



commerce
undergraduate
society

Executive Council Meeting Agenda

Scheduled Time: 7:00 PM, July 23rd, 2013 | Location: Henry Angus Building, Room HA 194
Open to the General Membership of the Society Unless Otherwise Deemed In-Camera

Note: presentations and/or proposed motions should be requested to be included on the agenda at least three (3) days in advance of a meeting by contacting the Administrative Director, Hannah Vandenberg, at hannah.vandenberg@cus.ca – materials received past this point may be considered for the subsequent meeting's agenda at the Chair's discretion.

A. Call to Order

*The meeting was called to order at 7:12
Moved: Thea, Seconded: Nil*

...the motion carries

I. Attendance and Confirmation of Quorum

B. Amendments to and Adoption of the Agenda

*Be it resolved that the agenda be adopted as presented
Moved: Gil, Seconded: Ben*

C. Presentations to the Executive Council

I. UBCMA Gateways: 7:15pm

- Thrive on being different and unique
- Very laid back and intimate, low cost
- Trying for 150 people while maintaining intimacy
- 2:1 ratio

- Bad: gateways had potential to be much bigger, did survey to see how to do better. Negatives include cap of students (only allowed 100 students). Had a cap on delegates. Only had two key notes and only 1/3 of the ballroom. Lack of money. Food issues. Venue is very important; it's holding the event back. Only had two rooms, can only hold two workshops. Opportunity to network would be better with more people and delegates.
- Last year sold out in 75 minutes
- Vision: inspiring marketing students. Don't just want to be a conference, but create a memorable experience for both delegates and students.
- Current budget is 2500 to run an entire conference.
- Were only able to feed the delegates
- Want more money to increase the number of students, increase capacity by 150%
- Sponsorship: Secured a camera guy to film the conference
- Request: \$10,000
- Term 2: January Marketing night → small side thing
- 18%: number of students in marketing at Sauder = 566 students
- Lots of value added.
- Is this event only open UBC students?
- Yes
- Why aren't you charging more than \$10 for a membership?
- When 1st and 2nd years come to Sauder they go to cheap events. Most students at gateways are 1st and second years, so we make it cheap for them
- Thea: Most students at our events are 1st and 2nd years and they pay full price
- Sean: You're planning on expanding it providing food for everyone, yet you're not increasing the price
- How is this different than when the bcc brings in professors for students to talk to and ask questions about careers to?
- Value to the students is networking, but the added costs seem to be mainly going to food (not networking)
- Sometimes networking sessions seem forced, so we want to make it more natural, more casual, like a bar. We want food, but not like a meal food. There is money allocated toward food, but it's not on there for the sake of food, but it's there to improve the event
- Sean: You want 10,000 more than we gave last year (none), and you're only increasing the amount of students by 50. It's hard to see the extra value added when the money we're paying is just going to go toward food. Over 50% of your budget from last.
- Nil: While people like food that's not how they measure the value of the event
- If you expand the event to 150 people, and only feed the delegates you're only going to need 2000 more dollars
- But the food adds to the event
- You're selling out anyway
- But we want to go above and beyond
- While food is good is it going to make the event 8000 dollars better?
- Enzo: We're happy to pay to increase the amount of people, but we don't feel comfortable to fund the total amount of food added, you would have to subsidize most of that. The food just doesn't add that much value so we don't feel comfortable paying for it.
- We'll definitely fund for the extra people attending
- Can you come back with a different proposal in two weeks and only include appetizer costs; is that ok?
- Yes
- We want to make 1/3 of tickets available to purchase at the beginning of the year
- We really look at value per student, and right now it's 66 dollars per student, which is a lot

- Either inc. capacity and add food or add food and charge

- They can come back on the 6th

II. Reveal: 8:00pm

- Reveal is an interactive business competition
- Vision: create opportunities to push past personal boundaries and revealed a better part of themselves
- 5 values: adaptability, boundary pushing, creativity, discovery realism. Help with pushing past personal boundaries (as seen in point 2)
- Invited 50 industry professionals to come and network with the students
- Many sponsors
- Nov. 15-17, 2013
- Mini challenges to speak and present
- Night events
- Networking opportunities
- Want booths at FROSH and BIZ Week, help with campus promotions (Sauder newsletter), and financial aid of \$5,000
- 48/88 students from Sauder last year
- for next year hopefully 50 Sauder students, 80 in total
- Last year it was hard to manage the logistics of 88 people
- Value from the Sauder students perspective: ticket sales were 200 dollars last year. 3 nights hotel stay, food paid for, networking, van aquarium, talking with judges, simulation that you can't get anywhere else. Lots of added value.
- Gil: Do people have to stay at the hotel if they're from Vancouver?
- A lot of people thought that at first, but we want to keep everyone together; most of the student after the conference said they were glad that they all stayed at the hotel, because it increases bonding and brings them closer together.
- What's the biggest difference between this year and last year? Last year you have 10,000 for food this year you have that and the 10,000 for the banquet dinner, that seems like the only difference. Biggest complaint last year was that the food. We're trying to fix that this year
- Big difference this year seems like the food is more expensive
- What is the difference of fees for the Sauder students compared to other university students, we shouldn't be subsidizing their fees.
- Right now they are paying the same amount (200)
- That's our point, we shouldn't be paying to send SFU students to this
- We definitely need an updated budget then. We need a real budget. We would like optimistic and conservative budgets this year. Need to come back with a new budget.

D. Executive Business and Discussion Pt. 1

I. FROSH Update

1. Thea: I'm really not happy about this T-shirt vs. tank top situation.
2. Nil: I agree, something needs to be done

Motion to move in camera

Moved: Ben, Seconded: Jas

All in favour: all

...The motion carries

Motion to move out of camera

Moved: Gil, Seconded: Ben

In favour: all

...The motion carries

E. Executive Business and Discussion, Pt. 2

I. IBC Update

Wanted to come to a board meeting

This is still going to happen, but in the meeting time we're having a smaller meeting to go through everything and discuss it and explain it more fully. If after that they still don't agree they can come to a board meeting.

F. Next Meeting

Scheduled Time: TBA

G. Adjournment

There being no further business, the meeting was adjourned at 9:13

Moved: Ben, Seconded Nil

...the motion carries