

# Executive Council Meeting Minutes

Monday, November 3<sup>rd</sup>, 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](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 5:34PM.*

## B. Amendments to and Adoption of the Agenda

*Moved: Will | 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

### 1. Chasing Sustainability Debrief

1. Presented by Jessica (Sustainability Chair) and Stephanie (Chasing Sustainability Co-Chair)
2. Summary of the written report given to the Executive Council included the potential for better attendance and better workshops according to the feedback surveys submitted by attendees
3. Sustainability team was well organized throughout the day; the team ran through the day before the conference, which turned out to be extremely beneficial
4. Lunch went well in terms of the efficiency and networking space as there were two rooms to network in
5. Given the survey results there were differing opinions on the amount of networking time; it was split with some people saying they wished for less time and others saying it was a proper amount of time
6. Michael Green was a highlight for everyone from the feedback form as he was a great speaker
7. There was a recommendation to move the conference to November given the feeling that there was a lack of time to prepare and the October conference date was during midterms, thus a busier time
8. Overall, Jessica believes that the conference was a success and felt that the venue was better than last year with more space

#### Questions:

- Vanessa: What were the workshops that were available?
  - Jessica: They were all over the place. They were interactive workshops in many industries including finance, TV, marketing, etc.
- Nil: Can you outline how many tickets you actually sold and how many delegates were there?
  - Jessica: 77 tickets were sold and 87% of people showed up. There were 35 other people including the sustainability team, delegates, and speakers.
  - Nil: What was that compared to last year's ticket sales?
  - Jessica: It was a drop in 15% of ticket sales.
- Thea: On your recommendation to moving the conference to November; I am uncertain if it is less busy during that time as there is NSCC during that date and other events. Therefore, my recommendation for next year's team will be to stay in October, especially if NSCC stays in November. It might have been that specific date, not the month of October.
  - Jessica: I have not fully developed this thought but I had to order many things that arrived the day before the conference. The delegates usually do not know their schedule until September, which made it difficult as well. Everything felt extremely rushed.
- Nil: Have you had the chance to debrief with last year's team since the conference since the timeline did not see to affect their conference as much given the higher ticket sales?
  - Jessica: That would be great, but I have not had the chance to sit down with them. That would be a complaint because the transition was rough because I did not get to meet with them; I only received documents. I am already working towards making a smoother transition for next year.
  - Stephanie: The timeline is somewhat rushed but definitely do-able. I personally think that keeping it in October is fine.
- Vanessa: Would you recommend that next year's team goes off campus or stay on campus for the conference?
  - Stephanie: I think it would depend on the vision of the Co-Chairs.

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- Nil: What were some of the pros and cons of being off campus?
  - Jessica: A con was definitely attendance and accessibility as the specific location was difficult to get to via transit. Pros include the fact that it was easier for the team as the hotel takes care of a lot of the stuff and provides lunch.
  - Stephanie: There was a lot more space for networking, lunch, and general movement.
- Grace: Did you get any feedback from the attendees regarding the venue?
  - Jessica: One person specifically did not like the venue. It was one of the speakers who did not like the venue.
  - Stephanie: I have not heard anything from the students.
- Nil: Are there any final recommendations?
  - Jessica: No, I think I have covered them all.
- Vanessa: What did Michael Green think of the event given that he was the highlight and closing keynote speaker?
  - Stephanie: I spoke with him immediately after the conference and he mentioned that he liked the venue as he came in on a scooter. He felt that it was convenient since it was close to his main office. We revolved the conference around him in many ways.
  - Jessica: That was another reason why we chose the venue due to his accessibility. As well as the fact that the hotel itself is Sustainability geared, which is why we received a discount.

## D. Professional Updates

### I. President

1. Helped consult and planned the AMS strategy for the tuition increases; the AMS will release a statement on Wednesday regarding the official communications document and AGM takeaways
2. The new SUB is probably delayed again; opening date is unknown at this point therefore alternative venues might need to be considered for Awards Night
3. Have received around 500 responses on the CUS survey regarding the tuition increases; still open until Wednesday

### II. Vice-President, Academic Affairs

1. JDC West had their mock case simulation and filled in the academic entrepreneurship team position
2. ExCo is going well and CaseIT will be filed through ExCo starting immediately
3. Had a meeting with the UGO and will potentially be publishing a list of class liaisons on the CUS site because most classes do not have anywhere to contact their class liaisons as the profs do not post it; it would also include more information regarding the duties of class liaisons
4. Meeting with Kin Lo on Wednesday to talk to about International Case Competitions; in terms of hiring, which is unrelated to the meeting, Kin sends an email out to students in 2<sup>nd</sup> semester to apply for the Case Competition positions
5. There was a BCom Governance meeting last week which has resulted in a meeting with the head of the accounting department about a change they are thinking of making to the accounting degree requirements; hoping to meet with the marketing division chair as they are doing similar changes to the TLog option
6. TLog survey closed on Friday; will be compiling the results and drawing names for the gift cards
7. There was also a Faculty Caucus meeting; there were issues surrounding the fact that the CUS were not able to RSVP for the meeting
8. The UGO, CLC, and BCC will be launching a new centralized website that will include information from all three sources on one website; expecting the launch to occur later this month

### III. Vice-President, Finance None.

### IV. Vice-President, Internal Affairs

1. Room bookings are still an issue as people are continuing to book for longer than two hours
2. NSCC has decided not to hold their Case Competition here in Birmingham on Friday; will now be happening Downtown

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3. January 17<sup>th</sup> is not available for Mini-Enterprize because Birmingham is booked by an external party; find it unacceptable that the CUS cannot book an event three months in advance due to an external party as the CUS pays for the space
4. I requested survey results from Linda for the CLC extended hours; she said that she would detail the results at the building users committee meeting and the issue is that if we wait until that meeting, nothing will change for exam time as the meeting is supposed to be held in late November
5. Additionally, in the email to Linda, Hannah mentioned that Birmingham is never in order after events and she replied saying that the majority of events are BCC run and are replaced the morning after the events; that is proper as students find it hard to study after the events during the night

#### Questions/Discussion:

- Thea: Please let Nicole know that student bookings have priority this far in advance and ask for the policy on external room bookings, so we can gain a better understanding.
  - Hannah: Okay, sounds good.
- Thea: Hannah, please email the BCC and tell them that they need to setup Birmingham after their events as Linda said it is mostly because of them. If students ran events and left it in that state, we would get in trouble, therefore the BCC also needs to be held accountable.
  - Hannah: Will do.

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

1. Finalized date for grad photos is February 28<sup>th</sup> for students who wish to be included in the Yearbook; Vanessa will handle anyone who have taken early photos, so they can be included in the Yearbook
2. The Cavalier's new edition has a better layout and they gave out free ice cream today along with the newspaper; more than half the papers were given out which is good
3. Still have to talk to Joey from Visual Media about the CLC inventory system and they have hired three new photographers; Humans of Sauder is doing well in terms of publicity
4. CAP had their interviews for presenters on Friday; regional coordinators are contacting schools soon
5. Sauder Squad is planning to hand out free hot chocolate and gift packs for students writing their exams; Aameera wants to hire a promotional director along with the other positions that became available yesterday

#### VI. Vice-President, External Affairs

1. Top 40 has 35 delegates as of yesterday; it could be up to 40 delegates by the end of today and everything else is set for the breakfast, which is good
2. Taking a lot of time planning the CPA Case Competition with CR; it is hard to find judges for the event
3. NSCC is not flying in speakers or delegates; there was an issue with the hotel on Thursday but that has been resolved and the delegates have been confirmed
4. NSCC ticket sales are low but there will be an adjustment to the fees for the external schools because there were negotiations with their undergraduate societies in the hopes that the sales and attendance will increase

#### VII. Vice-President, Student Engagement

1. Afterlyfe was interesting as I left the SUB at 3:30AM cleaning due to chocolate on the ground; meeting with SUS and EUS next week discussing another party in January
2. Meeting with the VP Engagement of the AUS because he wishes to increase engagement and wants tips from the way the CUS functions
3. CCP is currently hosting Movember and there are approximately 27 people on the Sauder team; everyone should donate and/or join the team
4. First Year Committee Hiring applications are being posted tomorrow
5. Grad Committee is beginning their hiring after this week; beginning to generate ideas for the after party
6. ISAS reporting structure is starting and will be receiving the first of weekly updates this weekend
7. Sauder Sports sold 25 tickets today for the trampoline gym and capacity is 60 people; they are planning a hip-hop session and the UBC Rec is giving the dance studio for free
8. POITS submitted the S.O.L. for 200 people; will potentially be speaking with Pam about the old-style POITS for this one time given that there will be more people coming from JDC West
9. POITS mugs order was placed today; the plan will be to sell the mugs at \$10 with profits going to charity
10. Only 17 of the 34 spots for the 3<sup>rd</sup> bus for the SoCo ski trip; will be giving the wait list people another 24 hours and then opening it up to other students
11. Received several complaints about their placements for HYGGE and will be dealing with this shortly

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## Questions/Discussion:

- Nil: Is CCP doing Operation Christmas Child this year?
  - Will: Yes, I believe so but I will confirm.
- Nil: I thought after the first POITS we were going to apply for more than 100 people every time?
  - Will: No, because we have not hit those numbers again.
- Will: There is also more work logistically at around 125 people, as the Fire Marshal needs to give approval at that point.
  - Thea: We can see how this one goes, applying for 200 people. Then it may be worth talking about.
  - Nil: How the did the conversation go with JDC West regarding the underage people and Birmingham?
  - Will: They do not want to bring in underage people on the team. It was more because they wanted more space for the alumni. But I explained that they will want to come to the actual POITS, not Birmingham.
  - Nil: Yes, I agree.

## VIII. Administrative Director

1. CUS Executive Photos at Artona will be scheduled for some point during the December exam season; will be contacting Michael from Artona shortly along with scheduling a December meeting as it is mandatory
2. Grafica is still waiting on the hoodies from American Apparel before they can design them; expected to receive in the hoodies in a couple more weeks unfortunately

## IX. Ombudsperson

1. Not too much activity besides the occasional consultation and email

## E. Executive Business and Discussion

### 1. Imprint Branding

1. Imprint wants their email signature to link to their website instead of the CUS website

## Questions/Discussion:

- Nil: We usually say no to this because the websites are without any CUS branding but their website has "CUS" in their address
  - Thea: Where do we draw the line because we tell people that their email signatures need to be consistent?
  - Nil: But they are not changing the signature, they are changing the link with a request. It does not fundamentally change the layout or design of the signature only the link.
  - Thea: I am asking because would we approve this for every service then if they asked?
  - Nil: It depends on the quality of their website. If they wanted to link to their Facebook page, I would say no.

### 2. JDC West Competitive Pay Structure

1. The program is no longer emphasizing winning and this is an issue therefore one suggestion as an incentive is to pay more to those who place in the top three of their division
2. The structure suggested included a reimbursement of \$100 worth of participant fees for 1<sup>st</sup> place, \$75 for 2<sup>nd</sup> place, \$50 for 3<sup>rd</sup> place for each individual in each of the corresponding teams; the reimbursement would signify the additional benefit gained from winning for Sauder and the CUS

## Questions/Discussion:

- Hannah: Does this apply to Captains and Executives?
  - Thea: Captains do not pay and we are unsure about Executives at this point. There still needs to be some thought into this suggestion. I wanted to put it forward to understand where everyone else sat on this suggestion.
  - Ben: I think this is a great idea.
- Nil: Would this apply to anything else that we currently run?
  - Thea: We cannot think of anything. International Case Competitions are already subsidized 2/3.

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- Nil: Next year, we might change our International Case Competition model. So, if it were 1/2 then would we reward the winners?
  - Thea: In the international case competitions you travel to another country and compete but there is much more to it then winning, therefore I think it works better for just JDC West.
  - Will: And you are getting a lot more money from us to begin with.
  - Thea: They are also run separately, whereas JDC West is one of our services.
- Nil: How do you think the team would react? And are we planning to implement it this year?
  - Thea: Yes to this year. We want to eliminate the mentality that JDC West is a training program but this makes the suggestion that it is not that in a way that is positive reinforcement. We want to support JDC West and this also creates incentive to do well.
  - Nil: Do we think the payout should be bigger then?
  - Thea: No, because there should be incentive to win anyways and this is a reasonable breakdown from 1<sup>st</sup> to 3<sup>rd</sup>.
  - Will: I think this is a starting point and we could look at it again going forward.
- Nil: Who is the next pitch group since the Execs seem in favour?
  - Will: I can pitch it to a couple people on the JDC West team and see what they think.

## F. Approval of Minutes

*Moved: Ben | Seconded: Thea*

2.

*That the minutes from the September 29th Executive Council meeting be approved for public distribution.*

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

## G. Next Meeting

## H. Adjournment

*Moved: Ben | Seconded: Vanessa*

3.

*There being no further business, be it resolved that the meeting be adjourned at 7:53PM.*

*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			
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