Executive Council Meeting Minutes

Monday, September 22nd, 2014 at 5:30 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.*

A. Call to Order

The meeting was called to order at 5:35PM.

B. Amendments to and Adoption of the Agenda

Moved: Hannah | Seconded: Vanessa

1.

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

1. Chasing Sustainability (at 6:00PM)
    1. Presented on behalf of Chasing Sustainability by Rachel and Stephanie (Co-Chairs)
    2. Wish to choose the Listel Hotel over the Liu Institute as the venue of Chasing Sustainability
    3. Comparisons between the two venues were stated during the presentation; one emphasized factor was that the Liu capacity is 106 people and Listel capacity is 120 people
    4. Additionally, Liu only has standing eating, while the Listel Hotel is offering restaurant seating for free
    5. Listel is also a sustainable hotel; powered by bullfrog, as well as being a zero waste facility; therefore Listel's image aligns with Chasing Sustainability's image
    6. Received enough money in sponsorships to pay for the Listel Hotel and bring the conference off campus

    Questions:

    - Nil: You have budgeted for 130 people in the catering budget, but the capacity is 120, how does that work?
        - Rachel: This is something the catering manager did, I am not sure why. Realistically, we should have everyone attending the lunch portion, so people will want to make sure there is enough food.
        - Nil: But you cannot sell more tickets than you have capacity for.
        - Thea: Just to clarify, how many tickets are you planning to sell?
        - Rachel: We want to sell 110.
        - Nil: So, no more than 120 people should ever be there throughout the day, which is a small thing that will reduce your costs.
        - Thea: One other point is that your team will need to eat, which does not count towards your actual capacity.
        - Rachel: The capacity of the restaurant should be more than 120 though. I said 130, and the catering manager said that was fine.
    - Nil: With regards to your AMS funding, how are you going to document your receipts for both the AMS and the CUS?
        - Rachel: For record keeping purposes we can duplicate the receipt for you.
        - Nil: It was because sponsorship works by us reimbursing you. But if you are submitting directly to the AMS then we do not have records.
        - Rachel: Would it be fine if it was just the AMS that we cut a duplicate receipt for and everything else we file through the CUS?
        - Nil: This can be discussed more after the meeting because now it is simply technicalities.
    - Nil: The expenses are disproportionately increasing compared to the additional 14 people that can fit into the new venue.
        - Stephanie: It is more focused on the experienced side. We are trying to make the conference grow for future years. Also, being downtown will be more convenient for the speakers.
    - Vanessa: Was there more people who attended your conference when it was off campus compared to the other years that have been on campus?
        - Stephanie: We do not have the numbers for 2012.

- Hannah: When it was at the Four Seasons, there were 20 people there.
- Nil: Yes, the reason why we have been opposed to the idea of bringing the conference off campus was because they had to give away free tickets and nobody showed up.
- Rachel: I see your concern, but we want to take the momentum from last year and build it. We want to build a little bit more and more each year.
- Nil: That was the same logic used a couple years ago and it did not work. Then last year on campus, it regained some of that momentum.

- Vanessa: Say you go off campus, what steps are you going to take to insure that people actually go?
  - Stephanie: We are going to work with the marketing team on the marketing strategy.
- Hannah: Do you not foresee the commute as being an issue for students?
  - Rachel: We have a strong line-up including a TED talks speaker. As well as a Globe group keynote.
- Grace: Why have you just discovered this venue given that the conference is in a month?
  - Stephanie: It was mostly concerning the sponsorship. We were not sure what venue we could get until we recently got more sponsorship money.
  - Rachel: Biggest the issue was the money; we could not put down any deposits without knowing the amount of money we had secured.
- Grace: Where exactly is this venue?
  - Rachel: It is on Robson Street.
- Ben: How important is the venue? The main draw to having it downtown that I have heard is that it is more convenient for professionals. Professionals have been fine to come to this campus and the main objective is to add value to our students.
  - Rachel: How we see it from our perspective is that we had a vision to take it off campus and now that we have the money, we want to fulfill the goal.
- Ben: What is the added value for going off campus?
  - Stephanie: It feels more like a conference when it is off campus.
- Thea: Last time it was taken off campus it resulted in a serious issue. You will need a really solid marketing plan. It is your decision but I would to urge you to go figure out a marketing plan. This could turn badly and no one attends the conference. I really do not want that to happen.
  - Rachel: I completely agree with you. If anyone has any suggestions on how to make the marketing plan work well, please let us know.
  - Vanessa: Do you have a marketing plan in place at the moment?
  - Rachel: We have not gotten the chance to speak with the marketing team about the plan but they should have completed the plan for the next month.
- Vanessa: How involved are you with your marketing team?
  - Stephanie: We just got involved with them once school started. The weekly meetings are with the whole sustainability team.
  - Vanessa: How many people are on your marketing team?
  - Rachel: We have three people.
  - Vanessa: Do any of them have experience with chasing sustainability?
  - Rachel: No, it is a completely new team.
- Thea: Have you ordered the tumblers for the gift package?
  - Rachel: We have not ordered them yet.
- Nil: Are you changing your ticket price from last year?
  - Rachel: We have not decided yet.

Discussion:

- Vanessa: When they talked about marketing it felt that they did not know much about it. Now I feel like there is a lot of pressure on me. I think that this event could be very good, but I am worried about the marketing aspect.
  - Thea: I think the main issue that encompasses everything is that there is limited time to plan a whole conference. At this point we should approve the venue and catering so they can focus on other areas of the conference. Vanessa will probably need to help them with their marketing plan and I will need to work with them on the budget side.
  - Hannah: The AMS needs three weeks to approve a contract and at that point it will be one week before the conference.

- Thea: We will speed up the process for them.

- Nil: I think they actually lowered their capacity if I have calculated this correctly. They sold 107 tickets last year and the capacity of the Listel Hotel is 120 including all team members and business professionals.
- Conclusion: Chasing Sustainability's venue contract is approved unanimously and will be submitted to the AMS. Therefore, Chasing Sustainability will be held at the Listel Hotel.

D. Professional Updates

I. President
1. AMS council is this upcoming Wednesday; proposing to purchase a knowledge management system
2. Thea and Nil are meeting with the Dean next week to review community service
3. Shannon released the new system for international case competition reimbursements
4. Trying to plan an alumni event with the alumni office; Alumni office has not replied to emails

II. Vice-President, Academic Affairs
1. Went as the CUS representative for the Mental Health Network event
2. Met with EMP last week to review their budget
3. Hiring an IT Director; interviewed the three candidates and will interview one more candidate

III. Vice-President, Finance
1. Solved a lot of budget issues at the budget committee meeting last week
2. Trying to get Kickball contract through the system as soon as possible
3. Will attempt to get the Chasing Sustainability contract through as soon as possible as well
4. The FinCom team has been keeping up with their budget actuals to the best of Jordan's knowledge; will need to meet with them soon

IV. Vice-President, Internal Affairs
1. Looking into alternative dates for Awards Night; possibly a night between March 23th-25th
2. Elections are currently doing well; Hannah met with them last week to discuss the issues that were brought up at the last executive meeting and they stated that they would like feedback to go directly to them from now on
3. Getting the storage room code changed; the process is quite lengthy, therefore unsure when it will be changed
4. Concierge has confirmed bookings without Hannah's approval; this has been brought up to Linda
5. BizTech is currently on probation; they sent a list of club members for this upcoming year without the faculty stated for each member

Questions/Discussion:
- Nil: The first year elections do not have a Facebook event, nor is it on the Facebook page. There is an all-candidates meeting tomorrow.
  - Hannah: They have been in contact with the candidates and it is on their website.
  - Nil: Anyone can come and for the students who may be unaware of the deadline, this could lead to them not applying.
  - Hannah: It is on their website and Vanessa put a reminder in the CUSunday.
  - Nil: It was the fact that they have nothing on their Facebook page. Just concerned that some students might not be aware that they can still run for first year rep.

V. Vice-President, Marketing and Communications
1. Posted the application for Yearbook Editor; applications are due next Sunday
2. Rulers are coming this Friday; confirmed by the Prospectus company but will not give them out until Monday
3. Will be meeting up with Matthew for the new CAP powerpoint deck
4. Met up with The Cavalier today to discuss the first edition; they mentioned the issues with the past issue and they want to change their website theme
5. Visual Media and The Cavalier are collaborating for "Humans of Sauder"; will post once a week
6. Grace now has her own column in the CUSunday; will have different themes throughout the year
7. ISAS wants the whole exchange student list; need more information before anything is released

VI. Vice-President, External Affairs

1. Aaron has a meeting with CPA representative tomorrow; Ben will be attending the meeting as well
2. Went over the case competition details with the accounting club and CCC; need to find out the logistics and expenses from the CPA
3. Prep 101 will be sending their cheque soon; they are providing ten free Prep 101 session coupons that the CUS can use as prizes and they want to add advertisement in the CUSunday
4. Young Women in Business wants tickets and a partnership with the CUS; Ben keeps receiving emails
5. Me Inc. and Imprint doing their interviews for the last positions within the conferences
6. EMP is reviewing their applications for mentees

VII. Vice-President, Student Engagement

1. Most recent weather forecast shows that there will not be rain for Kickball this Friday; will find out tomorrow if we are licensed for this upcoming weekend
2. Sauder Sports had a successful hike of The Chief; Edward also wants to re-do his entire budget for the year
3. ISAS has a budget problem with their bus; will need to contact budget committee
4. HYGGE is now accepting first year applications; due next week
5. First Year Committee and Grad Night position applications are being posted next week

VIII. Administrative Director

1. Posted the office hours on the president and executive doors
2. Sent an email to Grafica to make a connection that will hopefully result in the ordering hoodies shortly

IX. Ombudsperson

1. Included in the CUSunday; received four emails from students after the email
2. The goal for this semester is for people to know what the position is about

E. <u>Executive Business and Discussion</u>

I. Service Council Retreat Debrief

1. It was poorly attended; this is now becoming an issue that occurs every year, therefore could potentially change the retreat to a day-long training session that includes a bonding activity
2. The workshops worked well; the portfolio meetings worked well for those who attended and both should be implemented in the future
3. Vanessa: ran the marketing session; there have been several logo issues that will be discussed later
4. Hannah: ran Board and Awards Night session; it was productive and Claudia received beneficial takeaways for Awards Night
5. The Board gave feedback; they want to learn more about what goes on with the executives from a day-to-day level as they find that there is sometimes a lack of communication
6. Nil: ran the communication workshop; everyone seemed somewhat confused but went over communication standards and people should practice added patience when responding to emails
7. CCP will be hiring less marketing directors for the upcoming year due to good discussions with Nil
8. Thea: ran the finance workshop; people want the workshops in the summer to improve finance knowledge and wish to have updated information on the CUS website
9. There needs to be an evaluation of how finances are explained because services are having major difficulties understanding the current system; potentially could create modules and quizzes on Connect for the service council members to complete upon reading the module and watching explanatory videos

II. Logo Changes

1. Top 40 Under 40 changed their logo; they have already used it for their business cards, their website, and advertising materials
2. CMP changed their logo; also have used their logo for their Facebook page and events
3. The executives do not see major issues with the logos however, they encourage services to send the logos to Vanessa prior to using the logo online or on business cards

F. <u>Approval of Minutes</u>

Moved: Thea | Seconded: Jordan

2.

That the minutes from the August 25th Executive Council meetings be approved for public distribution.

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

G. Next Meeting

H. Adjournment

Moved: Ben | Seconded: Hannah

3.

There being no further business, be it resolved that the meeting be adjourned at 8:06PM.

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

Executive Council Meeting Minutes

Monday, September 22nd, 2014 at 5:30 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.*

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 (7:20PM)	
Hannah Vandenberg	Vice-President, Internal Affairs	X		
Vanessa Lau	Vice-President, Marketing and Communications	X		
William Pigott	Vice-President, Student Engagement	X		
Grace Kim	Ombudsperson	X		
Braeden Elsaesser	Administrative Director/ Recording Secretary	X		

Guests: Cole Leonoff, Garret LaValley, Michael Bean, and Casey Chen