



commerce
undergraduate
society

CUS Exec Council Minutes

April 5th, 2011

Start Time: 6:15pm

Present: Andrea, Jackie, Johannes, Julie, David, Chris, Sara, Dylan

Late: Chrisanne

Absent: None

Presentation- Real Estate Club

- *see attached proposal*
- event coming up on how to build a successful career in real estate
- very prestigious professionals attending
- looking to gain further sponsorship through this event
- hoping to extend the invite to all of Sauder; currently only real estate students and the club are aware
- need to send out an invite to the entire student body
- great value in networking with professionals and, again, gain sponsorship
 - o think can obtain tens of thousands of dollars in sponsorship
- actually decided to scale back the event a bit; sponsorship with major sponsor in Toronto fell through
- now need \$4000 for the event (food, drinks, room setup fee, AV, tech, etc)
- unless want to increase costs of event to \$40-\$50 per student, can't fund selves

Questions

- Sara: date is the 11th? That is the first day of exams
 - o Has been considered; worked with speakers however
 - o Event is only 2 hours, realistically looking at 75-200 students attending
 - Johannes: how many tickets have sold as of right now?
 - o A bit over 80
 - Johannes: professional to student ratio?
 - o 4:1 (students: professionals)
 - o expect ratio to grow quite quickly; urban land people sending out invites tomorrow morning, looking at 50:50
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- Chris: you sourced out the Pan Pacific, I know it's a bit expensive, have you considered another venue?
 - o Yes; for same event at UBC Robson square was going to charge \$10,000; felt would be less inclined to go (professionals) if were at this location
 - Didn't think would get as many professionals if held at UBC Robson as opposed to Pan Pacific
- David: how many student/s guests are we estimating for?
 - o 125, going up to 150 maximum
- David: giving everyone a drink ticket?
 - o We've cut this; no drink tickets at all
- David: how much food?
 - o \$40 per person + GST worth of food
 - o not having dinner; more of an appetizer buffet
 - o in order to get venue to waive charge, had to go with this amount of food
- David: we have a relationship with Pan Pacific to waive room charges; is a lot of food for a non sit-down dinner. Is it necessary to have so much?
 - o Pan Pacific wasn't willing to cut any more charges to waive the room charges
 - o Also have audiovisual charges; charging us \$60 for the screen, we're bringing our own projector
- Dylan: what is the real estate community like on an academic level at Sauder? Are there a lot of students, how are the courses, is there a very strong following?
 - o Quite integrated into real estate industry; only two real estate BCom's offered in Canada
 - o UBC most respected real estate program in Canada; grads are heavily recruited by a number of different companies, over 15 companies offering internships and recruiting every year
 - o Very strong co-op program; total number of students in program= about 200 between the four years
- Johannes: what are the sources of funding we have apart from ticket sales?
 - o Money we have from sponsors and tickets
- Johannes: how much in operating budget?
 - o \$2500; need \$1000 to start the year off before get sponsorship cheques
- David: did you sign the contract for the venue?
 - o No, will be doing that tomorrow
- David: what happens if we can't give you funding?
 - o Pull the event; will refund students
- Who are you dealing with at Pan Pacific?
 - o Terry, events manager
- David: I'd shrink the event; Metropolitan is pretty nice and more accommodating; at this point I don't think we can contribute much money
- Andrea: why did you come to us so late?
 - o We figured we'd get more sponsorship for the event
- Dylan: this is the first time I've ever heard from real estate; usually real estate is pretty self sustaining

- Dylan: right now it's hard for us to give money when there's no money to give (in transition point right now); if had come to us earlier would've been able to set aside more money
- Chris: I hadn't heard about this event but would love to go, maybe if we'd had more time to promote it we could've gotten the ticket sales up
 - o Because we're sending them at \$10, every ticket we sell the more money we need
- Julie: how many events throughout the year have you done and would say this is your signature event?
 - o Yes; we've done 9 events this year
- Julie: how big/ small?
 - o Depends on the event; had 12-80 people, did wine and cheese tasting, site visits
- Andrea: did you do this event last year?
 - o Yes but much smaller scale; UBC Robson Square, fifty people total (10 professionals the rest students)

Discussion

- David: I don't see this event is being sold very well; I was there last year and I don't think Robson Square costs \$10,000, provided he drops the cost we perhaps can provide a few hundred dollars
- Chris: if he got Robson Square for \$10,000 there are other ways they could shave costs off; but still seems like a really great event
- Johannes: we don't have any data proving confirmation of this event; no contract has been signed; the students have exams on the 11th, I'm uncomfortable going through with this funding
- Sara: I think this is a great event but it'd be difficult for students to attend on the 11th
- Andrea: I'm concerned about nothing being in place; I'm really surprised he came to us so late, I understand the real estate club is pretty self-sufficient but I'm concerned
- Dylan: I think we need to look at this event a bit more (numbers, etc)
- Johannes: perhaps we can't fund them but maybe we can offer them other assistance (help from David, Chris, etc to restructure?)
- David: maybe should we ask him to delay this event thanks to exams?

Recommendation: Event will not be funded, will be looking at offering assistance in restructuring either the event itself or the Real Estate Club's marketing and budgeting tactics overall.

Personal Updates

Individual Updates

Chrisanne: No updates

David: Cindy hiring for FSDs for the CUS; orientating the financial services team and get the annual report going once we get to year-end

Johannes: working with bookstore on CUS store, met up with Ruth Kwok re: helping out with the year; meeting with Plug n' Play with Andrea (interested in sponsoring); met up with CGA, working on getting CUS email addresses transferred

Julie: found a new business partner for business cards, already doing banners for Sauder, working with David on opening account to pay for them; talking with Sustainability and Awards night, would like to meet up with the club presidents one-on-one with sustainability to improve club sustainability ; awards night- want feedback on how to rate the clubs, etc

Jackie: Business cards on their way, our Dropbox organized, turnover party well on its way, emails should be updated soon hopefully, getting free lanyards, working with Wiggio for project management, working on minutes

Andrea: met up with conference chairs; met up with Amrinder re: CR Breakfast in the first week of June; hiring right now and working on a training sessions, looking at putting together a CR manual (corporate relations 101); making slight change to CSMs (bringing conference chairs with them to meetings); met with Valeriya re: Alumni Relations, setting up booth, working on putting on more events this year (need to know how much they have for budgets)

- possibility of budget workshop for execs?

Dylan: all of portfolio vision statements have been received

Sara: portfolios are hiring for their teams now; ISAS and SoCo going well; met with Amrinder and Sean to talk about getting a beer sponsorship from companies for POITS

Chris: giving people access to website; lots of work to do over the summer re: the CUS website; emailed some people to be our new IT people; working on recruiting ISAS people, setting up service council plans

VP Engagement Budget- Sara

- want to increase to \$500 to have room in case something comes up (new ideas, etc)
- David: you want to engage a specific population; most of the funding is for general use; just ask if have new idea and can discuss specifically

POITS Hut- Sara

- thinking of getting our own POITS house within the surrounding area
- big hurdle: going through the AMS; have to get the dean on board; need to do this before we get a new dean

- need a committee; need dean's approval and set up an AMS proposal; need to research available land; have alumni lined up to fund project

Discussion

- Johannes: who should we give this to?
 - o board building committee?
 - Julie: is this something Tim would do perhaps?
 - Sara: could we get a new committee?
 - David: could we get real estate students?
 - Sara: what about alumni?
 - Dylan: I will get in touch with Michael Kingsmill to get on board with the architecture (has extensive experience on-campus)
 - Johannes: who could we get on board?
 - o Alumni: Chad Embree, a representative of the donor+ another alum
 - o CUS students: board members (2), exec members (2), students at large (2), president (Johannes)
 - o Need a mission statement/ description of the purpose of the building
 - *Deliverable: Johannes will put the committee description together*
 - *Deliverable: Andrea will get info about who the donor is*
 - *Need to populate the committee*
 - *Dylan will get in touch with Michael Kingsmill*
 - o *Get info on EUS and SUS student spaces and their history*
- Sara: we need representative alum to be on this committee; people who have CUS spirit and strong connections to the CUS; perhaps get a real estate student on board?

CUS photo shoot theme brainstorm- Chris

- Chris has booked our visual media team
- Meet in the CA lounge; working on deciding on a theme
 - o The Office? Wall Street?
- Formal attire

Grad Night Gifts- Johannes/ Dylan (from Brian)

- have extra gifts from grad nights
- every year we give a gift to the professors; will be giving grad night gifts to them

Case Competition Funding- Dylan

- who decides on budgets for case competition funding?
 - o Usually go through Kin for approval (if want new competition to be funded by UGO, give to Kin, he decides if valuable and gets back to Dylan)


- Need a more streamlined process for budgeting
- Want to support the invitation-only competitions
- David: discuss with Ruth; she's only talking about three more competitions

Meeting Ends: 7:42pm

Grant Proposal for the “Titans of Industry Night” Event

Submitted by Derek Wilson, President, UBC Real Estate Club

TITANS OF INDUSTRY NIGHT

<p style="text-align: center;">CHUCK BROOK ON BUILDING A NETWORK</p> <p style="text-align: center;">GEORGE WONG ON BUILDING A BRAND</p> <p style="text-align: center;">DAVID PODMORE ON BUILDING A BUSINESS</p>	
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APRIL 11 AT THE HOTEL PAN PACIFIC OCEANVIEW SUITES
COCKTAILS AT 7PM, SPEAKERS START AT 7:30PM
\$35 FOR PROFESSIONALS, \$10 FOR STUDENTS

1 – What It Is

On April 11, 2011, the UBC Real Estate Club will be holding an event presenting some of the city’s most influential entrepreneurs to students and professionals. At this event, our esteemed speakers will offer up advice on topics that are critical to success in the professional community. The event aims to provide insight from these CEO-level executives as well as significant networking opportunities for those in attendance. Comprised of a cocktail reception and a series of three speeches, the event will feature coastal fare and a beautiful venue.

2 – Who It Is

Our speakers for this event are three company heads that come from the real estate industry. Vancouver is well established as a real estate-based economy, and with that in consideration, our speakers represent what is likely the most powerful circle in this city and province.

1. **Chuck Brook, Principal – Brook and Associates**
Brook and Associates is a real-estate development consultancy that assists in project conceptualization, management, and political organization. He has worked with developers including Francesco Aquilini, Jim Pattison, and Bob Rennie, as well as politicians including Gregor Robertson and Gordon Campbell. An incredibly connected man, he will be presenting on “Building A Network” – advice on how to meet and retain important and powerful contacts.
2. **George Wong, Principal – Magnum Project Marketing**
Magnum Projects is a marketing firm that specializes in real estate development projects. Like Chuck, George has worked with many of the city’s most influential people and is currently seeing explosive growth in his company. Now working on the city’s single biggest development, the new Telus headquarters and adjoining tower, he has created a powerful brand for himself. Luckily, he will be sharing his secrets to personal marketing in his presentation, “Building A Brand”.
3. **Dr. David Podmore, CEO – Concert Properties**
Ranked consistently in Vancouver Magazine’s *Power 50*, David knows everybody and everybody knows him. His influence ranges from politics to the Olympics to real estate development – he recently developed the much-lauded *Patina* project and the Robert Lee YMCA, and worked as John Furlong’s right-hand man after the passing of Jack Poole. He has built a mammoth company and a fortune

alongside it, and to close off our evening will be giving some insight into creating an empire in “Building A Business”.

3 – Why It Is Valuable

It goes without saying that targeted advice from these individuals will be incredibly useful for our students. However, there are even more benefits for both the attendees and the CUS;

- The Urban Development Institute, Urban Land Institute, and Real Estate Institute of BC have all agreed to have their members participate in the event. These three organizations have powerful connections, particularly in their board members; collectively they are worth tens of billions of dollars. This event provides both the club and the CUS great exposure to these individuals, as well as the organizations’ member bases. Over ten thousand executives and managers will be aware of this event, bringing us a great deal of publicity and exposure.
- The event itself offers a great opportunity to make connections with professionals that can lead to large sponsorship deals. For example, BCIT became connected with Dr. Podmore and he has since donated over a million dollars to its business school and student union. At this event we expect there to be dozens of these high-profile individuals.
- With such a crowd, this event offers our students to make valuable connections and network with high-level executives on a mass scale; an opportunity that is rarely offered at Sauder.

4 – Why We Need Funding

Following our biggest year ever (in terms of event scale, frequency, and cost), the club has been left with slightly more than \$2500 in assets. In order to fund initial operations for next year, we will require at least \$1000, which means we can contribute to this event a maximum of \$1500.

The quoted price for the event, to be held at the Pan Pacific Hotel, is \$11819.51. This includes the room rental fee, set-up charge, food for our guests, and one drink for each attendee. This is based on 200 guests – we have currently confirmed just over 60 guests in four days, and with marketing being sent out to all Sauder students, UDI (4000 members), ULI(7500 members), and REIBC (2000 members) early this week, we do not anticipate a low attendance.

We have engineered the event for 100 students and 100 professionals (each group is capped at 100 tickets). This converts to \$4500 in ticket sales (S@10, P@35), and when combined with our \$1500 contribution, we are left with a shortfall of \$5819.51.

In order for this event to go forward, we require funding from the CUS. We are anticipating that an event sponsorship deal will be inked this week with Borden Ladner Gervais LLP for \$2500, however, we want to ensure we are covered in the worst-case scenario. Consequently, we are requesting a grant in the amount of \$3500, with a contingency for an additional \$2500 if the sponsorship deal with BLG does not go through.

We would like to emphasize that this event, even with the full \$6000 grant, will likely prove to be of net benefit to the CUS. By holding it, we are opening the door to millions in potential sponsorship and providing the CUS access to the wealthiest and most powerful group in this province. As such, we hope you decide to grant our funding request and provide our students with an incredible opportunity.

Regards,



Derek Wilson

Pan Pacific Vancouver Catering Department

ESTIMATED CHARGE WORK SHEET

Event: **UBC Real Estate Club**
 Date: **11-Apr-11**
 Based on: **200** guests

Reception Food	\$35.00	@	200	per guest	\$7,000.00
Dinner		@		per guest	\$0.00
Cocktails	\$8.00	@	200	per guest	\$1,600.00
Wine		@		per bottle	\$0.00
Champagne est. @		@		per bottle	\$0.00
Champagne est. @		@		per guest	\$0.00
Non - Alcoholic Beverages		@		per gallon	\$0.00
Non - Alcoholic Beverages		@		per glass	\$0.00

Sub Total		\$8,600.00
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Service Charge	17.00%	\$1,462.00
HST	12.00%	\$1,207.44
		\$0.00

Total Food and Beverage		\$11,269.44
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Average Price Per Guest (Food and Beverage only)		\$56.35
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Cappuccino Bar		
Set up fee		\$450.00
Hosted Coat Check		
Bartender Labour Charge		
Chef's Labour Charge		
Entertainment & SOCAN (if applicable)		\$41.13
Flowers		
Wedding Cake/ Cutting		
Audio Visual		
Miscellaneous (GST only)		
Outside Rentals (GST & PST)		

Sub Total		\$491.13
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HST	12.00%	\$58.94
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Total Miscellaneous		\$550.07
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Estimated Grand Total		\$11,819.51
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Less Deposit

Estimated Balance		\$11,819.51
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All charges are estimated and will be based on final menus, actual beverage consumption, and final guarantees.

Prepared by: Teri Dill

Date: 18-Mar-11