring a better turnout at the next AGM meeting. The policy manual needs to be reviewed regarding term dates for key SPF positions like the president. Any changes would require board approval. The committee is responsible for leading board

recruitment, which is particularly important now as there is no treasurer. The committee has received some applications but is not putting any recommendations forward to the board yet as they want to see more applications, which are expected to increase at the start of the new school year in September. The main goal for the committee is to recruit two new student directors, including a potential treasurer. FPS will be on campus in September and will focus on student recruitment during 101 week. They plan to have an information table and try to attract more law and business student associations to be potential board candidates.

C. Nadi inquired about 101 weeks and if the Fulcrum will be involved with the clubs' fair on campus.

C. Coady underlined that the FPS is always present at the service fair, and she has contacted the responsible for coordinating the on-campus events for 101 weeks. She will provide the Board with further updates when available.

2. Adoption of Terms of Reference

K. Buck. Reminds the terms of reference is the formal way for the Board to delegate power to a committee.

Section 3.a. The Committee wanted to remove the mention of the vice-president, so it only mentions 3 directors.

C. Nadi moved to adopt the Terms of References as amended. K. Buck seconded the motion. The motion passed.

K. Buck underlines no changes were made to the Terms of Reference of the Governance Committee.

K. Buck moved the motion to adopt the term of Reference. The motion is seconded by M. Asfar. The motion passes.

The HR committee is pending a meeting.

V. Closing Business

1. Standing Actions List & Work Plan

Standing action list: K. Buck asked if any board member is willing to take on clarifying the Editor-in-Chief election process.

As for the work plan, 2 committee's Terms of Reference have been updated.

K. Buck motions to move in the camera. Second by Mark. The motion passed.

2. Adjournment

M. Asfar motioned to adjourn the meeting. The motion passed by unanimous consent and the meeting was adjourned at 11:53 p.m.

Appendix



631 King Edward Avenue
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Fulcrum Publishing Society – Board of Directors

Bridget Ring Coady, Editor-in-Chief Report

Sunday, August 27, 2023 10:00 a.m. *via Zoom*

1. Preparing to welcome/train our editorial board

- a. We've made folders for each member of staff with keys and training documents (ie: journalism crash course, working with indesign, etc) based on their roles.
- b. Slide shows and example articles have been prepped for walk throughs of the writing and editing process. Training will also touch on: working with volunteers/contributors, emails and interviewing, individual section training, Multimedia training.
- c. We'll have 17 people on edboard; 3 managers (Amira, Matthew and Myself), 5 multimedia staff, and 8 editors and writers.

2. Editorial updates

- a. **News:** [UOSU exec profiles: Joyce Williams, Equity commissioner, Disability Pride Month at the University of Ottawa](#)
- b. **Sports:** [U of O to host 2024 Canadian University Men's Rugby Championship at Matt Anthony field, Season of potential: an Interview with Stefanie McKeough,](#)
- c. **Arts:** [The Remembering: an introspection of human identity at the Ottawa Fringe Festival, Barbie is a story of existential dread and a comical critique of patriarchy](#)

3. Summer projects update

- a. The basement has been painted and reorganized. Some other furniture in the office has been moved.
- b. Got two couches and a coffee table through the free store and have contacted the university's furniture reuse program
- c. Summer issue - Rytech has been sent our PDF for a quote on 5000 copies. RSGs are packing their kits on the 28th, we'll pass out remaining copies at services or clubs fair.

If anyone has any insights on managing a team I'd love any tidbits I can get in the next week!
Thanks and have a nice day.

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Fulcrum Publishing Society – Board of Directors

Executive Director's Report

Sunday, August 27, 2023

Simon Coakeley



1. Finances

Snapshot of Accounts

The below financial information is accurate as of August 25, 2023.

	July 2023	July 2023	Difference
TOTAL	\$631,007.89	\$645,272.86	\$14,264.97
Chequing (TD)	\$472,356.01	\$487,413.18	\$15,057.17
Investments (RBC)	\$98,601.00	\$96,828.80	\$-1,772.20
PayPal Balance	\$50.88	\$1030.88	\$980.00
Canada Business Loan (COVID-19)	\$60,000.00	\$60,000.00	\$-

Revenues

We have received \$6444 from the government for Canada Summer Jobs and \$33118.25 in student levies (presumably for summer students). Somewhat out of the blue, we have also received \$111.65 from Google AdSense.

WSIB

We currently have a credit balance with WSIB (\$32.92).

Audit

The President has signed the audit confirmation letter to commence 2022-23 audit process.

PayPal

\$1000 was transferred from the TD chequing account to the PayPal account.

Insurance

We are awaiting final confirmation of the premium for the general liability insurance.

Budget adjustments and First Quarter summary

See attached table.

Based on the decisions made at the last Board meeting regarding staffing, I have adjusted the Budget. The adjustments also include the amount we expect to receive for Canada Summer Jobs, as well as the related expenditures. The net result of this is an increase in the projected deficit from \$10,343.10 to \$22,327.89 (or 8.6% of revenues).

Although first quarter results are rarely a good predictor of full-year results for any organization, a significant departure from past practice or expectations in the first quarter would warrant attention. At the end of July (Q1) expenditures amounted to \$37,955.73. At the end of the first quarter last year, expenditures amounted to \$40,270.40 and revenues amounted to \$91.25.

Apparently, in previous years the budget has been posted to the website. Does the Board wish to do so at this time?

2. Human Resources

EDBoard

The EIC has staffed all her positions. All staff who have completed the onboarding process (signed contract, completed onboarding document, completed required training, provided banking information, confirmed citizenship/permanent resident/work permit status) have been entered into the payroll system and will receive the first direct deposit for one week's worth of work on September 7. All staff have been assigned @thefulcrum.ca email addresses and will be provided passwords on Monday, August 28 (providing all onboarding documents have been received).

Summer Employment

There was a degree of confusion and emailing backwards and forwards with Service Canada. In the end Matthew McConkey was hired under CSJ for three weeks at 30 hours per week and for an additional four weeks at 35 hours per week; Sanjida Rashid was hired for 30 hours per week for six weeks. The confusion caused mistakes in the initial pay runs for both Sanjida and Matthew. These have been corrected. Service Canada has deposited \$6444.00 to our account; the balance will be deposited once final costs have been established (the program pays students \$15.50 per hour and covers all our extra costs, e.g. vacation pay, employer contributions to EI, CPP, WSIB and administrative costs like Ceridian). At this point I estimate the total contribution to be slightly more than \$9100 and the total cost to us to be slightly less than that amount.

Contracts

There is a provision in the staffs' contracts that reads:

The Employee is not entitled to reimbursement of expenses incurred on behalf of the *Fulcrum* or FPS in the performance of their duties (currently, unless otherwise approved by the FPS Board of Directors or President).

It is my understanding that in the past, staff have regularly been compensated for out-of-pocket expenses, such as entry fees for an event they are covering, through the payroll system. I would suggest that the Board approve a motion along the following lines to allow for expeditious reimbursement of these sorts of expenses:

“1 That the Executive Director, on presentation of satisfactory evidence of an expenditure not in excess of \$100 and on the recommendation of the Editor in Chief, be authorized to reimburse staff through the payroll system.

2 That the Executive Director, on presentation of satisfactory evidence of an expenditure not in excess of \$100 and on the recommendation of the President, be authorized to reimburse the Editor in Chief through the payroll system.

3 Any expenditure in excess of \$100.00 and any expenditure by the ED requires explicit Board approval.

4 (optional) The Executive Director will report all such payments at the next regularly scheduled Board meeting.”

In line with the foregoing, the following amounts have been charged to my personal credit card (as the corporate card was suspended some years ago) and these companies process their payments through the credit card system:

Otter.AI	July 24, 2023	600USD	\$ 811.62
WEB*Netfirms	July 31, 2023		\$ 376.74
WEB*Netfirms	July 31, 2023		\$ 16.99
Hootsuite	Aug 21, 2023	1342.44USD	<u>\$1863.33</u>
TOTAL			\$3068.68

3 **Operations**

Website

We have completed the transition from Fullview to Bluehost. There were some issues with the transfer, particularly with email. However, these have all been resolved.

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Fulcrum Publishing Society – Board of Directors

President's Report Sunday, August 27, 2023 Prepared by Keelan Buck

1. General Updates

- On behalf of the Board, I have signed the letter of engagement with MKP Chartered Professional Accountants so that they can begin their audit of the FPS's 2022-23 financial statements.
- I have reached out to Aïcha Ducharme-Leblanc, President of the Board of Directors of La Rotonde, uOttawa's francophone student media outlet, to introduce myself, our Board, and the main FPS staff. I also raised a couple topics of mutual and ongoing interest to our organizations, including the effects of the *Online News Act* and actions by Meta and Google.

2. Board Recruitment

- The Governance Committee considered this topic at its first meeting. I'll defer to the report from the committee for further information.

3. Board and Employee Social Activities

- All directors along with Simon and Bridget should have received an email outlining my plans for the fall training/social activity in the form of a campus and office visit as discussed at the last Board meeting. **Included is a request to reply to a Doodle poll to set the date. Please reply ASAP and no later than August 31.**

- As Bridget rounds out her complement of editorial staff, I will be reaching out to discuss the best time to plan a business-side-meets-editorial-side event. Given everyone's schedules and for the sake of spreading out activities, this may take place in the late fall or early new year.

4. Board Newsletter

- The Board newsletter was used last year to acquaint FPS staff with the people and activities of the Board. I suggest keeping up this practice at a manageable frequency this year.
- I also suggest we make the newsletter available to the public as a way to reach our large membership (whom we represent, after all). I'm eager to hear everyone's feedback on this idea.
- In preparation for the first edition of the newsletter, which is scheduled for September, I will ask directors to send info for a profile. Based on last year's, this would include name, optional but recommended photo, a bit about your professional background, and something a little more personal within your comfort zone (hobbies, favourites, fun-fact, etc.). Email with details will follow.

5. Scheduling Matters

- The next meeting of the Board is scheduled for Sunday, September 24, 2023 at 10:00 a.m. ET. A recurring calendar event has already been shared.



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Fulcrum Publishing Society – Board of Directors
Marketing and Community Relations Committee Report

Sunday, August 27, 2023 10:00 a.m. *via Zoom*

1. Committee Terms of Reference

- Under section 3)a. of the Terms of Reference for the Marketing and Community Relations Committee, the Committee recommends the Board remove the “Vice President” reference so the membership of the committee remains simply a minimum of 3 directors.
- The Committee voted in favour to recommend the Board adopt the Terms of Reference with that one recommended amendment.

2. Top-level ideas for the year

- The Committee discussed pursuing the idea of an **audience research and engagement survey**, to equip the Fulcrum with the information necessary to meet U of O students where they are. The committee agreed on a few initial steps to be taken before the next committee meeting, including connecting with La Rotonde and CHUO to gauge interest in pursuing this kind of project in tandem, and reaching out to contacts at the University’s communications department for suggestions on approach.
- The Committee also discussed the unfolding response to the former Bill C-18, the **Online News Act**, including the moves by Meta to block news links from Facebook and Instagram. The Committee agreed to convene a dedicated meeting to explore this issue, first hearing from the EIC and ED to gain a better understanding of the direct impact they have so far witnessed.
- The Committee additionally agreed to dedicate an upcoming meeting (or a large chunk of one) to discussing **revenue and advertising**, as a means to hear from the ED and EIC regarding pitches they’ve received and editorial concerns they may have. Similar to the discussion surrounding the Online News Act, this would be an initial forum to better understand the issues at play and at a later date, the committee could consider bringing specific recommendations forward to the Board.
- The Committee also heard from the EIC regarding 101 Week plans, and some ideas for future opportunities to get the word out about the Fulcrum, including a **speaker series**.

3. Next meeting

- The Committee agreed to explore options for a next meeting to be held on a Saturday or Sunday to better accommodate some of the deeper discussions around the Online News Act and revenue and advertising.