

Executive Council Meeting Minutes

Tuesday July 2nd, 2013

Henry Angus Building, Room 191A



commerce
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society

**Note that this document is viewable by the general membership of the CUS.*

Requests for presentation slots should be made at least 48 hours in advance by contacting the Administrative Director.

Attendance

Name	Position	Present ("X")	Late ("X")	Proxy
Executive Council				
Enzo Woo	President (Chairperson)	X	-	
Niloufar Keshmiri	Vice-President, Academic Affairs (Vice-Chairperson)	X	-	
Gillian Ong	Vice-President, Engagement	X	-	
Jasmine Yeh	Vice-President, External Affairs	X	-	
Jason Cheung	Vice-President, Finance	X	-	
Thea Simpson	Vice-President, Internal Affairs	X	-	
Benjamin Chen	Vice-President, Marketing and Communications	X	-	
Other				
Tom Tang	Ombudsperson	X	-	
Hannah Vandenberg	Administrative Director	X	-	

Guests: Cole Leonoff (Commerce Student Senator)

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A Call to Order and Adoption of the Agenda

The meeting was called to order at 7:12

- I *[motion] Be it resolved that the agenda be adopted as presented.
Moved Nil, Seconded Jas
In favour: all*

...the motion carries

B Presentations to the Executive Council

None

First be approved by AMS to qualify for our [constitution of] clubs

C Membership: Personal and Portfolio Updates

I President

- 1 UBCMA member got sick and couldn't present come today
- 2 Need final to deal with reimbursements for SAI

II VP Academic

- 1 -

III VP Engagement

- 1 -

IV VP Finance

- 1 -

V VP Internal

- 1 -

VI VP Marketing

- 1 Going to have a meeting with Alex Monegro from this week at Sauder videos. CUS is going to give advice on how to help them with Visual Media
- 2 Cavalier Submissions Due Date by July 15th
- 3 Enzo is sending info we need in the CUSundays. Thea will contact clubs to see if they want anything in the next CUSunday
- 4 Agatha is updating the events calendar
- 5 Meeting with Yearbook with Riley. One month plan with Riley and Nicola to get it done together.
- 6 CUS Legacy needs to be jumpstarted
- 7 Planning something with social media. There's too much cross messaging, channels being overused, and other channels not being used. Need to make one big social media channel to make it much more efficient, giving everyone access.

VII VP External

- 1 -

VIII Administrative Director

- 1 -

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D Approval of Minutes

Be it resolved that the minutes of the March 19th, April 2nd, April 9th, April 14th, April 25th, May 7th and May 21st meetings of the Executive Council be approved for public distribution.

E Executive Business and Discussion

I Frosh

- 1 If you register between first and last day you'll guaranteed get a spot. People are going to take their time ad register. Transfers aren't included in their 520 number. UGO can't contact all the transfers until they've registered. Hoping registration will be around 400, put transfers in, then fit the rest on a waitlist.
- 2 We fill 150 rooms first, so we guarantee we are paying the hotel a certain amount. We just need to hit a certain number of people
- 3 Many people don't know how to register, as when you search for the website, you find last year's site. We currently have around 94 people registered, and we're on the second day
- 4 Do we need to help FROSH with Marketing?
 - a Generally we don't. They should be fine.
 - b They need to actually start marketing it. Last year we sold around 60% on the first day
 - c We don't seem to have the same momentum this year
 - d The YouTube videos are fun but they don't really get much interest
 - e We're counting on a really huge wave later on
 - f Ben can give some advice
 - g Enzo: I don't think we should count on that wave; most events have people waiting til later, but frosh should have that excitement, and it doesn't.
 - h Issue with email: most of it seems to be going into spam; we need to try and change this and resend an email
 - i It seems like the biggest issue is the channel. The message doesn't seem to be getting through
 - j Ben: I think the biggest thing is actually changing the email issue. Once people actually start getting the email things should pick up.
 - k We could try using Twitter
- 5 If cap isn't reached: everything is variable, except the venue costs, which are lower than last year. Buy everything like t-shirts, food, etc. once we know the actual amount of students attending.
- 6 We should get the last year's frosh website from last year to redirect to this year's website.

II IBC

1. Need to figure out the budget so we can bring it to the board and get it approved

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2. Jason's already gone over the budget and came up with a closing amount; only thing left to do is talk to the Chair and the advisory board.
3. The reason we haven't told the chair and the advisory board is because we need to tell them at the same time. Cole's writing a letter to send to them both. If they want to talk we can arrange a time to meet with them later
4. Should we look over the letter?
5. Yes, let's try and get everyone to look it over

III Consulting Club Agreement

- 1 Need to get \$20,000 in sponsorship by the end of summer
- 2 We have the authority to add any other conditions
- 3 Should we add any other conditions?
- 4 We should possibly add a condition about the date
- 5 Not January; if it's in February it loses its value due to recruit timing. Possibly November or early December.
- 6 Same: I really advise against January. We shouldn't give 60,000 to two conferences in the same month, when both conferences target the same group of people.
- 7 Gil: We should tell them November, then get them to re-evaluate their budgets to accommodate for the months lost for sponsorship, and then get them to come back with a revised budget plan
- 8 Nil: I don't think that changing from January to November will affect their financials, but more their networking professionals
- 9 Keep in mind the Academic calendar ends November 28th. If you chose the end of November you may run into some problems with people who want to study.
- 10 Regardless, last week of November is probably their best shot
- 11 Nil: "Where your conference takes place in the first term"??? They will naturally fall into the last week, because they want time
- 12 Thea: If we want them to pick this week, we should just be upfront and tell them this
- 13 Are there any other terms or concerns?
- 14 Tom: if they don't meet the 20,000 what happens
 - a. It's there for wiggle room, just so we can tell if they're a complete failure, or if they need a little bit more help, but are doing well. We just need to know about how successful they're going to be
- 15 We should advise them to downsize their conference to make it more manageable. They're trying to operate at the same size as NIBC. It's their first time, they need to start smaller.
- 16 Marketing conditions: Listed as sponsors, same as other conferences. Maybe say ex: presented by the Consulting Club and the CUS. What are Logo size, etc. All are a little different. Ben: I can make some marketing sponsorship requirements.

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F Other Business

I -

G Adjournment

I Next Meeting TBA

II *[Motion] There being no further business, be it resolved that the meeting be adjourned at 9:18*

Moved Ben Seconded Nil

...the motion carries