

Board Meeting Minutes

Sunday, August 30th, 2015 at 2 P.M.

Henry Angus Building, Room 295

Note: Meetings are open to the General Membership of the Society Unless Otherwise Deemed In-Camera

Note: Presentations and/or proposed motions should be requested to be on the agenda at least three (3) days prior to a meeting by contacting the Administrative Director, Angela Li, at angela.li@cus.ca - materials received past this point may be considered for the subsequent meeting's agenda at the Administrative Director's discretion.



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A. Call to Order and Adoption of the Agenda

The meeting was called to order at 2:06 PM.

- I. Attendance and Confirmation of Quorum

- II. Amendments to and Adoption of the Agenda
 - i. *Moved: Alex | Seconded: Fred*
Be it resolved that the agenda be adopted as presented.

*In favour: all
Opposed: none
Abstentions: none
...the motion carries.*

B. Membership: Introductions, New Members, Declaration of Vacancies

C. Presentations to the Board of Directors

- I. Sauder Summit
 - i. Presentation brief:
 1. Value Proposition
 - a. Job Opportunities
 - b. Sauder Students on the International Stage
 - c. Networking
 2. Past Sauder Summits Overview
 3. Past Sauder Summits Schools
 4. Past Sauder Summits Feedback
 5. Alignment with the CUS
 - a. Personal
 - b. Professional
 - c. Academic (UBC-only competition)
 6. New for 2016
 7. The requested Amount: \$45,000. 50% of the budget.
 - ii. Q&A:
 1. Vanessa: the requested funding from last year was \$30,000. Where does the extra \$15,000 go to? Why is there an increase?
 - a. We are holding more events this year, especially the UBC-only competition. We are also making our workshops bigger this year.
 2. Vadim: since you are increasing your cost, are you increasing your revenue stream?
 - a. We want to either get more funding from the CUS or we will have to give burden to the students.
 - b. International students are getting funding for their flights from their own community.
 3. Vadim: are you charging Sauder students for the competition?
 - a. Yes, we are charging \$150 for each team. But it is just to make sure that they attend and not drop out half way.

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4. Fred: last year the competition was regional. Was there school from other regions?
 - a. There were teams from BC, Washington, etc. There was video contest for first round; in that round, schools from other regions have joined. However, in the final round, only UBC teams were competing.
5. Vanessa: where is the UBC-only competition is going to be?
 - a. It will held in UBC.
 - b. It will be accommodated to the new budget.
6. Fred: where would you get the funding if you can't get funding from CUS?
 - a. UGO support.
 - b. Students.
 - c. External sponsors. We will try out best to get more sponsors. However, there is no guarantee that we achieve our goals. If we can't achieve our goals, student experiences may be compromised.
7. Vadim: which part will get cut first if you don't get funding from the CUS?
 - a. Awards gala. The event will still happen, but it will not be as nice.
8. Michael: if you cannot get funding from the CUS, will everything still happen?
 - a. This year we have new workshops and UBC-only competition. If we don't get CUS funding, we will focus our resources just to main event.
9. Vanessa: can you give us more information on the UBC-only competition. What is your timeline?
 - a. International competition will be unchanged. It will happen in March.
 - b. The newly added UBC-only competition will happen at the end of January. 16 teams will compete. Winner represent UBC in March.
10. Vanessa: why didn't Sauder Summit implement UBC-only competition in the first place?
 - a. Kin Lo: I helped design this competition. We didn't include UBC by design, because it is perceived biased, if we have own team in our own competition.
 - b. Kin: Now that we've run it for 3 years. We have a good reputation. We are less concerned about the biased issue.
11. Vanessa: if a Sauder team does win, what is the action plan?
 - a. Kin: There will not be any issue with that.
12. Vanessa: when you say UBC-only competition, is it open to all UBC faculties, or just Sauder?
 - a. All faculties' students can compete.
13. Vanessa: are you seeking for more sponsorship? Your current sponsorship revenue is only 8.5K. If your competition is so highly regarded in the business community, how come there is so little sponsorship revenue compared to the total budget?
 - a. Kin: the students have been working hard on getting sponsorships. A lot of potential companies have regional budget, instead of national budget. They spend sponsorship on students based on the benefit they see. The difficulty with an international competition is that students come from different regions. Companies will not get benefit if they sponsor international students from different regions.
14. Fred: why is there no funding from UGO this year?
 - a. Kin: When we first launched, the Dean's Office funded a one-time \$30,000. In the second year, the Dean's Office funded \$10,000, and that money came out of the UGO. In the third year, FROSH incident happened, the Dean's Office

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had to do some reallocation, and reduced budget for student activities. That is why currently there is no funding from the UGO.

15. Rajeev: the prize for international students is \$1,000. What is the prize?
 - a. We could cut this item from the budget. But we think students deserve to be rewarded. We don't think \$1000 is a lot comparing to other competitions.
16. Rajeev: what is the international competition trophy? How did you come up with the number \$2,000?
 - a. Kin: we had a huge selection problem when we were forming the team. We decided to choose the external ones if possible. We want to have a prize to international students to incentivize them.
 - b. Trophies: they are very unique. They are first nation individuals hand curved. They are highly valued by the participants. Even though they cost more than traditional trophies, we think it is well invested. The trophies also associate with Sauder Summit's reputation.
17. Vanessa: what is the "Snow Shoeing" in your budget?
 - a. Social event of the week. Show them Canadian culture.

II. Downtown App Presentation – Yaron Bazaz

i. Presentation Brief:

1. Downtown – find where the action in town
 - a. Waze (now Google) monitors car traffic in time
 - b. Downtown monitors pedestrian traffic in real time
2. Heat map
 - a. Concentration of people
 - b. See people that share same interest
 - c. Report on live events
 - d. Show route
 - e. Walking tours based on real time data
3. Value for Event Organizers
4. Pilot

ii. Q&A:

1. Vanessa: what do you want to gain from the CUS?
 - a. Want to have CUS specific support.
 - b. We only wen to the AMS and CUS.
2. Vanessa: has AMS already agreed to support, or is their decision contingent on the CUS?
 - a. The AMS is already on board. They will start using the app in October.
3. Vanessa: what specifically do you want from us?
 - a. Don't need monetary assistance. Want collaboration with the CUS.
 - b. CUS present your events with the Downtown App. CUS give feedback on the app. Also want CUS to promote the app within the community.
 - c. We are open for ideas.
4. Michael: are we the first to use the app?
 - a. Out team is using it. But collaboration with the CUS will be the first wide pilot.
5. Michael: will it be on app store?
 - a. Yes, it will be on App store. It will only be on iPhone in the beginning. It will work on Android in the future.
6. Maddy: question on how to use the app. Do users give permission to use GPS?

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- a. After users give permission, we will gather users' location and speed. We give data to server, then server creates the heat map. We do not give location of specific persons, just the crowd.
 7. Maddy: how do you see this app work in universities?
 - a. Heat map show concentration of people. Where students want to hang out depend on where other people are. Business students can see where other business students are.
 - b. Any user and organizer can have certification on the map, so people will be able to find them.
 8. Michael: are you just getting the location of people?
 - a. First stage – pilot stage. We are asking for user's name, gender, age, faculty, the music genre they like.
 - b. Later on: use Facebook to connect. Draw area of interest from there.
 9. Michael: do they have to have the app for you to determine their location?
 - a. They have to have the app.
 10. Downtown app would like CUS to run it in the beginning of October.
- III. Slack Presentation
- i. Communication channel
 1. Channels
 2. Direct Messages
 3. Integration (Google Drive)
 4. Search
 5. File Sharing
 6. Private and Group Messages
 7. Accessibility
 - ii. Plan: ideally want to use it with my services ASAP
 - iii. Vanessa: everyone must be on the slack. We will decide later if we want to make it mandatory that all service councils to use this.
- IV. Board, Exec, and President Performance Review introduction
- i. Universal Metrics: Attendance, Professional, Contribution
 - ii. Specific Metrics: Exec knowledge, portfolio health, service rating
- V. Summer Re-Cap & 2015/2016 Expectations
- i. President's Report
 1. Performance Reviews
 2. Accountability Reports
 3. Increased Involvement in Major Services
 4. Revamp President's Blog
 5. Portfolio Goals: Human Resources, Administrative, Public Relations
 6. Passion Project: Exec Turnover, Special Projects Funding, Internal Documents, Email Log
 - ii. Executive Reports
 1. VP Academic update
 - a. Attended University Budgetary and VP-Academic Meetings
 - b. Completed Academic Success at University (passion project)
 - c. CUS and AMS Tutoring Collaboration
 - d. Meeting with faculty to discuss 9th floor
 - e. Part of the Mental Health Network Committee
 - f. Service Expectations

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- i. Commerce Mentorship Program
 - ii. Case Competition Club
 - iii. External Conference
 - iv. JDC West
 - v. Class Liaison Director
 - vi. Sauder Business Review
2. VP Internal update
- a. Service Council
 - i. Business Week
 - ii. CUS Sustainability
 - iii. CUS Elections
 - iv. Awards Night / Commerce Banquet
 - b. CUS Affiliated Clubs
 - i. Clubs Review Committee
 - ii. Brought 3 more AMS Clubs under the CUS
 - iii. Retained 10 clubs with the AMS
 - c. Student Services
 - i. Business card sales
 - ii. Locker rentals
 - d. Logistical Support
 - i. Room Bookings
 - ii. Sauder Concierge
 - iii. Big Four Conference Centre
 - e. Sauder Unlimited
 - f. Passion Project: CUS Policy and Procedures Handbook
3. VP External update
- a. Accountability Reports and Metrics
 - b. Contracts
 - c. Sponsorship Consistency
 - d. Hotel Contract
 - e. In-Kind
 - f. Passion Project: the NSCC and CR Portfolio Project
4. VP Marketing update
- a. Portfolio Updates
 - b. Brand Awareness
 - c. Design
 - d. Measurement and Analytics
 - e. Passion Project: Better quality of content
5. VP Engagement update
- a. First Year Handbook
 - b. Services
 - i. Connected
 - ii. SOCO
 - iii. CCP
 - iv. SISA
 - v. HEWE
 - vi. POITS
 - vii. Grade Night

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- c. Passion Project: more engagement in CUS – First Year Handbook, CUS 101 video.
- iii. Board Member Passion Projects
 1. Tyler: 24/7 CUS
 2. Ben: Conference Management
 3. Justin: CUS Case Comp
 4. Debbie: CUSnapchat
 5. Michael: Acts of Kindness
 6. Daphne & Ryan: Ryan and Daphne's CUS Takeover Youtube
 7. Juvan: Ombuds Blog
 8. Rajeev: Sauder Clubs Meets UBC
- iv. Goals and Expectations
 1. Transparency
 - a. Simplifying important documents
 - b. Blogs
 - c. Accountability reports and bios
 - d. Continuous student feedback
 2. Unity
 - a. Monthly meetings with faculty
 - b. Inviting various CUS members to Shannon meetings
 - c. Increased effort in supporting Sauder and UBC
 - d. Stronger enforcement of CUS branding on sponsored initiatives
 3. Involvement
 - a. Increase involvement in major events (pre and post)
 - b. Introduction of commerce week
 - c. Revamp of Awards Night
 - d. Amplified effort in January elections

D. AMS Representatives' Report

- I. Resignation of Gupta. The AMS is going to produce an official statement. The AMS would follow whatever will happen. The AMS will not ask anyone to resign but urge investigation.

E. Commerce Student Senator's Report

- I. Student senators are representatives of academic affairs.
- II. There are no senator meetings as a whole in the summer.
- III. Goals for this year is to increase social media presence and raise more awareness.

F. Ombudsperson's Report

- I. Met with the two UBC Ombudspersons. AMS and Law also have ombudsperson. Want to raise awareness for ombudsperson.
- II. Started Ombudsperson blog.
- III. Got my key to the office.

G. Executive Reports

- I. President

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- i. We invited Business Week to present to Exec. For major events that we have, we want to invite them to present of Execs before they carry out their plan. This allow us to know what to expect when their events are going on. We should be expecting conferences to do the same. After they execute their events, they will present to us again. This make it easier for turnover, because we can see what can be improved. I encourage the board and public to engage in those presentations.
- ii. Revamping my blog, so that students can know more about the inside of CUS.
- iii. Preparing for this Board Meeting.
- iv. AMS Representatives have resigned from their position.
 - 1. Rajeev: this position is better suited for someone who is more eager.
 - 2. Stronger marketing. Make sure that the advertisement of the position is real and that people know what they are getting themselves into when they are running for the position.
- v. 9th floor. Creating formal document on google doc.
- II. Vice-President, Academic Affairs
 - i. AMS and CUS tutoring collaboration.
 - ii. Sauder Business Review works with faculty to create content for students. Taking different perspective this year.
- III. Vice-President, External Affairs
 - i. Services are on track.
- IV. Vice-President, Finance
 - i. Catching up on things.
 - ii. Trying to get AMS's new budget.
 - iii. For SPF, we are funding The Spark \$2,500 and SCI \$1,500.
- V. Vice-President, Internal Affairs
 - i. Office key pick up emails have been sent out. Please pick up your keys to the office this week.
 - ii. Not going to AMS meetings anymore since Vanessa is back.
- VI. Vice-President, Marketing and Communications
 - i. Preparing for Business Week. Some councils are going through rebranding.
 - ii. Website redesign has been going really well. Following up with them once a week. Aim to have it finish by 2016.
 - 1. Vanessa: For certain members, there will be a training on how to use the new website.
 - iii. Business week: CUS will be boothing during Business Week. I will send out doodle for that to get everyone's availability.
 - 1. Debbie's passion project this year is to create a Snapchat for CUS. She will be snapchatting everything during Business Week.
 - iv. Schedule time to take annual Exec and Board photograph.
- VII. Vice-President, Student Engagement
 - i. Have been working hard on First year handbook.
 - ii. Everyone need to change their names to "First name.last name" on the Slack.

H. Committee Reports

I. Amendments to and Approval of Minutes

- I. *Moved: Fred | Seconded: Ryan*

Be it resolved that the Board of Directors approves its minutes dates April 6th, April 18th and June 28th.

In favour: all expect for Casey

Opposed: none

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*Abstentions: Casey
...the motion carries.*

J. Business Arising from the Service Council

K. Business Arising from the Executive Council

L. Business Arising from the Committees of the Board of Directors

M. Other Business

I. Non-Sauder Exec

i. *Moved: Fred | Seconded: Fred*

Be it resolved that the discussion be moved in camera.

Motivate: the discussion involves an executive's personal information.

*In favour: all
Opposed: none
Abstentions: none
...the motion carries.*

ii. *Moved: Fred | Seconded: Ryan*

Be it resolved that the discussion stay in camera.

*In favour: none
Opposed: all
Abstentions: none
...the motion carries.*

N. Discussion

I. Sauder Summit

1. Vadim: \$30,000 is a lot. The cost should not be that high. They have a budgetary slack. For example: they are spending thousands and thousands of dollars on international awards, trophies, and socials.
2. Fred: they asked for \$45,000 last year, and the Execs funded them \$30,000.
3. Taylor: recognize that they give value to the school, but the school is not funding anything while they are proposing that CUS fund half of all the costs.
4. Vanessa: essentially only one team will get the benefit from our funding. Is it worth it to fund the \$15,000 extra?
5. Vanessa: they didn't have a specific plan for the extra funding even though we kept asking. If their competition is held at UBC, I'm not sure why their expected expenses for the UBC portion are so high.
6. Vanessa: the other sponsors they have are only funding 8.5K in total. Considering how big Sauder Summit is, and that it is an international competition, the sponsorship is too little.
7. Vanessa: We have been treated as a back up for money by Sauder. The relationship is not mutual.

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8. Rajeev: there need to be more transparency before we can fund them anything. For example, clarification on the trophy.
 9. Rajeev: it would be weird if Sauder Summit does not happen because they didn't get their funding.
 10. Rajeev: I am comfortable with funding them contingent that they make some changes.
 11. Vanessa: CUS money should only to CUS students. Since the extra UBC-only competition is for all UBC students and not just for CUS students, I don't think it is our place to fund the whole thing.
 12. Maddy: if the Dean's Office first fund \$30,000 then \$10,000. Now if they want us to fund them because the Dean's Office and UGO is not funding them anymore, shouldn't we just fund \$10,000, like they did? Where did the extra \$35,000 come from?
 13. Taylor: the school should at least fund part of it. If faculty have funded it, they should keep funding it.
 14. Taylor: we need to make sure that Sauder step up and fund things. These kind of events create value for Sauder students, but don't benefit the CUS as much.
 15. Fred: in their website, they did not even mention CUS, but they have a whole page dedicate to Sauder faculty.
 16. Vanessa: doubt the the competition will actually cost that much.
 17. Maddy: they are using money on unnecessary things.
 18. Everyone agrees that \$30,000 is too much for their cost.
 19. Taylor: we should have a meeting with Kin, too. Right now all the funding is coming from the CUS and not the faculty.
 20. Decision: we will reschedule Sauder Summit for next meeting and have them present to us again – give us a better and more detailed budget; give us more information on the UBC-only competition. We will give them a list of things that we want them to hit in their next presentation. At the mean time, Taylor and Vadim will meet with Kin.
- II. Downtown App
1. Alex: don't know what they want from us.
 2. Vanessa: It is not realistic for us to help them pilot. Prefer them to stick with AMS. AMS touches everybody.
 3. Nick: it is happening anyways, why do we need to put extra effort.
 4. Maddy: they want us to use the app to promote for our events.
 5. Michael: depend on how they want us to support it. We can all download it on our phone and tell people about it, and that could be it.
 6. Alex: advertising this app would add too much traffic to CUS. Adding one more thing on our side isn't going to benefit them that much.
 7. Ryan: why would CUS advertise an app?
 8. Vanessa: Interested to see the AMS's stand on it. I will contact AMS, then contact the app and figure out what they want from us.

E. Next Meeting

The next regularly meeting of the Board of Directors shall be scheduled.

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F. Adjournment

Moved: Michael | Seconded: Vanessa

There being no further business, be it resolved that the meeting be adjourned at 7:12 PM.

In favour: all

Opposed: none

Abstentions: none

...the motion carries.

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CUS Board Meeting Attendance

Name	Position	Present ("X")	Late (Time)	Proxy (Name)
Board of Directors				
Vanessa Lau	President	X		
Tyler Tanaka	Commerce Student Senator	X		
Rachel Chan	Alma Mater Society Representative			Casey Chen (till 5:44PM) Angela Li (after 5:44PM)
Rajeev Bagga	Alma Mater Society Representative	X		
Ben Gardiner	Fourth Year Representative	X (Skype till 5:44PM)		Taylor Carter (after 5:44PM)
Justin Chan	Fourth Year Representative	X (Skype till 4:42PM)		Fred Wong (after 4:42PM)
Debbie Pai	Third Year Representative			Alex Lee
Michael Worthington	Third Year Representative	X		
Daphne Tse	Second Year Representative (Chair)	X		
Ryan Crasta	Second Year Representative	X		
	First Year Representative			
	First Year Representative			
Juvan Houang	Ombudsperson	X		
Executive Council				
Vadim Chernenko	Vice-President, Academic Affairs	X		—
Amanroop Rosode	Vice-President, External Affairs			Nick Rimmer
Taylor Carter	Vice-President, Finance	X (Phone)		—
Fred Wong	Vice-President, Internal Affairs	X		—
Alexander Lee	Vice-President, Student Engagement	X		—

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Maddy Thenappan	Vice-President, Marketing and Communications	X		—
Other				
Angela Li	Administrative Director	X		—
Yuxi Zhang	Public Relations Director			—

Guests (optional)

Name	Affiliation	Present ("X")	Late ("X")	Notes
Invited				
Other				