



**Attendance:** Johnny, Laura, Travis, Chris, Kelly, Uvini, Kristin, Nathan

**Start:** 7:05

**End:** 8:49

**Updates:**

Business Week:

- Overall, went well
- One day it rained so it was shut down
- There was some negative feedback, but Chris did his best to have more interactive components
  - Compared to last year, some things could be done a bit better
- Club membership is down – probably not a result of Business Week  
This year, it was facing inwards, which may have contributed to the problems
  - Had to be changed due to Plant Ops and the flow of traffic
- Tina will hold a Club Council meeting and discuss feedback re: Business Week
- A lot of the feedback was re: the marketing of the event
  - Important to drill Business Week for next year, because even though it's a huge event, people still need to hear about it

Golf:

- Course, food and organization was good
- The problem was with business delegates – only 1 or 2 showed up
  - This was a result of sponsorship being down as well
- Event evaluation is pending
- Is it possible that less students are playing golf?
- Did CR give out the tickets they were supposed to?
  - Some firms feel that if they can cut sponsorship and still have presence on campus they will do that
- There may have been some internal motivation problems on their team – could relate to lack of ticket sales
- Having a CUS General Sales Team may not be effective because the motivation for your own event isn't there
  - Will have the same people attending the event because the same people are selling
- If business professionals come, it is easy to get students that golf. If there aren't professionals, the beginners would attend.

POITS:

- Kristin spoke to someone that might potentially sponsor POITS for around \$5000
  - He works for an online gambling site
  - It sounds like they are an "interesting" company
  - An ethical issue
- **Kristin to speak to CR Team**
- **Laura and Kristin to take it offline**

Kelly:

- A lot of traffic coming through the offices as people are looking for someone to talk to
- Kelly will start office hours for herself:
  - Tuesday and Wednesday for an hour and a half around lunchtime



- Could potentially setup a "help desk"
- **Nathan to setup a google doc for signup at the Help Desk (half hour slots)**
  - Then post the schedule on the front door

Next week:

- Ignite!
  - Opening up 2<sup>nd</sup> year reg.
  - Sold around 60 tickets to 3<sup>rd</sup> and 4<sup>th</sup>
  - Have a backup which is a great plan – all conferences should do this
- Me Inc Workshop
- HR Workshop
- Service Council Mini-Retreat

Ticket price drops:

- Board has approved and Exec has approved certain things – this isn't necessarily fair to everyone
  - A certain number was budgeted and now they are not sticking to it
- They can drop the prices, but then they have to raise attendance
- Ignite did not do this secretly – Uvini did not have budget
- Golf just removed the CUS contribution to the charity
- IBC is looking for \$1200 extra for their ticket price drop
  - Have not even started selling tickets – why are they lowering already?
- If we continue to do that, especially when it gets down to crunch time, people will just wait for the cheaper price
- IBC wants to do \$30 – this year we agreed on \$40 and last year it was \$35
- **Uvini to talk to Ignite and explain that they must raise attendance to 144 from 120**
- **Uvini and Travis to take it offline**

Internal Communication:

- There are a lot of conflicting things happening at once – we need internal synergy to eliminate delays and conflict within our team as a whole
- All VP's should be more than willing to help out with other areas
  - If everyone chips in and helps each other out, it will be much more effective
- Johnny spoke to Rob – he mentioned that people were personally offended by what he wasn't doing for them
  - This is happening because there a lot of things people want, yet we can't give it to them
- Current website has all information that we've had for the past few years
  - The amount of needs have increased
- Internal communication is okay – we are comfortable sending emails out to each other
- External communication is still lacking because we can't give students more than we are right now. We need to relieve the students' confusion.
- Johnny struggles between being effective and getting the content out
  - Service Council members just want the information out
- Johnny can create an internal form online to separate involvement, news and events



- People don't want pieces, they want information in an organized fashion
- CUSunday does not serve that purpose – that is an entirely different discussion
- We need to sit down and organize website content and a print-out for the students
- Immediate concern is getting immediate information out in a way that will be functional – other solutions are more long-term
  - We need to address these shorter term issues now, get it to a healthy state, and then solve the long-term problems
- Because we are giving them guidelines, nobody receives specific priority for urgent events
- **Johnny to prepare the guidelines for the CUSunday in a very clear manner to present at the SC mini-retreat**
- Is there a way to make it better in the short-term?
  - Needs to be a way to communicate the information in the CUSunday immediately as it is priority right now
  - Postings weren't even up in time and students weren't even aware of the opportunities – those that don't understand the opportunities can be dealt with later but those that want to get involved now should be able to
- Cannot accept messages after the day-long bracket for the CUSunday
  - They need to be communicated as HARD deadlines
  - Cannot have life revolve around all these conferences – need to pick your battles
  - Need to be firm - do not let people boss you around
- It is important to understand that there is more to the communication than one hears at a weekly meeting
  - It works both ways – need to rely on others to understand this as well

Uvini:

- Sometimes does not get the full story out of her portfolio
  - If she doesn't know it's an issue, she can't ask it
  - Alex recommended that Uvini ask them about the difficulties
- Talking to the Vice-Chairs is important as well – especially about the team dynamics and such

Enterprize:

- **Uvini, Travis and Laura to sit down with Cathy**

Motivation:

- It is about communicating that you are rewarded for more than good ticket sales – without that motivation it creates conflict
- Difficult to do individually for each conference or group, but it's important for individuals to be congratulated for their specific job.
  - When the subject of ticket sales is brought up, they will be more honest as they will know it's not directly their fault.
- About aligning the rewards with what individual people want on the team
- Should we bring the conference specific-position in and work through their problems
  - Important to break-out separately with individuals
  - Could Paul help facilitate the team-building and effective communication?



- Will also help to have it come from within rather than above (within the committee)
- Even if 5 people show up to the event, if they had an amazing time, it still counts for something
  - Always a huge emphasis on the money rather than the quality of the event
- We could create an award for Best Team Spirit, etc.
- Could create a nomination process for people to be congratulated
  - Each person could only nominate another person once
  - Could be more of a statement from a specific person
  - Could be 2 kinds – one would be a shout-out and one would be a thumbs-up for every person you can nominate
  - **Chris to follow-up with May and Paul on this discussion along with Uvini to more this forward**

Website:

- Is at the point of completion
- **Johnny to work on the website tomorrow during interviews**

CUSunday:

- **Uvini to work with Johnny on creating guidelines and templates for next week**

Upcoming action items:

- Sign up for HELP DESK!
- Shared FAQ google doc with answers to common questions
- Budget time for the SC Mini-Retreat