

Executive Council Meeting Minutes

Monday, June 16th, 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 - 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 7:06PM.

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

- I. Me Inc. Presenters: Georgia Sakurai and Lorenzo Bisceglia
1. Special Projects Funding for Me Inc. Conference 2015; asking for \$4,200 for a website redesign
 2. Current website is not professional; has spelling mistakes, not formatted, and not able to be changed
 3. Website redesign for sustainability and functionality; looking to be able to make changes from year to year (updating overall content and logo if needed every year)
 4. Looking for a website as a benchmark; executives change every year however, websites can last for years
 5. Believe to have lost sponsorship due to weak current website design; not wishing to be associated with a bad website (looking to gain sponsorship, thus needs a better website)
 6. Looking to add credibility to the conference for sponsors, speakers, and attendees
 7. \$4,200 website design adds credibility, well thought-out, and functional (looking for content management system, subtle updates, and firms are stronger than independents)
 8. \$2,500 website design is less customizable and adjustable (most use templates); it also looks similar to the current website and all websites that use templates look similar

Questions:

- Jordan: Besides from the face-lift, what does the \$4,200 create?
 - Lorenzo: It becomes Me Inc. property, currently Me Inc. does not own their website. As well, content management system allows everyone to make adjustments instead of one person who has the web designers contact information. With our current site, we cannot edit anything on the homepage because we do not have the access. In these circumstances, if relationships go sour, then one loses the ability to update, which is what has happened here.
 - Georgia: We are also aiming to increase sponsorship this year but we do know that we have lost sponsorship in the past because of our website.
- Jordan: How do you know it was about the website?
 - Georgia: External Directors and CR team have been told that they do not want to work with us before we do not seem professional enough or up to par.
- Vanessa: How can you ensure that the next executives will know how to edit the website?
 - Georgia: Any firm we have contacted has said that it will be editable on Wordpress or something easy, so they can edit it themselves.
- Vanessa: Is that also the content and how it looks?
 - Georgia: The base will be the same but the content and images will be updatable.
 - Lorenzo: The argument I have been trying to make between independents and firms is that independents want someone as a portfolio, but the firms actually want to gain a solid customer base. So, we can do updates ourselves, they do offer to do updates for good word of mouth.
- Thea: How do you know it is about the website when you say that you have been turned away because you are unprofessional. Is the website unprofessional?

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- Georgia: Well they did not say unprofessional directly but I know that some have said they have looked at us through our website and we do not want to be associated with us or they do not want their logo on our website.
 - Lorenzo: Just a comment, they might not think it is unprofessional but amateur. A strong website creates a strong image behind you and people forget we are students.
- Nil: Is a logo redesign part of the cost?
 - Lorenzo: It is not an explicit fee but it is included in the redesign.
- Thea: By content management system you just mean editable code?
 - Lorenzo: From what I understand it would be a content management system. From what I understand it would be a Wordpress based content management system.
- Thea: So it would be Wordpress?
 - Lorenzo: Yes, but it depends on the designer.
- Jordan: How does it change if you use Wordpress or something else; is it not like the editable text changes, so then it does not matter?
 - Lorenzo: Of course not. It is whatever they are more comfortable on, like some prefer Wordpress templates.
- Thea: Wordpress is free, but the price comes from being able to edit it, as you like. The distinction comes whether you are paying to be able to use a content management system or you are paying to edit something within a free Wordpress system, they are different things.
 - Lorenzo: Fair enough.
- Hannah: Is the only difference the between this \$4,200 price and the \$2,500 price that this one is CMS and the other one is not?
 - Lorenzo: No. One thing to consider is within your service of the conferences that come to mind is UBCMA, which is essentially a beautiful, art project and Imprint, which is really nice but also functional. We are looking for something like that to maintain that level of Sauder and CUS and add credibility.
- Hannah: So the \$2,500 one is not editable?
 - Lorenzo: Yes, so you would need to go through them and do their process, which makes it a lot more difficult.
- Ben: What is the real return? Is this going to bring two to three thousand more in sponsorship this year? Is the website a legitimate threat behind firms not sponsoring you? I am not saying it is not, but it could just be an excuse for not sponsoring the conference.
 - Lorenzo: We see that \$2,000 extra as being attainable. If you look at gaining two sponsors at a \$1,000 each, although it does not sound like much, sometimes it is difficult. However, with the upgrade, we believe it is a really do-able thing.
 - Georgia: Having a great image to back you up. The website will hopefully portray what the conference is about, and currently we do not think the website portrays that at all.
- Nil: Have you been looking into the sponsorships to do this work?
 - Lorenzo: Yes.
- Nil: What firms have you approached and what has been the general response?
 - Lorenzo: To be honest, the range for this is generally \$6,500 to \$12,000. We are not asking for \$4,500 cash with us just being lazy. The \$12,000 firm, we got them down to \$5,000 and I am hoping to talk them down even more. It is a huge difference when you compare the \$12,000 to \$2,500 features. It becomes a luxury but you can see the conference grow and it is really strong things to have in a portfolio.
- Nil: So you do not actually have a contract?
 - Lorenzo: We do have one for \$4,200 that is willing to do pure cash because they have exhausted their sponsorships for the year. We have been in contact with firms for a little bit less, but those are in the \$2,500 range. I would also ask for a cost breakdown, and slash some of the luxuries.
 - Georgia: From a Co-Chair standpoint, every year we want to grow the conference, last year we had a new venue. This is something Tanner and I want to do for the conference this year as Co-Chairs, we want to add our little touch of us. We are not asking for a whole new venue, just a small website redesign because it has a lot to offer.
- Nil: What is your timeline for design implementation?

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- Lorenzo: The timeline is within the end of the week by Friday (June 20), that was our hope. We have a few people lined up and almost ready to have a contract set out. Our hard deadline is August 15th. If we are doing logos then we want them for two weeks after we sign the contract in order to buy new swag.
- Thea: You are not re-branding are you? You are keeping the aviation them? Keeping the orange?
 - Georgia: Rebrand is the wrong word.
 - Lorenzo: It is going to be a new style that will be orange with a plane.
- Nathan: You do not sound that well versed in Wordpress, HTML, etc.
 - Georgia: Both Tanner and I have had a hand at Wordpress, as well as some members of the team.
- Nathan: How much, in terms of the whole sustainability piece, students in the future going to be able to take this and edit it themselves?
 - Lorenzo: We are going to get the whole team involved. One thing that we pride ourselves in is that our team seems to stick together and people from within generally want to Co-Chair, so they will probably like it. We are also looking for a style that will not be so drastic that someone will want to go in and want to change everything about it. It is about keeping it as a smart and sustainable design.
- Jordan: Even though you are pitching sustainability every year, there are always new costs. Such as the change in venue last year and the website this year. I see it more of a sunk cost than an investment even though I think it the website will look better and benefit the conference. That being said, it is not like next year's Chairs are not going to request something because they got the website the year before.
 - Lorenzo: One of things we need to highlight, last year they wanted a new venue. This is more of a promotional investment, we do anticipate there being returns. If it is editable, then the Marketing VP will be less likely to change it.
 - Georgia: If we are keeping to the Me Inc. theme, then people in the future will not want to change it.
- Nil: When was this website designed? When I went to Me Inc. it was a different website.
 - Georgia: I think 2011, so that is three/four years. In all honesty, things have really changed even in the last few years. We want to portray that different vibe too.
- Jordan: Will the team in three years not say the same thing?
 - Lorenzo: It is possible.

Discussion:

- Vanessa: \$4,000 for a website, that is like a cost of an event for a club.
- Jordan: I was more on-board before this SPF.
- Thea: I would agree that the \$2,000 extra benefit is good if we decide to fund that much, just because of the value added.
- Nil: Correct me if I am wrong, they are going to pay a firm to use a nice template that they are going to customize for them. Give them to them and they can then use it on Wordpress.
 - Thea: I think that is somewhat right. But because we are paying more, there will be more customization. They create a theme.
- Vanessa: What is the difference between this and, lets say, Wix where you drag and drop, you can do anything with it.
- Nil: Some of the templates they put up are premium things that one can buy for like \$100.
- Cole: I was initially opposed but I spent a lot of time through the presentation looking at their current website and it is terrible. If I was a firm and my logo was represented like that on their website, I would not be impressed. I think the question not whether or not they need a new website, more so it is how. We could potentially find a much more affordable template and someone who is willing to spend some time on it, thus spending a couple hundred dollars not a few thousand but I just do not think it can stay.
 - Hannah: I do not know anything about website design, but is this not something one can do for free?
 - Thea: Wordpress has nice themes and we went through this when Nil was running for CUS president. They are not for free but cost only like \$100. The thing you pay \$4,000 for is the customizations to the theme and I do not know if that is worth the additional

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- Lorenzo: We would totally pay \$200 for them to get a new nice theme on Wordpress and Lorenzo can drag and drop.
- Nil: They are saying they know how to code, but other people do not know how to code.
- Jordan: For what they are paying for, can they even use it? Similar to the Bloomberg machines, everyone uses them but gets 1/10th of the value out of them. Is it like the website can be made your own if you have in-depth experience in coding?
- Thea: You need to have coding knowledge to change the margins and all that, but once you have a structure then you just need basic knowledge. The difference between the two is that either the firm puts it in the first time or they do it themselves. I see why the firm is appealing and it would look better with the firm but I just do not know if it would look \$3,500 better. It is nothing against them, but I am still worried that since they had all these dreams that giving them money for just a theme on Wordpress will not incentivize them to do the best job possible, something to consider.
- Hannah: How did Imprint and UBCMA get their websites?
 - Cole: Imprint got theirs done by a small company and I am going to assume they got it when they were just starting up for free.
 - Thea: I think they got it sponsored.
 - Nil: There are some really good themes for Wordpress and it is not as hard as they think. I also do not think they exactly know what they are getting; I thought it was for rebranding but that is just a small part of it.
 - Jordan: I wish they had come with a bit more of a direction.
 - Thea: They do kind of know. The \$12,000 company was last time we talked at \$8,000, and know they dropped it down to \$5,000. They would be paying them for a website redesign and a logo redesign is included.
 - Ben: I am not a big fan of paying a lot of money for a website. That being said, we had an awesome theme for Finance Club for a couple hundred dollars but it just did not work that well.
 - Jordan: Within Sauder there must be people who can do this kind of thing. Although it may be hard to recruit the talent, there is still the talent present. I find it strange that we go to this upper-tier school where people are trained for this and then we outsource.
 - Cole: I agree but that argument does not really hold when we need to pay for an IT Director.
 - Thea: I agree. The people willing to do it for free are probably people who do not value their skills.
- Thea: When we are talking about a CUS rebrand and also including some of the services in there, I do not think we should include them because we might take longer than them given their timeline.
 - Cole: I agree, I think firms doing business cards and those doing websites do not overlap much anyways. The logo is not the centre of their purpose either.
 - Thea: I think we should give them some sort of money so they can redesign the website. From my understanding, everyone agrees that they should receive something.
 - Jordan: If they could show me the value for \$4,200.
 - Thea: I do not know if they fully understand the nuances of a new website. We could suggest that they check out some premium themes on Wordpress. Then let us know what difference between a Wordpress and a firm. I need to see that difference.
 - Jordan: Yes, also everyone has their one thing they come to SPF with. Theirs is the website, someone could be stuffed turkey.
 - Thea: I am not saying reject the \$4,200 but they need to look at premium templates. They can find the nicest template on there and we would pay for it. I do not think they could identify the difference a template and a design firm.
 - Nil: Yes that sounds good.

D. Professional Updates

I. President

1. HR is currently helping with PR hiring

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2. We now have an AD

II. Vice-President, Academic Affairs

1. Touched based with services; meeting with them in the next month
2. Class Liaison Director working on loose ends from last year
3. ExCo finalizing items on the budget; more items are going through ExCo this year
4. JDC West updates next week, met with them this past weekend
5. Attempting to meet with the BCC
6. Changes to the TLog curriculum upcoming

III. Vice-President, Finance

1. Budgeting; discussed later in the meeting
2. Trying to get a second signing authority

IV. Vice-President, Internal Affairs

1. Been meeting with services this past week; all the services have set their goals and planning meetings with their teams
2. Processing multiple room bookings
3. Want to get Fred a key for the Exec office so he can give out business cards; he also has access to the mailroom
4. Turnover Meeting with Braeden for AD role

Questions/Discussion:

- Thea: I agree the business card system is broken but I am not sure what we should do with giving AVPs keys.
 - Jordan: I did not need them last year, I do not think he will need a key to office during the school year at all speaking as the last AVPI
 - Thea: Could we potentially put the business cards in a locker?
- Thea: How does he even have access to the mailroom?
 - Jordan: I do not even know where the mailroom is and I was in his position last year.
 - Hannah: Oh that is weird.
 - Thea: We have important items in the mail and that is generally the AD's job, so I do not think he should be picking up the mail.
 - Hannah: Okay, I will discuss something with Fred.

V. Vice-President, Marketing and Communications

1. Focus has primarily been on designing the Prospectus
2. Met up with Artona → 3rd year of a five year agreement
3. Pictures for Executive Council and Board of Directors; looking into a themed picture for the Executives

Questions/Discussion:

- Vanessa: Jordan did you get a sponsorship cheque from them? How much was it?
 - Jordan: Yes, it was \$2,000.

VI. Vice-President, External Affairs

1. Me Inc. does not want to move their date for the conference
2. Corporate Relations have been a bit disorganized regarding budget estimates; good thing is that the whole team is now engaged
3. It has been hard to contact to Yuna for Top 40 Under 40; not receiving messages back
4. Prep 101 sponsors us for \$1,000 but pushing for \$1,500 for next year

VII. Vice-President, Student Engagement

1. Sauder Sports bringing back every body for Yoga; same for external individuals
2. CCP requesting \$5,000 of financial contribution; coordinating volunteers for the faculty cup
3. POITS and SoCo have been working with Business Week; POITS is in for taking a leading role in Oktoberfest

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4. ISIS Skype meeting will occur in the next week

Questions/Discussion:

- Hannah: I believe Lauren mentioned this at a Board meeting last year, she wanted an additional person hired for CCP, has she spoke to you about that?
 - Will: She has talked to me about that but I do remember her sending me a message last summer. But nothing this year.
 - Hannah: So we are not doing that as of right now?
 - Will: Not as of right now.
- Will: Have we approved the SoCo logo?
 - Nil: We are discussing it at tonight's meeting.

VIII. Administrative Director
None.

IX. Ombudsperson
None.

E. Executive Business and Discussion

I. SoCo Logo

1. Proposed new logo design for this upcoming year
2. The executives are not opposed to the new design and support the decision to change the SoCo logo
3. One suggestion is to touch up the transparency of the logo

Questions/Discussion:

- Thea: I love the logo, so overall I am fine with it.
- Cole: The one thing is that it looks like a PNG file.
 - Vanessa: Apparently they used Paint.
 - Cole: I think it is cool and fun for what it is. In the long run they might regret the fact that this is something that probably will not scale well.
 - Vanessa: They basically just added people to the old one. I think I prefer the old one.
 - Cole: I think this may be one of those things where they could have the jurisdiction to decide on a logo, as long as it is professional and decently done.
 - Thea: I think it looks more fun and if they want to roll with it, let them. It is an internal service, so I do not think it matters too much. I am in support.
- Cole: Could you ask them if they could possibly touch up the transparency? Possibly find someone who would be good with that.
 - Nil: Let them know that there is a giant Adobe suite in the digital media lab where we have two giant iMacs

II. Prospectus

1. Need message from Nil; it is almost complete
2. Remove Sauder and UBC logos from the Prospectus; as they do not like it when the logos are used
3. Edited all the content, as well as created a new layout
4. Waiting for the cover photo

III. Corporate Relations

Moved: Thea | Seconded: Jordan | Third: Hannah

Motion to move in-camera.

Note: the Associate Vice-President, Finance was invited to remain.

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

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3.

Moved: Thea

Motion to stay in-camera

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

IV. Budget Overview

1. Discussing most budget line items at tonight's meeting, with the rest being discussed at next Monday's meeting (June 23rd)
2. All budget line items will be approved at next Monday's meeting; thus the budget can be presented at the Board meeting on June 26th
3. Discussing the version the Budget Committee reviewed and updated on Saturday; any changes will be noted in next Monday's meeting
4. Co-op and Early Graduation Student Refunds
 - Unable to project numbers for early graduates and Co-ops; estimated amount by Budget Committee
5. Student Fees (revenue)
 - Projected 3,500 students paying fees this upcoming year
 - The reduced student fee is reflected in the projected revenue
6. CABS fee
 - Amount paid to be part of CABS; how students attend some Canadian-wide conferences
7. Coffee expenses
 - Slightly reduced for this upcoming year; based off the actuals from last year
8. Lockers (revenue)
 - Potential overestimate due to lack of locker purchases during the summer term
9. Office supplies
 - For ink and paper for the CUS printer; as well as miscellaneous items such as a CUS banner
10. Student Business Cards
 - Subsidized by the CUS; small loss
11. Board of Directors
 - Comprises of food and taxi reimbursements
12. Board of Directors Retreat
 - Has already occurred; reflected as an actual in the budget
13. Executive Council
 - Comprises of dinners for each portfolio and one free conference
14. Eastern Business Conference
 - Niloufar is attending and it includes flights and delegate fee
15. NBSC
 - In October in Manitoba
 - Niloufar and Ben will be attending and it includes flights and delegate fees
16. Roundtable
 - Last year due to costs only two of the Executives attended (in Montreal)
 - This year it is in Prince George, therefore all Executives will attend
 - Includes delegate fees and a bus to Prince George
17. Service Council Business Cards
 - All service council members will receive business cards
18. Service Council Hoodies
 - All service council members will receive a CUS hoodie
19. Service Council Retreat
 - Retreat in September for all service council members; one night retreat
20. West Coast Leadership Retreat
 - Nil attended the retreat; reflected as an actual cost
21. Finance Services
 - Includes cost for t-shirts and one team icebreaker

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22. Human Resources
 - Includes cost for t-shirts, team icebreaker, and prizes for HR person of the month
23. IT
 - Cost to host the domain and the honorarium; will be pro-rated for this year
24. Awards Night
 - On campus this upcoming year; hosting in the new SUB
 - Increased the budget to add to the atmosphere; themed night
25. Business Week
 - Running at a good rate; SoCo collaboration is included in their budget
 - POITS event during Business Week is in the POITS budget
 - Two new events for this year; expanded version of Business Week
26. Campus AmbaSauder Program
 - Includes training expenses, pizza, lanyards, and team t-shirts
27. Case Competition Club
 - Cost for hosting a few workshops
 - Reduced revenue slightly by eliminating additionally buy-in costs for workshops (on top of membership fee)
 - Received an abundance of sponsorship; making a profit
28. Cavalier
 - Printing five issues for this year; same number of issues as last year
29. Class Liaison
 - Includes snacks at training and giftcards for class liaisons that do well
30. Commerce Mentorship Program
 - Tutor costs; adding Commerce 392 tutors
 - No longer running mentorship
31. Elections
 - Expenses include food at the forums and reimbursements for candidates
 - Added "I Voted" stickers
32. Executive Mentorship Program
 - Kickoff Breakfast and several other events; main cost is the Kickoff Breakfast
33. First Year Committee
 - Set amount each year to run first year events; Chair is hired in the fall
34. Grad Dinner
 - No chair at the moment
 - Nathan has set up the budget according to last year's budget
35. HYGGE
 - New program this year
 - Expenses for two kickoff events and subsidy for conference (half-price); as well as costs for leader training (food)
36. Imprint
 - Budget increased from last year due to the addition of appetizers at their conference
37. International Student Association of Sauder
 - Eliminated an event; running a new event
 - Similar budget as last year
38. Me Inc.
 - Includes new speaker fees; overall it is similar to last year
39. POITS
 - Budget increased this year; including the Halloween event, Business Week, and Oktoberfest
40. Prospectus
 - The quote for the contract has been confirmed; an actual cost for the year
41. Sauder Sports
 - Increased budget expenses as they are buying new equipment; as well as two off campus events
42. Sauder Squad
 - The budget needs to be updated for next week; budget was not updated following the feedback
43. SoCo

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- Significant changes need to occur to the budget before it can be approved
- 44. CUS Sustainability
 - Budgeting for Chasing Sustainability is the same as last year due to chair being hired late
 - Overall the budget is similar to last year
- 45. Yearbook
 - Providing Yearbooks to Graduating students for free; cost to produce Yearbooks are much higher this year
 - Selling additional Yearbooks to non-graduating students
- 46. Club Subsidies
 - Base grants and membership subsidies given to clubs; projected from actuals of last year
- 47. Brand Management Mentorship Program
 - Expected to have more people that need to be subsidized, therefore the expenses have increased
- 48. Business Career Centre
 - Paying for Trek Calgary twice this year due to the change in the Budgeting Cycle; will not pay for Trek Calgary next year
 - The budget is similar to last year; besides Trek Calgary
- 49. International Case Competitions
 - Previously the Dean's Office would fund 1/3 and the CUS would fund 1/3; students would pay 1/3
 - However, Dean's Office funding has been eliminated; been decided to increase funding pending the Board of Directors approval
 - Currently funding all the same competitions as last year; considering eliminating funding but it has been estimated conservatively for the time being
- 50. Strategic Consulting Mentorship Program
 - Budgeted for same amount as last year pending confirmation
- 51. Special Projects Funding
 - Surplus is put into this account and given out as seen fit during the year; intending to spend it all during the year
 - Includes contributions for NIBC, Sauder Summit, and PVCC for this upcoming year; these will all take away from the total amount of Special Projects Funding
- 52. Safety Buffer
 - As is standard, budgeted for in case of unforeseen circumstances

F. Approval of Minutes

None.

G. Next Meeting

H. Adjournment

Moved: Vanessa | Seconded: Jordan

4.

There being no further business, the meeting was adjourned at 10:26PM.

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

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Henry Angus Building, CUS Boardroom

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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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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 (7:13PM)	
William Pigott	Vice-President, Student Engagement	X (Via Skype)		
Grace Kim	Ombudsperson			
Braeden Elsaesser	Administrative Director/Recording Secretary	X		

Guests: Cole Leonoff and Nathan Monford-Bouchard