

## CUS Executive Council Minutes

*May 22nd, 2012*

**Location:** CUS Boardroom - HA 293C

**Present:** Maria Fung, Jacky Leung, Claire Eagle, Cindy Lynn, Riley Chow, David Pratt, Joey Young, (Sifat Hasan)

**Regrets:** Jasmine Jan

**Start Time:** 7:05pm

### **A) Call to order, adoption of the agenda and approval of minutes:**

MOVED SEAN, SECONDED DAVID

*“BIRT the agenda be adopted as presented.”*

*... Carried*

**For: Unanimous**

MOVED SEAN, SECONDED DAVID

*“BIRT the CUS Executive Council meeting minutes dated April 20th, 2012 are approved for distribution. “*

*... Carried*

**For: Unanimous**

### **B) Membership: Introductions, Personal Updates**

#### **C) Portfolio Updates**

##### **i. Presidential - Jacky**

- Met up with the UGO,
- Went to the Kickoff event from the AMS, met tons of cool people
- Talked to the Engineers about their student space, if we want to build our own, we'll need their support as well
  - o Claire: are we supporting the EUS saying they want to control their own space?
    - § We're not taking a stance; we're monitoring, just keeping track on what's going on
  - o Claire: when we met with VP Students, which was her big point...^
- More meetings

##### **ii. Finance - Cindy**

- Received the budgets, now analyzing, talking to each group, doubling checking
- FROSH budget went up by a lot, the 3rd day is the most
  - o Sean: last year they spent significantly lower, (but last year was a low budget year); have you seen the ISIS one? They're planning on bigger budget

**iii. Academic - Joey**

- This Thursday I'm meeting with the AMS VP Academic to talk about classroom feedback forms because she wants to implement something similar with the other USs
- Meeting with Ruth, want to see if I can get exam dates for midterms and finals, so that people can make sure schedules (with events) won't clash

**iv. Internal - Claire**

- Business Week is having fundraisers, so support them
  - o Sean: can we get a schedule for what's going on?
    - § More confirmation, then I'll send it out.
- Sustainability is having a conversation with clubs sometime next week.
- Building admin is not returning my emails. We'll figure it out
- Clubs are kind of silly, they keep trying to submit their budgets to us, instead of to the AMS

**v. Engagement - Sean**

- POITS forgot about beer on their first budget...
- Cindy: some people thought they weren't supposed to go negative
- Meeting with the UGO (FROSH - Equity training)

**vi. External - David**

- CUS Sustainability conference is very prized, everyone wanted to get a piece of it
- EY, founding sponsor of CUS Sustainability, has rights to be the title sponsor, sustainability doubled their sponsorship matrix, (they want to expand but more than 5% increase... They want to meet with conference chairs later
- Michelle Watson is working with us about protocol and what we can/cannot share/should/shouldn't, since they're asking for break-downs of last year's sponsorship budget, this year's upcoming budget, and the other sponsorship breakdowns
- Had conference chairs dinner, upcoming year, at the end of each conference there's going to be a CUS promotion video
- EMP is doing well, had a meeting and an event, SFU wants to do something similar
- Josh, Alumni, is doing well. Andrea changed the portfolio, so he working on that
- Enterprize, get their budget reviewed, then talk to them

**vii. Marketing - Riley**

- Artona, talking to us about the frame posting of grads on the wall. ( Nora Woo) They're talking about an electronic one, so that you can transfer between the years and zoom.
- Sauder Squad something
- Yearbook: the old publisher somehow cut their costs, and they say they want

to keep us

- Visual Media – some issues with hiring, but we finished hiring

#### **D) Cabinet Business**

##### **i. TASTE – David**

- Take a Student out to Eat – Been talking to Alex Monegro, Alex is really cool.
- Get rid of TASTE and have Tri-mentoring instead, - senior, less senior and a student
- Having more than one event, \$15 for these events (per student on behalf of the CUS)
- The money that we save, we put into the events.
- More prolonged exposure to their mentor, more communication, more events

##### **ii. Enterprize – SF**

- We're going to let FinCom deal with them first, and then decide on what we want and go from there.

Joey: it's at 90 grand right now (for everything)

Cindy: FinCom doesn't really cut it down, they just analyze is to get some answers for

David: I don't know how much is going to mini-Enterprize, we want it to be lower, but if we go down to 40 it'll be a completely different conference, since we're cutting them, we should cut down the other conferences

Sean: but does that extra

Jacky: will the other people come out if we cut a day out?

Sean: what's the 90, last year 14 from sponsorship want 24, it is the most expensive one.

Riley: right now 90 is the most expensive,

Joey: we need to figure out a good number,

David: last year was 66

Jacky: that was the lowest in its history

Sean: 14 on AV equipment, don't look at the other conferences, but at what we could do with the money instead, and what value we could add..

Claire: can we keep it good without fundamentally

Jacky: I think they should strip it down to its core – the business plan competition,

David; at least we'll know about sponsorship earlier, their title sponsor was 30, they cut it to 15, they didn't really have a title sponsor, but negotiations were crazy. Sponsorship was normal, but they cut things down to try and get more

**MOTION TO MOVE IN-CAMERA:** Claire, 7:53pm

Riley: they hired the high school student for a lower position, but usually they don't hire until later (for lower positions)

Sean; they can't hire someone who's not in the CUS, it's not constitutional

**Action Item:** Get names of people who went to mini-Enterprize, and cross reference them with who actually goes to Sauder

Joey: the high school student went on the retreat... she's hired, they went to the retreat, we're not paying for it....; the CUS might have paid for it.

David is frustrated.

Claire: how many strikes does she get? We hired her on condition, cut costs, downsize and open communication and right now it doesn't seem like she's fulfilling those conditions.

Sean: she has to fire her (Jasmine has to fire the high school student)

Jacky; she can do work on the side, but she can't

Riley: they didn't even have a posting; they just offered it to her

Claire: they gave her the position, without offering it to CUS students, under the CUS brand while she's not even in the CUS

**MOTION TO MOVE OUT-OF-CAMERA:** Joey, 7:58pm

**iii. eProjects – Jacky**

- Edward Yan. Wants to build apps, and want to go under the CUS umbrella
- Asking to do what Logan did, and present
- Claire: Ask them to get AMS consisted first.

**iv. Korean Commerce Student Association – Jacky**

- Been around for 2-3 years.
- Have 30-40 people, founded by Paul Sohn
- Will get AMS consisted, but I told them that the word Korean, is really going to hold them back, since they want Korean-only events, not really open to all.
- Claire: for ethic groups their open to all, and accepting.
- Joey: do we have room?

Jacky: let the AMS deal with them first...

- Joey: They've been around for a while; I'm surprised they haven't been constituted...
- Claire: they haven't even approached me, maybe not being a club... is in their best interests

**v. Final Domain Discussion – Riley**

- Benson has prepared a document...
- Service council will have their own emails...
- David: last year we had the sponsorship page, with the new website, there is more integration of sponsorship, so they can pick
- Is there more support?
- Sean: 5000 seems like the upper bound...
- Joey: will we still have access to our existing emails. – Yes.
- Jacky: 5000 is pretty cheap, maybe we'll have more random traffic, and it saves
- David: I think we can cover the cost for the remaining years...
- Jacky: how do we make sure that our website is set up, if we don't have as qualified?
- SauderCUS is around \$100, and it's available.
- Claire: I like the idea that someone might buy it off us in the future, do we need to vote

on it?

- Riley: we have more support, we can just put in in the budget
- Jacky: just make sure that website transition is smooth.
- Riley: we'll still have our emails... now that we have more support, I'm going to go ahead with this

**vi. Blog? - Jacky**

- Maybe start a presidential blog, raise our profile, and increase transparency
- Claire: Benson is awesome
- David: Benson is the best, amazing.

**E) Other Business:**

- this is our regular meeting time - yeah every other Tuesday
- Photos next week? Want Artona or Visual Media?
- David: lets clean the exec office next time, I can play bad cop, or we can put up signage
- Board meeting: on weekends now... want a certain amount of people going...
- David: transitioning and shadow should happen sooner... (like other JDC West) but for everyone on Service Council...

**F) Next Meeting:** June 05th, 2012

**G) Adjournment:**

MOVED JACKY, SECONDED CLAIRE

"BIRT there being no further business, the meeting be adjourned."

**End Time:** 8:25pm

# CUS.ca Domain

## Benefits

- ✓ 70 years of the CUS – With 70 years of history, it is about time to establish the CUS as its own brand on the World Wide Web
- ✓ Once-in-a-lifetime opportunity to acquire a popular generic acronym
  - Many businesses and other commerce undergraduate societies use the CUS acronym and many businesses acquire domains that spell their business name as exact.
  - By acquiring it today, no one can take this opportunity away.
  - Opportunity cost is currently low. In the event that a new business grows and purchases CUS.ca, that opportunity no longer exists and the business will be paying a significantly higher price than we are currently paying right now.
- ✓ Solid online presence
  - Considering that the CUS is the largest commerce undergraduate society in Canada in terms of its budget and the substantial number of volunteers, this will significantly improve the CUS' online presence.
  - It is not any ordinary CUS, it is THE CUS of .Canada.
  - Emphasis on .CA, representing Canada. CUS.org and CUS.com are not available.
- ✓ Shorter URL
  - CUS.ca is significantly shorter than CUSonline.ca by 6 characters.
  - SauderCUS.ca is not the official organization's name. The official organization name is "UBC Commerce Undergraduate Society", hence UBCCUS.ca would be more appropriate.
- ✓ Email Addresses with CUS.ca
  - Significantly shorter than the email addresses provided by the Sauder School of Business.
    - [example@cus.sauder.ubc.ca](mailto:example@cus.sauder.ubc.ca)
  - Email addresses can be maintain and created upon request by the IT Director, without having to request and wait for activation through Sauder LTS.
  - This will allow all members of CUS Board of Directors and the Executive Council, to have their own short email addresses representing the CUS. This will also be consistent with the Service Council email addresses
    - For example: [president@cus.ca](mailto:president@cus.ca)
  - All Service Council committees will be able to have their unique CUS.ca email addresses
    - By name: [riley.chow@cavalier.cus.ca](mailto:riley.chow@cavalier.cus.ca),  
[benson.luu@corporaterelations.cus.ca](mailto:benson.luu@corporaterelations.cus.ca)
    - By position: [vpexternal@sustainability.cus.ca](mailto:vpexternal@sustainability.cus.ca),  
[finance@globalconnect.cus.ca](mailto:finance@globalconnect.cus.ca)

# CUS.ca Domain

## Mitigations

- ✓ The value of CUS.ca is a one-time cost. There are NO annual payments.
- ✓ CUSunday is pure revenue from sponsors, which can be used to cover some of the cost.
- ✓ Sponsors can also sponsor the CUS website by having their logo on our website. This sponsorship amount can also be used to cover some of the cost.
- ✓ Although it may be a high initial investment, there will be most likely sponsors in future years that can help cover the cost eventually.