

# Executive Council Meeting Minutes

Monday, July 14<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 7:16PM.*

## B. Amendments to and Adoption of the Agenda

*Moved: Jordan | Seconded: Vanessa*

*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. Enforcing new guidelines for orientations throughout UBC
2. CABS is doing a strategic plan; submitted name for committee

### II. Vice-President, Academic Affairs

1. Discussing ExCo's policy and re-writing the code
2. Doing IT work
3. Read all of Braeden's minutes
4. Starting mini-budget committee with Jordan and Nathan for services who wish to change their budgets

### III. Vice-President, Finance

1. Met with FinCom team to outline their tasks for the year; outlined how the excel budget sheets for services should look (in the future)
2. Monthly update of actuals from services; opt into bi-weekly for conferences
3. Emailing all services regarding regulations for budgets
4. Dealing with reimbursements
5. Handed budget into AMS

### IV. Vice-President, Internal Affairs

1. Still working on changing the door code to the storage room and getting it a new light
2. Sent in key requests for most Board members and for Ben. Planning to make a list of office guidelines and will going off what we discussed at Executive retreat
3. In the process of setting up a meeting with the Chasing Sustainability Co-Chairs; they are keen to discuss the conference venue
4. Have a meeting with Linda (director of resources and operations) and Andrea (events manager) on Thursday
5. Clubs Review has begun; first team meeting is scheduled. Assigned nine clubs to meeting times. Two clubs missed the deadline and have not responded to the messages.

### V. Vice-President, Marketing and Communications

1. Waiting on Prospectus signature from the AMS
2. AMS wants to coordinate schedules for August and September; probably regarding The Spark and BizWeek
3. Made an Excel document with monthly updates for the portfolio; all doing well
4. Cavalier receiving quotes for budget; more expensive than expected
5. Sauder Squad wants to hire someone to be Wally The Bull but do not want to make it public; needs a HR rep
6. Visual Media is trying to find ways to do inventory; Executive and Board pictures in late August
7. Requested flagship dates from clubs and services

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## Questions/Discussion:

- Thea: Just to clarify, make sure that if Cavalier is over budget that get the budget change approved before they order it. They need to know that.
  - Vanessa: Not a pool of money, got it.

## VI. Vice-President, External Affairs

1. Well done at the CUS Corporate Breakfast; good feedback from professionals
2. CR Pitch Day: services had only a couple day notice; planning to reach out to new sponsors
3. Pushing to finish the sponsorship package
4. Top 40 Under 40 working with Yuna for negotiations of venues; Nathan was working with her

## VII. Vice-President, Student Engagement

1. Had a bit of confusion with POITS but it is probably due to the float
2. Building the application for the Buddy Program this week; mentor applications
3. Mentors for the Buddy Program should go through the orientation leader workshop put on by UBC; suggested by Nil

## Questions/Discussion:

- Will: Have we gotten anywhere on the missing \$7,000?
  - Nil: No, I think the situation is that they deposited it but when we looked later, it was not there. It could be possible that it was put into a random account.

## VIII. Administrative Director

1. Reviewed files sent by Hannah regarding responsibilities of AD role
2. In the process of transcribing past meetings into minutes; completed Board meetings and several Executive meetings

## IX. Ombudsperson

1. Will send basic promotional designs for ombudsperson awareness marketing shortly
2. Been discussing with Shirley and Joey (assistant) past promotions used by other ombudspersons to spread awareness of the service

## E. Executive Business and Discussion

### I. SoCo Logo Approval

1. New logo; changed the logo from what was last shown to the executives
2. Approve the changing of their logo

### II. The Spark

1. Yuna wants the CUS to promote The Spark via Facebook
2. Students messaging about the Orientation for this upcoming year; have not replied to any emails
3. Unsure of what the approach of the CUS should be in terms of marketing for The Spark
4. Wally The Bull is involved in The Spark

## Questions/Discussion:

- Nil: We will send a standard response any inquiries about orientation.
- Vanessa: Why exactly do we not want to be extremely involved?
  - Nil: Because we are not running it, so it takes away from the school that is actually doing the work for it.
  - Thea: I think Yuna is under the assumption that we are more involved than what is accurate.
- Vanessa: Should I talk to Yuna about this?
  - Thea: I think you should clarify that the CUS is not directly involved and it is easier, for the reasons Nil stated, not to market for them.
  - Nil: The only marketing I think we will do is regarding the hiring of leaders/volunteers. In terms of marketing the event to first years. We do not want to confuse the students who is

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running the event and it is inefficient for them because we have no information on our webpage.

- Nil: I will also send an email to Shannon regarding this situation.
- Vanessa: Why is Wally The Bull involved in The Spark?
  - Nil: Yes, I saw that. I do not know what it is happening there.
  - Vanessa: Should I message Ameera and see how this happened? As well as let all the other services know?
  - Nil: No, it is okay. That is not a direction we want to go in.
  - Ben: Can we talk to the UGO to talk to Yuna?
  - Vanessa: Yes because she is reaching out to services and they think they are helping other services. Should I message her about this?
  - Nil: Yes, but send it to me first.
  - Thea: I think it would be better if it were coming from Shannon, so I disagree.
  - Nil: True, that will be better.

### III. Marketing Budget

1. Wondering which direction we should take for the marketing of the CUS
2. Focus on transparency regarding how much the CUS funds but no one is aware of this
3. Looking to have a booth to hand out the Prospectus and answering questions about the CUS to increase engagement
4. Looking to buy CUS roll up banners; budgeted for a new one
5. CUS welcome back budget; wants to post CUS posters around the school at the start of the year

#### Questions/Discussion:

- Vanessa: Can we not have conferences that we fund show the banner during the events?
  - Nil: Yes. For context, we had a nice banner but we then changed our logo. We do have a banner budgeted. We do not need them to have our banner for registration but when it is the actual event at the hotel, they should display it.
  - Vanessa: I think the banner is a nice thing for us.
  - Nil: We need to design a new banner, so you would have to do that as well.
- Vanessa: I did not initially budget for posters, but what is the procedure for this?
  - Nil: You probably should build a budget for the AVP-Marketing and you would go through Budget Committee.
- Vanessa: What do you think about an informational booth during Business Week?
  - Ben: It is a great idea. But it is everyone's first impression, so it needs to be executed really well.
  - Will: We could use it to recruit the first year coordinator.
  - Thea: Needs to be well staffed. It needs the execution like Ben said.
  - Nil: I think this is a good chance to rope in some of the year reps as well. If you are going to do it, then you need to create a sign-up sheet sooner rather than later.
  - Thea: I think it is not the best idea to get people to sign up that early but rather just get their ideas on the topic and give them a heads up for the future possibility of the booth.
  - Nil: That is a much better idea.

### IV. BCC Marketing Plan

*Moved: Thea | Seconded: Jordan*

2.

*Be it resolved that the Executive Council approve the Trek program's CUS branding additions for the 2014-2015 year as presented.*

Debrief by Thea: The key takeaways from the meeting with the BCC are that we need to talk to Vanessa about how the CUS actively promotes the programs we support. We will add a logo and a little blurb to the main Trek touch points (BCC weekly newsletter, Facebook announcements regarding Trek, Twitter, COOL, and a page of the Trek handbook). They will continually send me these materials to show that we are featured in them as we are not featured

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in many of them currently. Given the current situation, I suggest that we approve this and work throughout the year on our influence with the BCC.

## Questions/Discussion:

- Vanessa: In board we wanted the name to be CUS Trek that is not happening right?
  - Thea: That is simply not going to happen.
  - Nil: They clearly stated that it is not going to happen.
- Jordan: Why are they so against it?
  - Thea: They will not do it because we do not fund all of it and there are MBAs.
  - Nil: The view was that it is our fault that the students do not know we contribute money towards it and that we need to market it.

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

## F. Approval of Minutes

Moved: Ben | Seconded: Thea

3.

*That the minutes from the May 12th and May 26th Executive Council meetings be approved for public distribution.*

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

## G. Next Meeting

## H. Adjournment

Moved: Jordan | Seconded: Vanessa

4.

*There being no further business, be it resolved that the meeting be adjourned at 8:44PM.*

*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		
Jordan Hearne	Vice-President, Finance	X		
Hannah Vandenberg	Vice-President, Internal Affairs			
Vanessa Lau	Vice-President, Marketing and Communications	X		
William Pigott	Vice-President, Student Engagement	X		
Grace Kim	Ombudsperson			
Braeden Elsaesser	Administrative Director/ Recording Secretary	X		

Guests: