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Executives Meeting Minutes August 9th, 2010

Start: 6:05pm

End: 8:20pm

Attendance: Niki, Jeff, Michael, Sharlene, Negar, Connor, Paulina, Pia, Jesse

Work Updates

Sharlene(VPI)

- Finished booking system
- Need to clean up the lockers
 - o Old pics of CUS Exec will be on BBLounge Wall
- Working on Business Week

Michael (VPF)

- Sent the budget to AMS
- Working on reimbursement system

Jeff(VPA)

- Finished compiling all the different case comps available to students
 - o Gathering input from alumni, important people re: which cases to put
- Organizing CCC

Niki (VPE)

- FROSH needs volunteers
- Ice-Cream social upcoming
- Spoke to Daniel from Buddy and Exchange to get ball rolling
- Business Week (Julie) is under control
 - o Spoke re: creating a joint event (ie. Weiner Wednesday?)
 - o Students vs. Exec at the Gallery
- Welcome Party
 - o Working with Paulina, Pia
 - o Working with Business Week, SoCo, Orientations, etc
 - o Short (1hr)
 - o Location?
- Student Development Officer from University in Australia coming to visit

Paulina(VPM)

- Sent out Marketing Plan to IBC, CIVC, Chasing Sustainability
 - o Meeting with CIVC and CS this week
 - o Awaiting response from IBC
- Working on Communication Guideline
- Working on Marketing Policy
- Looking into re-doing the Calendar
- Service Council Retreat (w/ Negar)



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- Down to: Manning Park and Quest
- Consensus: Quest is nicer. Choose whichever one is cheaper

Connor (President)

- Working with the CR Team re: KPMG, Deloitte
- PNCE: Working with all other schools in the Cascade Region
- JDC West: make sure they resolve all conflicts and
- Faculty Advisory Board: integrate them into what the CUS does. Integrate them into Orientations
- CIVC: Working with Khalil
- Register for NBSE Early
- Building Committee now does Building Tours for potential donors
- Working with AMS on AMS budget
- UBCO Roundtable: working with Katriona to get it off the ground
- Dinner with Mark re: JDC Goals
- Working with FROSH

Jesse (OHM)

- Talked to clubs re: communication with the BoD
 - Do they know who to talk to, etc

CLASS Conference – October 23rd

Paulina

- Run by students for 1st years
 - How to study, importance of getting involved
- Wants workshop presenters
 - 2009: Eprize presented workshop on entrepreneurship
 - Want presenters
- Ideas:
 - Personal Branding (how to talk to profs, what to wear to a conference)
 - Outsource to Style?
 - Safe Partying
 - Outsource to POITS?
 - Case Based Learning
 - Outsource to CCC?

Canadian Investment Conference – budget

Connor

- VPF should approach CIVC to figure out budgeting process
 - Outlining: ticket prices, etc



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- CUS creates financial “mould”, CIVC then inputs their numbers
- Current CIVC deficit: \$50,000

Jesse: this year the contribution should be how much “risk” we are absorbing. Aka. How much of a chance we are giving them.

- Let’s figure out a number/model where we can say “this is our high point”
- Increase external delegate fee (conferences back East charge upwards of \$300 - \$400) – we charge \$250.

	Revenue		#s			VC/S	Costs	Total
	High	Aver	300					
Per Day	100	Av: 65	50			Day	80	
Sauder	300	Av:250	100			Night	180	
UBC (non-Sauder)	350	Av: 300	25			FC		
External	450	Av: 400	40		25	Hotel	\$70,000	
CUS Conference	\$50,000	\$40,000	1			Mkt	3000	
Sponsor	\$4,500	\$30,000	12			Trnpt	2500	
						Speaker	5000	
							85,000 – 65,000	

Best Revenue: \$162,000

Highest Costs: \$120,000 = + \$42,000 variance

Average Revenue: \$90,000

Average Costs: \$99,000 = +\$5,000 variance

Connor: the big question is this: we have positive variance. Where do we allocate this too? Options: Sponsorship, CUS Contribution, Sauder student ticket price.

Pia: we have control over CUS contribution and Sauder ticket price, not so much over sponsorship.

Let’s give this item a more buffer

Jesse: the number of delegates that come are estimated to be a bit high. If you give the option of having just a “day pass” then the number of people buying the “night pass” will go down.

Therefore, the “night costs” will translate over to the “day costs” because you need to let the hotel know way in advance how many rooms you need.

Niki: There are many misc costs associated with overnight conferences as well

Connor

- Let Mike and his team take it away
- Use this as a model for funding (ie. CIVC)

Jesse: We took a lot of risk taking CIVC under the CUS umbrella and the decision seemed rushed.

Connor and Niki: CIVC went through meetings with Pia, Connor, Exec, BoC etc for weeks



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Strategic Planning

Connor

- What do we want to see during the 1st two weeks of school
- Engagement: what are we going to meet students?
 - o BBQ
 - o Welcome Event
- Created a calendar of deadlines of things we need to finish
 - o Ie. Room books due __this date__
 - o Ie. CUSunday deadlines
 - o Connor and Pia will break the calendar down and create to-do
- Marketing:
 - o Mailout
 -
- Eng: Sharlene, Jesse, Jeff
- Mrk: Michael, Negar, Tina (Niki's sister)

Niki

- We want students to feel "valued"
- Events:
 - o Friday 10th : Ice-Cream
 - o Thursday 16th: Wreck Beach BBQ
 - o Monday 20th: Free Coffee

Paulina

- SC Retreat Sept 24-25
- Communication guidelines - August 22nd
- CUSunday submission – August 29th
 - o Sent out Sept 5th
- Mailout: August 25th
- CUS Calendar: September 1st
- Swing Boards: August 20th

Jesse

- Conflict resolution, decision making, etc workshops
 - o Not in September

Unfiled: SauderTalks, reimbursements, room booking, AGMs, CUS hiring week, SC Retreat content



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