



commerce
undergraduate
society

CUS Board of Directors Minutes

June 6th, 2011

Start Time: 6:39pm

Present: Vitor, DavidH, Tim, Klazina, Andrea, Chrisanne, Lilian, Mandy, Jackie, (Sara), (Andrea), (David L)

Late: Dylan

Absent: Enzo, Jacky, Anna, Johannes

- **Call to order and adoption of the agenda**
 - Attendance
 - Approval of Minutes
 - Adoption of the Agenda

- **[Presentation] JDC West Bid Proposal- Pia & Andy- see powerpoint**
JDC Info : http://jdcwest.cusonline.ca/?page_id=58

Questions/ Discussion

- Dylan: You have your cost of transportation number, is it fixed or does it matter how far venues are from each other? What have you looked at in terms of this?
 - Is quote for delegates and haven't negotiated with transportation yet, but is rate to get people from place to place. Generally buses rented in 5 hour blocks so not extremely price sensitive
 - Klazina: Are you looking at hotels elsewhere?
 - No, rather showcase downtown
 - Have been talking to SandMan downtown
 - How will you budget in the time and logistics?
 - Compared to Alberta our JDC West logistics and transportation are a bit further; we are looking at a 25 minute bus ride but not extremely significant compared to Alberta or Saskatchewan (their transportation times were about 17 and 12 minutes respectively to get to location)
 - Dylan: who do you have for high-level sponsors?
 - Considering CGA; consulting BCG; one investment banking company; PWC; Scotiabank; Telus: maybe BC Hydro
 - Andrea: what is your timelines as far as sponsorship?
 - The JDC bid process is contingent on school support; need rough numbers
-

- solidified by July if going through with this bid
 - We're meeting fast because I (Pia) am going on exchange
 - Very hard for corporate sponsor to lay money on the table during a bidding process with no confirmations
- Chrisanne: you said you have high and low-level sponsors, I'm assuming you'll give sponsorship advertising? What's the difference in benefits for high and low-level sponsors?
 - Hoping firms will work with us on intimate scale (provide judges, look for recruits, etc)- more of an HR thing for these companies than marketing, but for the CUS this partnership will be more of a marketing thing for you
- Chrisanne: If we give \$35,000 would we receive more benefits than someone giving say \$20K?
 - Yes; working out tiers still however in terms of benefits
- DavidL: is it almost contingent on us contributing money before you approach the dean's office?
 - No; just how timeline worked out
 - See both the CUS and dean's office as partners in this, just couldn't get meeting with dean's office before you guys; hard to go forward though in bidding process if don't have the support needed
- Andrea: Do you have low-level sponsorships you want to target?
 - Have hundreds
- Andrea: any idea how much will be giving you?
 - 29 sponsors 2011 in Saskatchewan, looking at those; looking for \$1000-\$5000 and not giving marketing

Discussion

- DavidH: would come out of this year's budget?
 - No; come out of surplus
- Tim: JDC last year contributed \$51,000 and was slightly higher than usual because of flights
 - Dylan: higher because coordinator decided to book flights last-minute and airline charged us huge rates
- Tim: portion of our budget was to cover our competitors' flights but if it is hosted in Vancouver we won't have to contribute to this, so wouldn't our contribution be lower this year?
- Dylan: you also have to factor in the organizing team; we are supporting people running an event
- Tim: typical contribution covers JDC flights but if we don't have to do this, we would be contributing less in 2013, which also means our actual contribution will be less, which means the \$35,000 contribution being asked for isn't really \$35,000
- Pia: to clarify, this is a bid proposal for JDC 2013 organizing team, DIFFERENT from competing committee
- DavidL: how much is delegate fee?
 - \$310 this year, \$320 possibly

- Klazina: how much spend on flights last year?
 - o \$600 round trip, 52 students
 - o \$31,000 overall for flights; students paid \$400 to us
 - o Overall contributed for jackets, etc as well
 - o We subsidize the whole experience
- DavidL: spending perspective, last year spent \$50,000 and this year \$40-\$50,000
- Dylan: think last year was an anomaly, wont be \$50,000 if we're proactive in finding good flight tickets
 - o \$300 perhaps to Edmonton
- Klazina: I'm sure many volunteers will be first and second years and they therefore can see what JDC is and how they can get involved; that's part of the value we get
- Mandy: do the volunteers stay overnight?
 - o Depends; some will be needed at hotel and will stay; some needed at school and will stay at school
- Lilian: I think \$35,000 is a small price to pay for what we're getting out of it and I think we should go through with it
- Klazina: Is anyone against it/have reservations about size?
- DavidL: think it's a little early to decide on a firm number; will we charge students \$450 to be on team when it's held in Vancouver? We will lower it and the CUS will be contributing \$20-\$30,000; probably still need to put more money in unless we charge our competitors the same amounts which I don't think we should be; it's still early though
- Dylan: I'd like to see reward-based model- this is a one-time event and we have the chance to make this a bigger and better event, and I think we should contribute \$35,000 but have a bonus for certain attributes if can make thing better and more valuable
 - o Not our decision to make
- DavidL: hard for us to keep control
- Klazina: I do like the idea of baselines and tiers, maybe \$15,000
- DavidL: comfortable with \$15,000; if can see bid package before August and see how it looks and make decisions on reward-based system but this is still premature
- Chrisanne: does it matter what amount we decide on or do we just need to show our support?
 - o Would like numbers in August; have a month to know how much dean's office and CUS is contributing
- Klazina: if they want number by the end of the month, is it feasible?
- DavidL: I'm more comfortable hearing what the dean will be contributing; I think we've already decided we'll be partners, but we still need more time to make this decision; can afford \$35,000 if we cap the surplus but it's rash decision
- Klazina: so how about a guaranteed baseline perhaps, assuming the dean provides support?
- DavidL: could comfortably say \$15-\$20,000 right now and revisit the rest later on
- Tim: could we agree on a motion to support a bid on JDC for at least \$20,000 and perhaps Pia and Andy could come back again for a follow up on how it went with the dean's office and then we can gauge how much support is still needed?
- Dylan: lets put this into context: JDC West is the biggest competition in western Canada;

we don't host it once every two years like we used to, this is our chance to show everyone what Sauder is like, but also our own recruitment and other people in community; JDC has the power to go out to larger sponsors the CUS currently doesn't have and it is able to connect those participating students. We can pass the \$20,000 motion, but I strongly ask we consider giving them the money they ask for and give them additional support as a reward if they can enhance the size and value

- Tim: are you concerned we're only giving \$35,000 at end of day?
 - o I'm concerned that jumping in with only \$20,000 today is going to spook other sponsors; this is not huge number given our size and scale
- Tim: I think CUS board isn't settling on \$20,000, this is just our baseline; I don't think they're talking to sponsors excessively yet
- Tim: the fact is that it's not up to \$20,000, it is at LEAST \$20,000, we are not ending the discussion here, we just don't want to go all the way right now
- Dylan: why aren't we comfortable going all the way?
 - o DavidH: quite rash
- Andrea: as a sponsor I am comfortable giving the \$35,000-it is a good value, \$20,000 is a deposit; I think if we gave \$35,000 they wouldn't cost save; we could give money based on need not reward
- Dylan: I'm just saying it raises the bar for sponsorship
- Pia: lets say \$20,000 today, \$15,000 based on the dean's office- is this contingent on the dean's support?
 - o We can always reconsider; hard to set a number, I think we're all for it but we need confirmation
- Andy: hypothetically we could spend \$500,000 without being prudent, but to put this into perspective, CGA hasn't signed a contract with JDC 2012, and for us to have \$20,000 on the table by August, we would like support
- DavidL: we need to take this one step at a time, the support is there (\$35,000)
- Dylan: you're willing to pass a \$20,000 motion?
 - o Yes
- Dylan: seems like a timid move, like we don't trust this presentation
- Andrea: we're just saying that we're here if they need more money
- DavidH: in the past how much have undergraduate societies contributed?
 - o Don't have numbers
- DavidH: I don't think \$20,000 will hurt us, still large amount
- Klazina: I would like to put forward a motion that we support JDC West with minimum amount of \$20,000

Voting Phase

BIRT the CUS Board of Directors supports JDC West with a minimum financial amount of \$20,000.

For: Unanimous

Against:

Abstain:

Motion passed.

- **In Camera Item**

Dylan: I'd like to motion to in-camera with the inclusion of the executive members

Motion to move in-camera with executives: Unanimous, 7:30pm

Motion to move out of camera: Unanimous, 8:03pm

- **Updates from the Board & Committee Updates**

- Andrea:

- Wrapped up ISES logistics; getting signage and banners to them for CUS
- Will be meeting with conference people in coming weeks for updates; I will be needing board insight on Enterprize things and will need more input on how the money is being used
- CR breakfast on June 14th at Vancouver Club, major sponsors will be there
- Getting CR package made so can start meeting with sponsors after the breakfast
- Working on getting most of meetings and event planning done

- Sara:

- First Social Space Expansion meeting tomorrow with Michael Kingsmill; go over what doing by end of summer (proposal for Dean Dan); small but effective committee
- Ruth and I looking at healthy minds initiatives in Sauder (nothing really right now)- stress and health; working with people from UBC Wellness Centre
- Working with James Shaw to create first year student handbook for new students in September (how-to guide for Sauder)
 - Dylan: Seuree is working on academic page FYI
- Sara: looking for graphic designers and writers; backing from UGO, committees all doing their planning (Easter Seals Relay coming up); CCP stuff

- DavidL:

- Working on budgets- helping Frosh find night event venues and getting resistance for capacity
- Budgets- people asking for more money, right now need to make sure filter out some unnecessary things and keep people happy while doing it

- Klazina: not many updates; met with budget committee

- Tim: on budget committee, BAFCom and supposed to have meeting for each; all cancelled; not too much at last AMS meeting
 - o Met with DavidL to talk about strategy to talk to AMS about getting interest from money sitting in bank right now; hoping to have something presented to AMS council by mid-July
 - o Working on Sub 24-hour access for exam period
 - o Building Committee- Met with Tom Ross re: CG Lounge; meeting with architects in mid-June to talk about CUS recognition- similar setup as donors to school in past have received
 - o Skyped with Julie about lounge as well

- Mandy: updating Facebook pages and keeping students updated on CUS opportunities; making effort to volunteer at Frosh
 - o Planning to put out survey to see what students want from us this year once gain more Facebook popularity
 - o Just joined budget oversight committee

- Lilian: budget oversight- had chat other day re: Arc Initiative and decided would like to pursue brainstorming various options can look into ; thinking of setting up meeting to do so
 - o Tried contacting Tato about things we want to hear from him about re: criteria, funding for Arc; just got back to me recently so meeting soon
 - o Waiting on first draft of budget to be run through

- DavidH: contributed surplus- holding off on CLC decision proposal; this is okay with the CLC and we can get back to them later in summer when equipment come in
 - o Do have budget and purchasing money but only faculty members, grads, and undergrads
 - o When all stuff comes in can go in and see what we need
 - o Thought best course was to wait and see what they get

- Dylan: how did it get from getting all equipment from LTS to having to buy it all? Seems like cost-cutting method for Sauder and we're feeling the effect
 - o They do have a budget but I didn't think it was necessary for us to cut them a \$30,000 cheque to purchase equipment for us

- Tim: we need to evaluate that CLC equipment is sufficient
- DavidH: survey I conducted confirmed where student demands lie; laptops weren't something students really need and yet they were really pushing for those

- Chrisanne
 - o next week going to ombuds and advocate orientation- meet different officers on campus so if students have problem I can refer them to this person

Motion to go in camera: Unanimous 8:25pm

Out of camera: 8:43

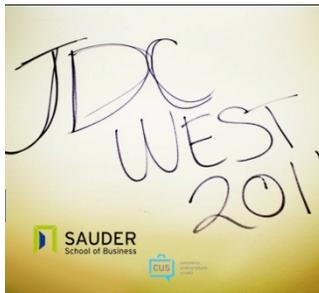
- **Other business**
- **Next meeting**

TBA

- **Adjournment**

BIRT that the meeting is adjourned

End Time: 8:43



JDC West 2013 - Funding Proposal

Andrew Nesta | Pia Ghosh

JDC West 2013 Theme: Lasting Impacts



“*LASTING IMPACTS*”

Environmental sustainability
Economic sustainability



Long term strategic thinking
Long term implementation strategy



Clear vision
Commitment to put forth action



What is JDC West?



3 days of **competition**, socials, and fun

Academics

- Accounting, BusStrat, Entrepreneurship, Finance, HRM, IB, Marketing, MIS, NPO, Tax
 - 3 hr cases
- Debate
 - 2 days of competition

Athletics

- 2 athletic sporting competitions
- 2 days of competition

Social

- 12 social challenges
- 2 days of competition

Development of critical thinking skills and leadership potential

➤ Western Canada's largest student run business competition

JDC West 2013 - Lasting Impacts



3 days of **competition**, socials, and fun

Academics

- Accounting, BusStrat, Entrepreneurship, Finance, HRM, IB, Marketing, MIS, NPO, Tax
- **PROPOSAL: ETHICS**
- Debate
- 2 days of competition

Athletics

- 2 athletic sporting competitions
- **Sport 1 - Netball**
- **Sport 2 - Badminton**
- **Sport 3 - Aquatic Medley**
- All events contained on campus

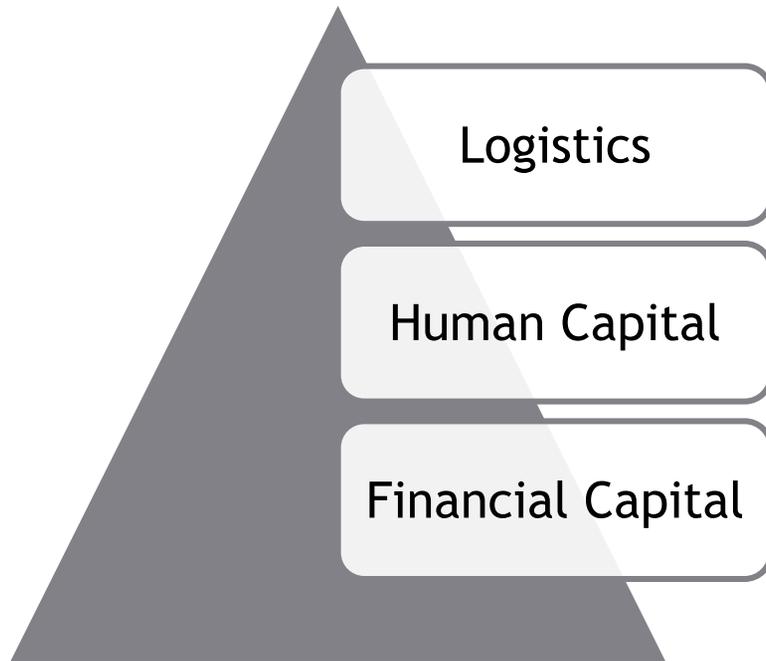
Social

- 12 social challenges
- 2 days of competition

Development of critical thinking skills and leadership potential

➤ JDCW 2013 will be hot-to-go

Recap: Scope



Hotel - 480 room nights, 5 meals, night events

Transportation - 600 students, multiple trips

Venues - Night events, Gala

Executive (10), Organizing committee (15), Event volunteers (100)

Budget of about \$400,000, sponsorship of over \$200,000

➤ What is required to host JDC West?

Where we're at: Hotels, Venues, Transportation



Hotels

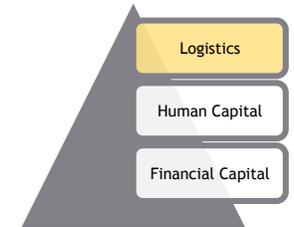
- Hyatt*
- Marriott*
- Sandman*
- Sheraton
- Four Seasons

Venues

- Vancouver Convention Center
- Richmond Olympic Oval*
- UBC Rec
- Henry Angus*

Transportation

- Greyhound
- Translink



➤ Process of compiling and negotiating quotes

Where we're at: Organizing Team, Volunteers



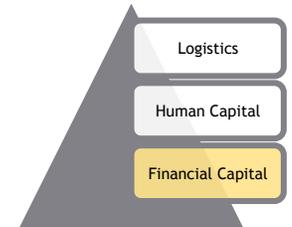
➤ Low HR needs until January 2012

Where we're at: Budget, Sponsorship



Expenses

Delegate:	Hotel Rooms	\$77,280.00
	Food	\$56,160.00
	Delegate Packages	\$10,000.00
Events:	Gala	\$50,000.00
	Night Venues	\$15,000.00
	Security and insurance	\$ 5,000.00
	Night event A/V	\$15,000.00
Operation:	Pre-event	\$20,000.00
	Transportation	\$35,480.00
	Marketing/Promotions	\$ 5,000.00
	Volunteers	\$ 1,500.00
	Miscellaneous	\$30,000.00
Competition:	Sports Expenses	\$ 7,500.00
	Social Competitions	\$ 3,000.00
	Academic Materials	\$25,000.00
	Academic Judges	<u>\$15,000.00</u>



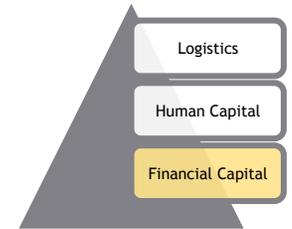
Sub total	\$370,920.00
5% buffer	<u>\$ 18,546.00</u>
Final	\$389,466.00

Where we're at: Budget, Sponsorship



Expenses

Delegate:	Hotel Rooms	\$77,280.00
	Food	\$56,160.00
	Delegate Packages	\$10,000.00
Events:	Gala	\$50,000.00
	Night Venues	\$15,000.00
	Security and insurance	\$ 5,000.00
	Night event A/V	\$15,000.00
Operation: Pre-event		\$20,000.00
	Transportation	\$35,480.00
	Marketing/Promotions	\$ 5,000.00
	Volunteers	\$ 1,500.00
	Miscellaneous	\$30,000.00
Competition: Sports Expenses		\$ 7,500.00
	Social Competitions	\$ 3,000.00
	Academic Materials	\$25,000.00
	Academic Judges	<u>\$15,000.00</u>



Sub total	\$370,920.00
5% buffer	<u>\$ 18,546.00</u>
Final	\$389,466.00

Where we're at: Budget, Sponsorship



Revenue

Delegate Fees

\$187,200.00

Total known

\$187,200.00

Expenses

Total

\$389,466.00

Net Deficit

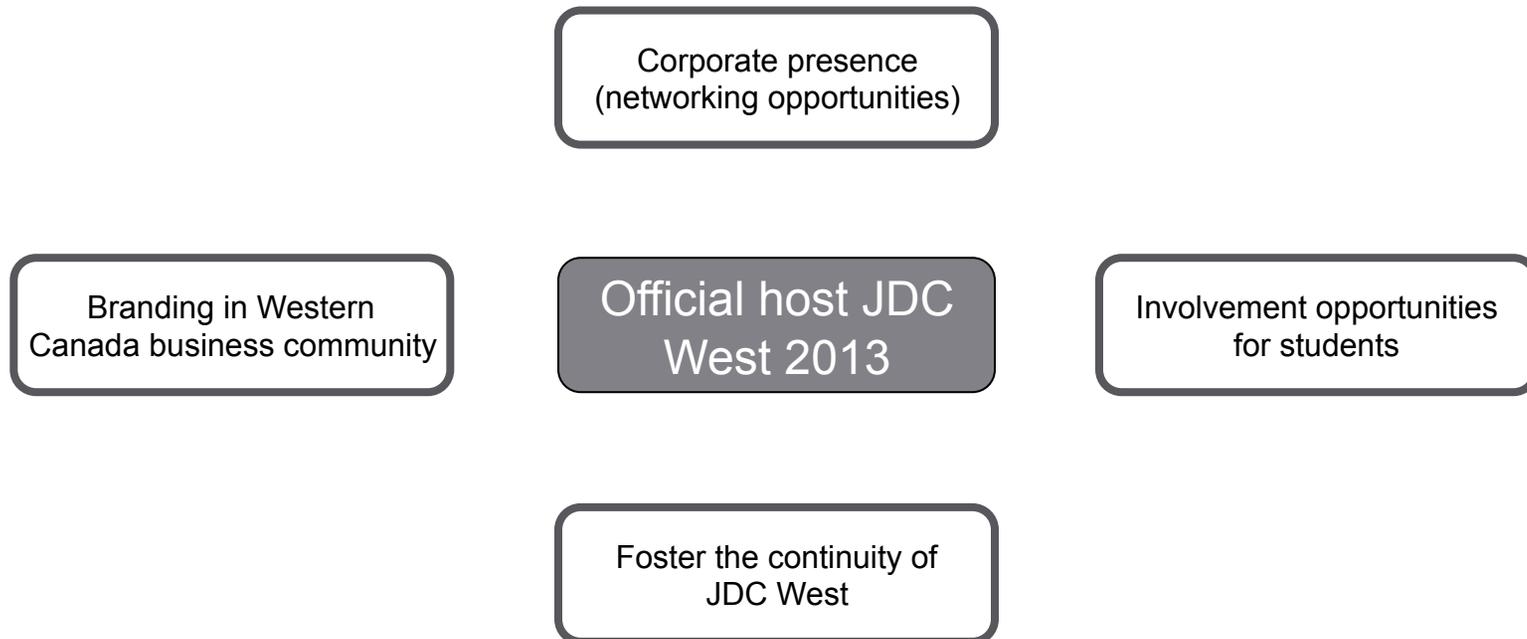
\$202,266.00

Logistics

Human Capital

Financial Capital

What's the value for the CUS?



➤ The value lies in “brinin’ the competition back home”

Sponsorship Breakdown



Net Deficit **\$202,266.00**

Dean's Office	\$50,000
High Level Industry Sponsors (5)	\$100,000
Low Level Specific Sponsors (15)	\$20,000

CUS Contribution **\$35,000**

>> Total CUS Contribution: \$35,000



Thanks!

Questions?