

# Executive Council Meeting Minutes

Monday, June 9<sup>th</sup>, 2014 at 7:00 P.M.

Henry Angus Building, CUS Boardroom

**Note:** Meetings are open to the General Membership of the Society Unless Otherwise Deemed In-Camera

**Note:** Presentations and/or proposed motions should be requested to be on the agenda at least three (3) days prior to a meeting by contacting the Administrative Director, Braeden Elsaesser, at [Braeden.Elsaesser@cus.ca](mailto:Braeden.Elsaesser@cus.ca) - materials received past this point may be considered for the subsequent meeting's agenda at the Administrative Director's discretion.



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## A. Call to Order

*The meeting was called to order at 7:15PM.*

## B. Amendments to and Adoption of the Agenda

*Moved: Hannah | Seconded: Jordan*

*Be it resolved that the agenda be adopted as presented.*

*In favour: all  
Opposed: none  
Abstentions: none  
...the motion carries.*

## C. Presentations to the Executive Council

None.

## D. Professional Updates

### I. President

1. Hired an Administrative Director
2. Intending to do interviews for PR Director next week
3. HR Director interviews are almost completed
4. Wrapping up contract items with the AMS
5. Attended a Sauder Orientation meeting; name has been confirmed as The Spark
6. Meeting with services

### II. Vice-President, Academic Affairs

1. Focus has primarily been on Budgeting as the Budgeting Chair
2. In continued contact with JDC West; plan to have an update for the next meeting

### III. Vice-President, Finance

1. Focus has primarily been on Budgeting

#### Questions/Discussion:

- Nil: How are the invoices and reimbursements?
  - Jordan: Right now we need to decide whether or not we are putting an invoice through for JDC West. Other than that, I need to get to the AMS with items. Coop reimbursements have been challenging. I also need to get the credit card to pay for the domain, but nothing significant.

### IV. Vice-President, Internal Affairs

1. Met with Business Week; planning to have different events each day as well as working through the actual budgeting process
2. Awards Night Chair has suggested doing the event on a cruise; also looking for off campus locations
3. AVPI wishes to change the business cards
4. The Elections Chair wants door prizes as an incentive
5. Chasing Sustainability Chairs have been hired (Rachel and Stephanie)

#### Questions/Discussion:

- Nil: I thought there was always a different Big Four firm each day for Business Week?
  - Hannah: Yes, they are still having those events. They will reach out before Pitch Day. As of right now, I do not think they have planned anything. Ben, have they contacted you since the meeting?
  - Ben: No, they have not.
- Nil: Have they talked to POITS and SoCo regarding their events?
  - Hannah: Yes, and the budgets for both events will be sent in.

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- Thea: How much would it cost to do Awards Night on a cruise?
  - Hannah: No, we cannot do that because then professors cannot leave.
  - Cole: People in general cannot leave.
  - Hannah: Any word about the liquor license, would it have to be off campus?
  - Thea: It would be more expensive because it would be at a hotel and they charge higher prices for liquor licenses.
  - Thea: We would then need a venue with a liquor license and if there are underage individuals at the event, one usually needs to buy out their liquor license.
- Hannah: She is also looking at other off campus locations in case the SUB is not ready in time.
  - Nil: It will be ready in time, the opening day is set for January 6<sup>th</sup>, and they have already planned events for January.
  - Hannah: That was her first choice originally but then she was not sure if it would be ready in time. The other place she is considering is the Sage Bistro. So she is going to look into Sage and the SUB some more.
  - Thea: By Thursday?
  - Hannah: She said she would try.
  - Thea: It is fairly important to have it done by Thursday because those are significantly different budgets.
  - Hannah: Well she cannot submit one until she has the quote and decides, which she needs to do.
  - Nil: I will look into getting the SUB for free. What are the dates?
  - Hannah: I do not think they have chosen that but they will be after March 20<sup>th</sup>.
  - Thea: They chose the dates; it has to be the week after Imprint.
  - Hannah: Awards Night should be March 26<sup>th</sup>, I believe.
- Thea: Who does he want to design the new ones?
  - Hannah: Wendy.
  - Jordan: What does he want to do? Also, card stock would double the price of business cards. Not saying this is not something we should look into, but this did just happen last year. The design we will be able to switch for free, although we need to be conscious that we took a long time last year and that was annoying. The person doing the design needs to work with him fairly closely because this needs to be quicker this time.
  - Thea: We are not changing the card stock.
  - Cole: I disagree.
  - Nil: We would need to give some options and people already have issues with the current system.
  - Thea: Do we subsidize them or do people buy them at cost?
  - Nil: We subsidize them.
  - Jordan: They cost \$38.
  - Cole: We sold a surprisingly low number of business cards this past year and I know people who do not buy them because they believe the physical quality is not as good as it could be and some people do not like the design. I think if we are going to do this, we should go all out and pay for a professional design template, considering how many individuals use these. If we are going to do it, lets do it right.
  - Nil: We can submit them to budget committee, as it is a budget committee discussion.
  - Vanessa: Why did we switch it last year?
  - Jordan: What happened was that they changed the price on us then that lead to the discussion about changing the template. Then it took much longer than it should have.
  - Thea: Yes, we would approach them with completed designs if we do it.
  - Nil: The idea is that it is a huge hassle unless he has already done it or knows how.
  - Vanessa: He wants Wendy to do it? He should not assume that she knows how to do it.
  - Hannah: Yes we can talk about it. Then he can decide if he wants to do it.
  - Thea: Executives choose whether or not is happens.
  - Jordan: If we decide to do it, then I think we should then give him some freedom with it. I think Cole is right, we bring it to budget committee and if we decide to do it, then we get good ones.
- Thea: We already give them free pizza as an incentive to attend the election forum.

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- Hannah: Yes, but this could be a good way to see if more people will attend. If we have a big surplus, why not test it out.
- Thea: Yes, but that money could also go to other things as well.
- Cole: I get that we give out food to be there, but I do not like the idea of bribing people to attend. I do not want to be trivialized in that way. We also give out candy and stickers.
- Thea: I would totally support printing "I Voted" stickers.
- Cole: Can we send that to them and ask them to look for those stickers.
- Jordan: Regarding door prizes, we have shut down multiple services door prizes.
- Hannah: For elections, we should consider ways to revamp it.
- Jordan: I am in favour of incentives.
- Cole: I support fun items instead of items that may be towards the bribery side. Could we do something more interesting with our forums? The AMS is considering a breakfast with the candidates. I think our forums at the moment are not structured in a way that is fun or exciting.
- Hannah: That is why they wanted door prizes.
- Jordan: I think door prizes do not incentivize anything because when was the last time you went somewhere for the door prizes. My personal opinion is that I am interested in giving more money, but brainstorm something interesting.
- Nil: I agree with the money, and I agree with what Cole was saying.
- Hannah: I know they have other ideas.
- Cole: We could consider a video blog presentation as well.
- Vanessa: What is the main goal?
- Cole: We want to get people engaged in the elections.
- Vanessa: Can we have it in the CPA during the day on a Friday?
- Cole: Yes, because an evening at the Swing building is not ideal. We could book it during lunch, have pizza in the back and then people would stay and eat their lunch.
- Hannah: The one issue is that most first years have other classes during that time.
- Cole: We could potentially start doing multiple forums.
- Hannah: What happens if a candidate has class?
- Cole: We should remove the mandatory requirement for all candidates to attend all forums.
- Nil: We could have the one in the evening as a forum and the afternoon session would be called a luncheon.
- Cole: The idea would be to emulate the USA Election debates; all their forums are different. We could have different levels of intensity too.
- Vanessa: Yes, I would in favour of that. We could probably get someone to film it.
- Hannah: I will get back to them regarding these topics.
- Nil: Do we know who the Chair of Chasing Sustainability is?
  - Hannah: Yes, their names are Rachel Li and Stephanie Fung. I will meet them to discuss their budget.
  - Thea: When are you meeting them because budget is due Thursday.
  - Hannah: They are submitting their budget tomorrow.

## V. Vice-President, Marketing and Communications

1. Currently updating the website to include all recently filled positions
2. Cavalier has completed hiring with a total of eleven people; planning to meet the team
3. Need to renew the domain now that the credit card has been activated
4. Meeting with Mike from Artona in the coming week; they currently do not have a contract together

### Questions/Discussion:

- Nil: You mentioned that Cavalier is planning to print less issues, but they budgeted for the same number of issues. They budgeted for five.
  - Vanessa: Yes. I think they normally do one every two months.
  - Cole: Excluding the summer though.
  - Vanessa: I will need to speak with them then because they agreed to do less issues and put the money towards making nicer issues.
  - Thea: How do you do that? Is the cost not just to print the copies?

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- Vanessa: I think it will be for better quality.
- Jordan: Why would they do that, is it not currently decently well received and they have not changed anything for years.
- Vanessa: If you compare The Ubyyssey to the The Cavalier, theirs is much more glossy and better put together. Also, they could have more articles so it would be thicker and go for a limited edition look.
- Jordan: Can you rebrand the colours then?
- Vanessa: Yes.
- Nil: I just want to know because I think they are budgeting for the same number of issues as last year. I want to know what their plan is at the moment.
- Vanessa: I will talk to them. I think they said they would just take the budget from last year.
- Thea: That is fine but then they should not expect different funding than last year. The issue is that they will ask for more money in two months for nicer issues but that needs to go in their budget.
- Cole: I do not see there being much of a difference no matter what they decide.
- Vanessa: The plan with fewer issues is that we can hopefully engage people with the better content. I will talk to them about the budget.
- Cole: How much are we paying to renew the domain?
  - Vanessa: I think it is \$13 from looking at the billing history.
  - Thea: I thought it was \$130 a month.
  - Nil: Either way, we will pay for it.
- Cole: Casually mention to Artona that we have interest from other companies because we could potentially increase our contract with them.
  - Jordan: Yes, we received \$2,000 from them last year but all the grads purchase portraits through them so they make a nice amount of money.
  - Vanessa: So Artona pays us?
  - Nil: Yes.
  - Vanessa: Were there any outstanding problems in the past year?
  - Cole: Can you also push to get a Board portrait?
  - Nil: I think we are allowed to do as many as we want.
  - Cole: But like a Board printed copy.
  - Nil: I think we have received multiple copies in the past.
  - Cole: Yes, that would be great to have a Board of Directors picture this year.
  - Vanessa: Noted.

## VI. Vice-President, External Affairs

1. The Community Partners Breakfast has been reserved for July 4<sup>th</sup> at the Hotel Georgia; having individual meetings with the CR team to get people involved
2. Plan to have presentations from services; focused on presenting the events themselves not pitching for funds
3. Prep 101 contacted Nil; looking to increase sponsorship from last year (\$1,000)
4. Found three invoices from the Big Four equally \$40,000 for last year
5. Imprint was worried about conferences dates between them and Me Inc.; looking to maximize ticket sales between both conferences (less conflict) → Tentative dates for Me Inc. (March 13<sup>th</sup>) and Imprint (March 20<sup>th</sup>)
6. Top 40 Under 40 is behind schedule; informed Yuna that a venue needs to be in place extremely soon
7. EMP is going through budget review; they want to have mentorship socials

### Questions/Discussion:

- Ben: Has Linette talked to you about getting the cheque deposit processed?
  - Jordan: The contract is in. So now it is between the AMS and the hotel. We will receive the invoices sometime and it will be paid.
  - Ben: Linette just said that she is waiting for it to be processed.
  - Jordan: It just needs to get through the AMS' system.
- Thea: Have they considered where PVCC is going to be in terms of conference dates?
  - Ben: Yes, that was another consideration. Imprint really wants the March 20<sup>th</sup> date.
  - Jordan: Why do they want that date so badly?

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- Ben: They went through all the weekends and ranked them and decided that this was the best date to maximize ticket sales.
- Nil: We will discuss this later in Conference Dates, but I want to see if we can move them earlier.
- Ben: Imprint is hesitant to move it earlier.
- Nil: Is it because they do not think they have enough time?
- Ben: Yes. Also, we have looked into the appetizer and decided on a \$12 per person cost. Also, regarding the Me Inc. retreat, the Chairs said they spoke with their FinCom analyst Sandra prior.
- Jordan: They mentioned it, fine. The issue is that they know it was for \$25 per person. But at this point, it has all be resolved; their social budget is gone. It is a non-issue now.
- Ben: I want to get a better answer for Yuna, she wanted to have a website for Top 40 Under 40.
  - Thea: The issue is that she needs some to build her the basics of a website because she does not have design for it. Otherwise, we could easily do it off of the cus.ca website. I can get the domain fairly easily, but she does not have anything to then post on that domain, she needs someone to help her create the pages. I will respond to her but she just let us know four days ago.
  - Nil: We could potentially get her a webhost and get her to fill it in?
  - Thea: Maybe.
  - Nil: We could copy the code potentially. No matter what, even if we had someone to do it, it would know be done by the time she wants it.
  - Ben: We could potentially have something off of the CUS website, have key information and then include a PDF with a sponsorship package. That I believe would be easier to do.
  - Thea: They should be creating a sponsorship package anyways.
  - Ben: Yes, I have been trying to get the focus on the sponsorship package.

VII. Vice-President, Student Engagement  
None.

VIII. Administrative Director  
None.

IX. Ombudsperson

1. Mainly looking for an Equity Representative for the Board of Director meetings; HR Specialists are interested in the opportunity thus will be discussing it with them

## E. Executive Business and Discussion

### I. Budget Committee

1. Revised budgets are due on Thursday
2. Sent feedback emails to every service regarding their budgets; asked for them to submit revised budgets
3. Five challenging budgets were Business Week, Awards Night, NSCC, Imprint, and Me Inc.
4. Hannah has met with Business Week and Awards Night; that has been discussed
5. Nil and Nathan met with Imprint; sorted everything out regarding their budget
6. Jordan and Nil met with NSCC; several issues were dependent on each other, requested quotes for food prices and that will help decide their competitor ticket price
7. Jordan and Thea are meeting with Me Inc. tomorrow to go over their budget
8. Accepting feedback from the services; let each service know that feedback is appreciated
9. Of note: although feedback is welcome that does not necessarily mean that the highlighted items will be changed
10. Next Budget Committee meeting is on Saturday

Questions/Discussion:

- Thea: You found more costs for NSCC?
  - Jordan: They were budgeting for the wrong number of people.
  - Nil: They had not projection the number of units. They have found some reimbursements from last year. They also still have not paid their winners.

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- Jordan: I believe Graeme mentioned additionally Deloitte sponsorship money from last year that has not been dealt with during the meeting.
- Thea: I can follow-up with him.
- Nil: I took their last year's losses out of their budget for this year because they should not be budgeting for the upcoming conference with that. I asked how much was outstanding and he was not sure. Technically it is Consulting Club's problem, but NSCC's reputation is on the line.
- Vanessa: Are the Executives supposed to come to the Budget Committee meetings?
  - Thea: You do not have to be there, but there are Execs who expressed interest in attending.
- Vanessa: Are there other budgets that we should be aware of?
  - Jordan: The five highlighted ones were the main areas of concern.
  - Nil: Budget Committee the main place where changes can be made however, all the budgets will be run through the Executives and if there happens to be some issue that one feels passionately about, that can be brought up during the budget overview. If the Exec convinces half the other Execs, then technically that budget can be amended at the Executive meeting. There are multiple venues that changes can be made.
  - Thea: We are passing the budgets on June 16<sup>th</sup> right?
  - Nil: Yes. Review it once it is posted from Budget Committee on the 14<sup>th</sup>.

## II. Prospectus

**Moved: Thea | Seconded: Jordan | Third: Hannah**

2.

**Motion to move in-camera**

**In favour: all  
Opposed: none  
Abstentions: none  
...the motion carries.**

**Moved: Thea**

3.

**Motion to stay in-camera**

**In favour: none  
Opposed: all  
Abstentions: none  
...the motion fails.**

**Moved: Vanessa | Seconded: Jordan**

4.

**Be it resolved that the Executive Council remove from their position the current Prospectus and Yearbook Director, effective immediately.**

Motivation:

- The current individual in the role is not qualified for the responsibilities that will be entailed moving forward
- The inability to fulfill requirements and work within a set deadline lead to this action

**In favour: all  
Opposed: none  
Abstentions: none  
...the motion carries.**

## III. Conference Dates

1. Currently have Chasing Sustainability in October, as well as NSCC and Top 40 Under 40 in November
2. NIBC is in January; not a CUS service but something to consider
3. In March there is PVCC, Me Inc., Imprint, and Sauder Summit

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## Questions/Discussion:

- Vanessa: For the conferences, are the dates set or just the month?
  - Thea: NSCC is set.
  - Vanessa: Can I start putting events in the CUS calendar?
  - Nil: This conversation is regarding whether or not we wish to force one of them to move.
  - Jordan: We should have them all sit down, because last year there was simply too much going on in March.
  - Nil: Our conferences know that they are right after each other but they think it is perfectly fine.
  - Thea: We can try to move PVCC to February, one reason why they did not before was due to Enterprize.
- Nil: Besides from PVCC, which we are not running, do we want to move any of our conferences?
  - Thea: We do not run Sauder Summit either. So, our two choices are Me Inc. or Imprint.
  - Nil: What were the three that ran on the same day last year?
  - Thea: PVCC, Me Inc., and Sauder Summit
  - Nil: Do we want to move Me Inc. or Imprint? They are currently running exactly one week apart at the moment.
  - Thea: Ben can let me know if I am wrong, but it sounds like they have already discussed it and are happy with it.
  - Ben: Me Inc. and Imprint met up, and they looked at all the feasible weekends, and decided that even though they are close, those are the dates they are most likely to sell out.
  - Nil: Because they think Enterprize is still running.
  - Ben: Enterprize might have been a factor in their decision; I think they looked at earlier but mentioned they did not want to go too close to Enterprize.
  - Nil: Which is then no longer relevant.
  - Ben: Yes, so that would open up.
  - Nil: We could make PVCC's funds contingent on moving out of March.
  - Thea: We would need the Board to back that before that becomes our plan though.
  - Nil: If that happens, then PVCC would be in February and Me Inc. could be two weeks before Imprint. Then they would only be on the same week as Sauder Summit and they do not have the same target market.
  - Ben: Yes, I think that could work.
  - Thea: I think the best plan is to move PVCC.
  - Nil: We would do that with the intention of then moving Me Inc. up a week earlier.
  - Thea: That would be ideal. That way Awards Night could also set their date.

## F. Approval of Minutes

None.

## G. Next Meeting

## H. Adjournment

*Moved: Jordan | Seconded: Vanessa*

5.

*There being no further business, be it resolved that the meeting be adjourned at 8:19PM.*

*In favour: all  
Opposed: none  
Abstentions: none  
... the motion carries.*

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## Attendance:

Name	Position	Present ("X")	Late ("X")	Proxy
Niloufar Keshmiri	President (Chairperson)	X		
Thea Simpson	Vice-President, Academic Affairs (Vice-Chairperson)	X		
Ben Gardiner	Vice-President, External Affairs	X (Via Skype)		
Jordan Hearne	Vice-President, Finance	X		
Hannah Vandenberg	Vice-President, Internal Affairs	X		
Vanessa Lau	Vice-President, Marketing and Communications	X		
William Pigott	Vice-President, Student Engagement			
Grace Kim	Ombudsperson	X (Via Skype)		
Braeden Elsaesser	Administrative Director/ Recording Secretary			

Guests: Cole Leonoff