

Fulcrum Publishing Society
Board of Directors
Meeting Minutes
Sunday February 23, 2025
Zoom 10:00 AM—1:00 PM

Present: Keelan Buck, Siena Domaradziki-Kim, Agape Williams, Gabrielle Douglas, Emma Godmere, Ria Kunkulol, David Okengwu, Devin Beauregard, Vaishali Thapliyal (Executive Director), Kavi Vidya Achar (Editor in Chief), Andrew Wilimek (Editor in Chief)

Absence: Bhanu Bhakta Acharya, Tsungai Mazarire

I. Opening Matters

Meeting officially began at 10:05am.

1. Approval of Agenda

K. Buck moved to approve the agenda, seconded by G. Douglas. **Motion passed.**

2. Approval of January 26th, 2025 Minutes

R. Kunkulol moved to approve the minutes, seconded by K. Buck. **Motion passed.**

3. Approval of December 2024 Minutes

K. Buck moved to approve the minutes, seconded by S. Domaradziki-Kim. **Motion passed.**

II. Officers' reports

Editors-in-Chief (EIC) - presented by A. Wilimek and K. Achar

- The Fulcrum won publication of year
 - The EICs want to leverage this success in support of future goals, including making the Fulcrum brand more visible
 - A meeting with marketing team will be held to talk about options/possibilities
- The Fulcrum has removed google ads from website, looking to supplement with sponsorship from local businesses
- The Fulcrum hosted the UOSU general debates alongside la Rotonde; there was a large audience in attendance
- On social media, there has been a bump in followers due to collaborated Instagram posts
- The Editor in chief elections are proceeding as planned; the debate and election are scheduled for Monday March 3rd, 2025.
- Stories covered: UOSU elections, black excellence gala, etc.
 - Website metrics: low viewership when publishing articles, but lots of google referrals
- Social media metrics: gained 136 followers due to NASH and UOSU debates
- Upcoming activities: Spring performance evaluations, transition report, new EIC elections, and cleanup of processes to help future ED board members

- Nash takeaways:
 - Talked to other student papers and realized everyone is in the same boat
 - The Fulcrum was recognized by people even outside of uOttawa
 - CBC worker suggestion: on the editorial side, write an article/press release and share with potential sponsors
 - E. Godmere suggested this information be put into the transition report
- **Action:** K. Buck suggests the board organize an event to celebrate the editorial team (before the end of march, before finals)

Executive Director (ED) Report – presented by V. Thapliyal

- Financial snapshot
 - Chequing and investing differences are larger this month
 - V. Thapliyal can now access the TD account and download TD statements
 - Funding of \$20k from the special measures of journalism component of the Canada periodical fund
- Membership responses
 - The number of members has increased to 28, mostly from uOttawa and Fulcrum employees.
 - A Starbucks gift card, valued at \$25, was purchased using Aeroplan points, and will be used as a prize in the draw for members who registered before March 1st.
- Kitchen renovation: A contractor has been hired and will start work on renovations tomorrow. They will be working every day, starting at 9:00am for 2-3 hours, until the work is complete.

Treasurer Report – presented by R. Kunkulol

- No major updates this month.
- R. Kunkulol is waiting to hear back from the marketing committee regarding merchandise designs, but will meet with A. Williams if all else fails

President's Report – presented by K. Buck

- Designing the budget: Both the HR and finance committee need to meet in the coming weeks to have a discussion on the budget design for next year and the grant received
- Membership onboarding: President will work with governance committee on holding up to promises (board newsletter, gift cards)
- K. Buck is stepping down as president in May 2025, but will be remaining as a member of the board until the term ends in October.

10-minute recess (11:18am-11:25am)

III. Committee Reports

Report from the Governance Committee – presented by D. Beauregard

- The Governance Committee met to prioritize its next steps. In the coming weeks and months, the Committee will be focusing on the following items/priorities:
 - Ongoing membership recruitment.

- o Planning for new board membership/recruitment
- o The Fulcrum's Strategic Plan

Report from the Finance Committee – presented by R. Kunkulol

- A meeting will be planned in the coming weeks, but no other updates at this time.

Report from the Marketing Committee – presented by A. Williams

- A meeting will be planned in the coming weeks, with the intent of providing an update on merchandise designs for R. Kunkulol.

Report from the HR Committee – presented by K. Buck

- The Committee will be working with the Finance Committee on compensation numbers for employees.

IV. Business from the floor

- **News Editor:** A. Wilimek provided an update on the hiring process to hire a new news editor. A candidate has been selected.
 - o **Motion:** K. Buck moves that the board ratify the hiring of Kristen Lupsor as news editor, as presented by the Editor in Chief, seconded by R. Kunkulol. **Motion passes.**
- **Board recruitment:** K. Buck noted that S. Coakeley (former ED) has been approached regarding the possibility of joining the board. No decisions have been made on either side.
 - o There are two vacant positions on the board.
 - o Some of the profiles under consideration for roles would be individuals with legal or financial expertise.
- No updates from motion tracker.
- K. Buck has revised the workplan to account for the change in the Fulcrum's cycle.
 - o May need to make December meetings a fixture moving forward given the new cycle and its start/end dates.
 - o Formalizing newsletters.
 - o

In-Camera

Motion: K. Buck moves to move the meeting in-camera, seconded by S. Domaradziki-Kim.
Motion passes.

- Move to in-camera began at 11:57.

Office Matters – Presented by K. Buck

- **No motions passed.**

HR Matters – presented by K. Buck

- **No motions passed.**

V. Out of camera

Motion: K. Buck moves to move out of camera, seconded by S. Domaradziki-Kim. **Motion passed.**

- Move to out of camera at 12:06pm.

VI. Adjournment

• **Motion:** A. Williams moves to adjourn the meeting, seconded by S. Domaradziki-Kim. **Motion passed.**

- o Meeting adjourned at 12:07pm.