

# Board of Directors Meeting Minutes

August 26<sup>th</sup>, 2013 at 6:00 P.M.

Henry Angus Building, Room 296



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*\* Note: presentations and/or proposed motions from parties other than the members of the Board of Directors should be requested to be included on the agenda at least five (5) days in advance of a meeting by contacting the Chair, Cole Leonoff, at [chairperson@cus.ca](mailto:chairperson@cus.ca) – materials received past this point may be considered for the subsequent meeting’s agenda at the Chair’s discretion.*

## Attendance

Name	Position	Present ("X")	Late ("X")	Proxy
<b>Board of Directors</b>				
Enzo Woo	President			
Cole Leonoff	Commerce Student Senator (Chairperson)	X		
John Lee	Alma Mater Society Representative	X		
Lauren Telford	Alma Mater Society Representative	X		
Graeme Nixon	Fourth Year Representative	X		
Sean Fleming	Fourth Year Representative	X		
Maria Fung	Third Year Representative	X		
Tony Han	Third Year Representative (Vice-Chairperson)	X		
Benjamin Gardiner	Second Year Representative			Robert
Mark Sha	Second Year Representative			Ben Chen
<i>Vacant</i>	First Year Representative			
<i>Vacant</i>	First Year Representative			

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<b>Executive Council</b>				
Niloufar Keshmiri	Vice-President, Academic Affairs	X		
Gillian Ong	Vice-President, Engagement			
Jasmine Yeh	Vice-President, External Affairs			
Jason Cheung	Vice-President, Finance		6:50	
Thea Simpson	Vice-President, Internal Affairs	X		
Benjamin Chen	Vice-President, Marketing and Communications	X		
<b>Other</b>				
Tom Tang	Ombudsperson	X		
Hannah Vandenberg	Administrative Director	X		

**Recording Secretary:** Hannah Vandenberg

**Guests:** Ram Maher (Student At Large), Robert (acting as proxy)

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## A. Call to Order

*The meeting was called to order at 6:11  
Move John, Seconded Sean*

*...the motion carries*

## B. Amendments to and Adoption of the Agenda

At the suggestion of Nil, and opposed by none, the exec updates were struck from the agenda and the topic “Code Changes” were moved up before NSCC.

*Be it resolved that the agenda be adopted as amended.  
Moved: Nil, Seconded: John  
Objections: None*

*...the motion carries*

## C. Approval of Minutes

None

## D. Chair’s Remarks

None

## E. Other Business (Pt. 1)

I. Revisions to the Code of Procedure (To Be Circulated) - Cole Leonoff

*Be it resolved that the Board of Directors approve the changes to the Code of Procedure as presented.  
Moved: Sean, Seconded: John  
Objections: none*

*...the motion carries*

## F. Presentations to the Board of Directors

### I. National Strategy Consulting Conference

- Table of contents: Conference overview, date of conference, corporate sponsorship, budget summary, NSCC request to the CUS
  - CONFERENCE OVERVIEW
    - 2 days → starts Friday, goes to Saturday. The actual conference is on Saturday
    - Reaching out to 16 different schools

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- Think we can get 7 firms to come; we don't have confirmation, but they are all interested. Their attendance is dependent on logistics (Toronto/Calgary/Seattle firms will be more of an issue, as opposed to local firms).
- DATE
  - Want February 28<sup>th</sup> - March 1<sup>st</sup>; this is apart from all other events and away from interview season. This date is near a big Vancouver attraction and therefore there is more incentive for consulting firms to come
  - >Question (Sean): you moved it from November to March since the last time we saw you; Is that because you won't be ready? Because having it in November was part of the conditions of your funding...
  - >(NSCC): Yes, that is why.
  - >(Sean): Also, most midterms are right after reading break, which is the same time as your conference.
  - >(NSCC) Most are actually the week before reading break. November is a great date, but it's too fast right now. In the future we do plan on moving the conference to November.
- CORPORATE SPONSORSHIP
  - We had to get \$20,000 by the end of summer.
  - Hyatt regency hotel provided the NSCC with 20,763 in in-kind sponsorship to ensure a successful launch.
- BUDGET SUMMARY
  - Total expenses: \$44,061.16; total revenues: \$47,950.00; total difference: \$3888.84
- REQUEST TO CUS
  - 1<sup>st</sup>) Date change to Friday Feb. 28- March 1<sup>st</sup>; 2<sup>nd</sup>) Maintain the 21,350 sponsorship amount to ensure a successful running of the NSCC; 3<sup>rd</sup>) Waive the min 20,000 in corporate sponsorship condition in the initial funding application

## Questions:

- Tony: with the regency, do you have to go back next year?
  - (NSCC): No, we made sure not to put that in the contract
- Sean: Do you worry about the sustainability of your event? The Hyatt isn't going to give you the same rate next year.
  - (NSCC): I think they see it as investing in us; we're not necessarily worried about it. As far as sponsorship goes, we hope that after the first year more firms will want to sponsor us because the event will be a success, so we won't have to rely so much on the Hyatt anyway
- Sean: will you be seeking corporate or firm sponsorship in the future?
  - (NSCC): We have been trying with firms in Vancouver. KPMG is going to sponsor us, so is Deloitte, we just haven't signed anything yet.
- Sean: how many people will be attending?
  - (NSCC): 96 competitors in the case
  - (NSCC): 80 from the conference are from Sauder, 20 are from other schools, 50 are professionals. (250 people in total).
- John: how many people are on a team?
  - (NSCC): 4 per team

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*Be it resolved that the Board of Directors commit \$21,350 in financial sponsorship for the National Strategy Consulting Competition & Conference.*

*Be it further resolved that the Board of Directors rescind its previous motion to fund the Conference as approved June 27<sup>th</sup>, 2013.*

*Move: Sean, seconded: Lauren*

\*Note: because of the second clause, this motion requires 2/3<sup>rd</sup> majority approval to pass.

Discussion:

(Sean): Worried that we had two conditions and neither were met. But I see that they have made up for it a bit, so it's fine. I worry about the ongoing sustainability of the event once the Hyatt increases prices next year.

*Objections: none*

*Abstentions: Graeme*

*...the motion carries*

## II. Executive Mid-Year Reports

### 1. President:

1. Hiring service councillors went well. Many applications. Ben did well marketing it.
2. Done restructuring so we can support new services. Putting student funds where they should be. Making sure we are represented by all services
3. Much contact with the Dean's office and the UGO. Meeting with the Dean and Darren Dahl.
4. Had difficulty with relationships being away, but will get better upon return
5. (SEE DOCUMENT SENT OUT)
6. Would rate overall performance at a 7 so far. Achieved many of the original goals, but I haven't been able to participate at the level I would like because of my absence from the city.

### 2. Academic:

1. Major changes to be presented with the budget for BCC
2. Discussed implementation of flexible learning and MEoT. Awaiting results of the academic experience services (mid-July)
3. Advocating for student representation on committees
4. Established the list of case comps being funded by the Dean's office
5. Met with Ruth from the UGO to establish basis for communicating mutual funding initiatives
6. Attending AMS meetings for Enzo
7. Participated in the consultation process for budgeting, over 300,000 deficit, going over bylaw changes for the upcoming referendum and looking at reaffirming expired motions
8. Met with IBC and Imprint as well as the general budget committee to discuss budgeting

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9. Going to work on the re-evaluation of services
10. Goal: the RACI model
3. Engagement:
  1. None
4. External Affairs:
  1. ICABC Pitch Day (June 10<sup>th</sup>)- 11 services/events presented to Deloitte, E&Y, PwC, KPMG, and CGA/CMA/CPA
  2. CR Progress: Marriott Referral offer; Collective Hotels Negotiation; CR breakfast (July 30<sup>th</sup>)
  3. Dates Finalized (roughly): IBC- Sept 28<sup>th</sup>; Chasing Sustainability- Oct. 25<sup>th</sup>; Enterprize- Feb. 15<sup>th</sup>; Me Inc.- Mar. 14; Imprint- Mar. 21<sup>st</sup>
5. Finance
  1. Budgeting: 2 hours away from being completed. Helping fincom help their services to make their budgets.
  2. Annual report → Goal: to be published before September
  3. Budget can be published any time
6. Internal Affairs
  1. Awards Night moved on campus
  2. AVPI been working on business card contract
  3. Business Week coming up soon → no major changes.
  4. JDC has a lot of sponsorship; getting ready for September hiring
  5. Business cards: all issues have been resolved
  6. September bookings: there are many. Challenge: who's booking student spaces; wanting to talk to the dean about which spaces are actually available
  7. Clubs committee is coming soon
7. Marketing:
  1. Things are going smoothly. Summer hasn't been overly demanding as far as marketing goes
  2. CUS Legacy: Moving forward
  3. Yearbook: Editor has dropped the project. Fortunately it is 80% done.
  4. Upcoming projects:
    1. Marketing boot camp → trying to improve marketing. Trying to make everything simpler. Main source of information for students: CUSunday
    2. Best marketing award → trying to push an award for the best marketed event of the year. Encourages different and unique marketing. People will apply for the award, write a case study, a panel of judges will review all contestants.
    3. Advanced social media plan → many unneeded social media accounts. Planning on meeting up with members of the CUS to make these channels more efficient.
  5. Cavalier is cut down to 6 issues due to budgeting cuts
  6. Prospectus is finished
  7. Sauder Squad has moved from the marketing portfolio to engagement portfolio
  8. CUSunday was sent out successfully to first years; email list is fixed!
  9. CUS Sponsorship branding guidelines
  10. This year's important thing: flagship calendar with the biggest and most important events

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## **G. AMS Representatives' Reports**

1. Terry fox run!
2. New SUB→ moving along. Additional unforeseen costs over 3 million. The January 2015 opening is delayed. UBC won't lend them anymore money. Creative accounting going on
3. Shine day is September 7<sup>th</sup>
4. AMS services review happened: small changes occurred

## **H. Commerce Student Senator's Report**

1. No senate meetings over summer; one is coming up soon

## **I. Other Business (Pt. 2)**

### **I. Approval of the Revised Terms of Reference for the Commerce Student Space Expansion Committee (Circulated) - Cole Leonoff**

*Be it resolved that the terms of reference for the ad-hoc Commerce Student Space Expansion Committee be approved as presented.*

*Moved Graeme; Seconded: Sean*

*Objections: none*

*...the motion carries*

### **II. Nominations for Election to the Commerce Student Space Expansion Committee**

*Be it resolved that Lauren and Tony (2 x members of the Board of Directors) be appointed to the Commerce Student Space Expansion Committee for the duration of the term of the current Board of Directors.*

*Moved: Graeme, Seconded Sean*

*Objections: none*

*...the motion carries*

### **III. International Business Conference - Sean Fleming**

*Be it resolved that the Board of Directors approve the transfer of the International Business Conference brand and all associated promotional materials to the International Business Club.*

*Moved Nil, seconded Lauren*

At the suggestion of Sean the motion is amended to:

*Be it resolved that the Board of Directors authorize the Executive Council to transfer of the International Business Conference brand and all associated promotional materials to the International Business Club.*

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*Be it further resolved that the position of “International Business Conference Chairperson (Co-Chairpersons)” be renamed “Top 40 Under 40 Breakfast Chairperson (Co-Chairpersons).”*

*Moved Sean, Seconded John*

*Objections: none*

*...the motion carries*

## J. Discussion

### I. Shinerama Support - Lauren Telford

1. Fundraising Goal: \$60,000
2. Last year CUS’s contribution: \$0
3. In the future, we should have a member of service council be the “Shinerama Coordinator” for the CUS. Want to make this a position for next year’s hiring under CCP
4. Shinerama starts in the beginning of August and goes through September
5. 12 events occur; someone could promote these.
6. This year some complications arose and held up the pre-August hiring, so we got a late start

### II. Sponsorship Proposal

*Be it resolved that the Board of Directors move in-camera.*

*Moved: Sean, Seconded: Nil*

*Objections: None*

*...the motion carries*

### III. Business Career Centre Funding Proposal

(Still in camera)

### IV. Endowment Fund / Commerce Student Space Project

(Still in camera)

*Be it resolved that the Board of Directors end its in-camera session.*

*Moved: Lauren, Seconded: Nil*

*Opposed: none*

*...the motion passes*

### V. Regular Meeting Time for the 2013/2014 Fall Term - Cole Leonoff

Thursdays at 6:00 pm

Two week interval

## K. Next Meeting



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The next regularly scheduled meeting of the Board of Directors shall be the 12<sup>th</sup> (second week of school).  
Additional short meeting on the 5th at 6:00 pm

## L. Adjournment

*There being no further business, be it resolved that the meeting be adjourned at 9:25 PM  
Moved John, Seconded Nil*

*...the motion carries*