

Executive Council Meeting Minutes

Tuesday, January 6th, 2014 at 6:00 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 6:05PM.

B. Amendments to and Adoption of the Agenda

Moved: Hannah | Seconded: Ben

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. Party Well

1. Jerry and James, Co-Founders of Party Well, presenting for Special Project Funding for their Future Fest fundraising event that will occur in the SUB Ballroom
2. Requesting the funding amount of \$1,500 from the CUS to help promote and deliver the event
3. Will promote and enhance the brand of the CUS by including their logo on posters, thank you messages on Facebook, visual projection of the CUS logo at the event, and a certificate of appreciation
4. The event, Future Fest, will be raising money to help build wells in Kenya in order to promote clean drinking water; the projected money raised from the event is approximately \$7,000 due to several in-kind sponsors
5. The majority of the organizing team are Sauder students and the experience of planning and implementing an event will help with volunteer experience and skill development

Questions:

- Vanessa: How many people are going to Kenya?
 - James: We do not plan to go to Kenya but we are partnered with Free The Children who has people operating in Kenya.
- Vanessa: Can you explain the event itself?
 - James: Future Fest is a futuristic themed dance-party in the SUB Ballroom on February 6. We will have DJs and top quality sound.
- Vanessa: Is this event possible without the CUS funding since it is in a month?
 - Jerry: It is still very feasible without the funding but our aim is to make a big impact. It is possible to cut back on expenditure in certain areas but to have the impact, we will need the funding.
- Vanessa: Will there be a majority of CUS students that will be attending the event? In other words, why did you come to the CUS for funding instead of the AMS for example?
 - James: We are targeting all students to come to this event. That being said, the highest demographic of student volunteers are CUS students. Therefore, all of them will be reaching out to their network and those people will most likely be Sauder based.
- Vanessa: How many people do you expect to attend the event? Of that number, what percentage do you expect to be CUS students?
 - James: We are projecting a conservative number being 400 students. Our capacity is 600 students. We have the full backing of AMS Events, 200BPM, and Free The Children; therefore we do think it is definitely a reachable target. We expect at least 1/3 of the students being in Sauder, if not more.
- Nil: With your partnership with AMS events and 200BPM are you splitting any revenue with them?
 - James: Absolutely not. 100% of the proceeds will be donated to Free The Children and of that, 90% of the proceeds will go directly to our cause. Their admin costs make up only 10% because they mostly pay their employees via other ventures.
- Hannah: You will be making money by selling tickets, correct?
 - James: We are selling tickets at different tiers, as well as selling energy drinks and sound reactive shirts, shoes, and other stuff.
- Hannah: It is a dance but you are also creating awareness?

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- Jerry: Part of the promotion strategy leading up to the event surrounds the cause. For example, what is better than a great party? A great party for a great cause. We are promoting the fact that we take clean water for granted but other places in the world greatly suffer due to the lack of clean drinking water.
- Hannah: There will be no exposure for the cause at the event?
 - James: In terms the event itself, we will probably make an announcement about how much money we have raised. It will not be focused on the fundraising initiatives that night specifically.
- Ben: In terms of Sauder involvement, how many people in the team are in Sauder?
 - James: In our core team, we have around 20 Sauder students. There are even more when you include our partners and volunteers.
 - Ben: How many Sauder volunteers would there be?
 - James: Around 40 people in total.
- Ben: All the proceeds are going to charity but are you paying stipends? Is everyone volunteering?
 - James: Not a single person in our team is receiving any payments. Even our DJs are volunteering and they are fairly big artists. We may need to pay our visual artist a small amount.
 - Jerry: We are promoting ticket selling for our volunteers to get put in a raffle draw for certain prizes.
- Ben: Will there be booths setup during the event teaching people about the cause? Or is it only focused on the party?
 - Jerry: We found this with our event last year that it is easy for our message to be lost. That being said, several times throughout the night there will be a stop in the music to let people know about the cause.
 - James: We are expanding our Facebook page and will be posting stats about the cause in the lead up to the event.
- Vanessa: How successful was your event last year? Why are you not doing it at the club anymore?
 - Jerry: Last year, we raised \$500. The main reason why we changed was due to autonomy. We did not have the control we wanted last year and now we have full control and flexibility.
- Nil: Are you concerned that the price point is too high at \$15 for early bird, \$20 for regular, and \$25 at the door?
 - Jerry: I think a large part of it comes down to how we promote the event with PK Sound. We have not finalized it with them but we are confident that a deal will be reached. This will be a major attraction point for students and we are confident we can sell the tickets.
- Nil: You will still be highly profitable with a lower price point, therefore have you considered testing it at a low price this year and then once the event is established raising the prices next year?
 - James: We are partnering with people who have a tremendous amount of experience in this industry and they are advising us on our price tier strategy. There is a raffle as well that provides the chance to win \$100 sneakers or other items.
- Nil: Given that you are working on a water specific project, why are you not working with water.org?
 - James: I put a lot of thought into this. I did research and found some information regarding the two companies. The reason why I chose Free The Children is due to their low admin costs. If we find another charity that becomes a better fit then we will be open to switching but at this stage we feel that this is the best company to go with.

Moved: Ben | Seconded: Jordan

2.

Be it resolved that the Executive Council approve the Party Well funding request of \$1,500 for their Future Fest fundraising event.

Discussion:

- Vanessa: It is a good cause but I do not see how exactly our students benefit.
 - Ben: In some ways the biggest thing is the advertisement. I am unsure that we could get our name out there for \$1,500 the way they can. If you also look at the involvement, we have

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- probably contributed more monetary support for projects with less Sauder involvement. It is a good cause as well.
- Jordan: I am very much with Ben. After listening to their presentation, I am right for it. They were well spoken and had researched everything very well. I have a lot of confidence in them and they knew our budget. In terms of reaching Sauder students, I am unsure but it looks like they are willing to give back to us, which we do not usually see.
 - Hannah: Do you think they will earn the \$7,000 in profits?
 - Cole: It seems a little ambitious. The ticket prices seem quite high given the university setting.
 - Jordan: They are bringing in PK Sound, which alone is worth that kind of money. They have PK Sound at music festivals for top DJs. They also have a visual setup that seems to be good.
 - Cole: I got the sense that they are not strangers to this community and will probably have a lot of people that they will bring out.
 - Nil: The key is that they are running so low cost that even if they sold 100 tickets they would probably make some money. My understanding is that their sponsorship fully covers all of their costs.
 - Cole: They are using a \$2,000 in-kind donation from Mr. Cohen as part of their revenue. If it is in-kind it is not revenue. It should be noted that they are actually making \$5,400 most likely rather than the projected \$7,400. That is very unclear.
 - Nil: I think they will still easily breakeven. They have many members of their team and they will all be able to sell at least one ticket and that immediately has them breaking even.
 - Braeden: I agree that they were well spoken and I love what they are doing. The one thing that I need to bring up is that I am unclear if they have finalized the PK Sound deal, as well as other sponsorship deals. That worries me in the scenario that they do not receive the deal from them.
 - Cole: We could make it contingent on that.
 - Nil: The sound is a major part of their pitch, so that is something to consider.
 - Cole: Not to say that it would be terrible with the PK Sound but we might want to reassess.
 - Braeden: Overall, I think it is good.
 - Nil: Is there any terms and conditions we would like to assign them?
 - Vanessa: That everything they said is true and happens.
 - Nil: That is an inherent term and condition.
 - Cole: That they get their sponsorship deals from PK Sound and others.
 - Nil: So, confirming their sponsorship.
 - Jordan: We might need to do it half-and-half because they said they have a cash flow issue. I assume they will need cash soon given that they are a month away. I would be in support of \$750 upfront and \$750 contingent on the sound deal.
 - Nil: Did they say that they are an AMS club?
 - Cole: That is a good point given that these sorts of events can become sources of liability. Technically they are still personally the ones holding the event though.
 - Nil: The issue is whom should the cheque be written out to because we do not write cheques to individuals. So, also contingent on that they are associated with an organization.
 - Thea: I believe they are a club. Can we also get them to confirm that budget number that Cole was asking about? It does not change my decision but it would be nice to know how much they are actually planning to make.
 - Nil: In summary, contingent on the budget confirmation that their in-kind sponsorship is actually revenue and half and half confirming their sound system.

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

2. Social Enterprise Club

1. Hannah Skurnik, Fran Aguila, and Farwah Ahmed presenting on behalf of the Social Enterprise Club who are requesting \$10,000 for their conference

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2. The projected numbers for the conference include 200 delegates, 30 volunteers, 7 breakout sessions, and 2 keynote speakers
3. The CUS benefits from this conference because it will have amazing speakers, provides insight into social enterprise, creates a forum of discussion on local and global issues, as well as providing the opportunity for students to create innovative ideas and network with leaders in the social enterprise field
4. The volunteers also gain experience by planning and implementing the conference, which is important for building career skills
5. The conference will be held in the Henry Angus building with most of the costs arising from speaker fees; there will be lunch and refreshments provided as well
6. The possible keynote speakers are Matt Flannery (former CEO of Kiva) with a speaker fee of \$8,900 and Taylor Conroy (Founder of Change Heroes) with a speaker fee of \$3,000; thus the main reason for the \$10,000 request

Questions:

- Cole: I want to draw your attention to a comment that you submitted in the budget. It states “this number was pulled out of my ass” and I understand that mistakes happen with these sorts of things. But you must keep in mind that it somewhat reflects the professionalism of the event and thus that would be a concern for us. Additionally, it is worry that the same thing may occur with external sponsors and it increases the doubt of other numbers being accurate.
 - Hannah S: Thank you for pointing that out to me.
- Nil: You do not seem to have ticket revenues in your budget, are you planning to charge for this event?
 - Fran: We do but it was not included in the slides. We are planning to charge around \$15.
- Ben: Would you have a pricing tier for different faculties?
 - Fran: No, we would not. At the moment we do not have that idea but we will have early bird pricing.
 - Hannah S: That being said, if we are getting money from the CUS then this may occur.
 - Cole: One thing that usually occurs is that we make that a contingency. So, the CUS students will receive a lower ticket price than other faculties but you could always request funding from those faculties as well.
- Ben: What will be in each gift box listed at approximately \$4 per box?
 - Fran: We are receiving in-kind sponsors for this. For example, Save on Meats will be providing tokens for delegates to provide to people in need of food.
- Ben: For Matt’s speaker fee, why is it so high?
 - Farwah: That is the quote we received from his manager. It is mainly reflected in the travel arrangements and accommodation. We want to go with him, if possible, because he was the CEO of an international organization and keynotes from BC probably could not portray the same message due to the size difference.
- Thea: How much progress has you made with confirming the two speakers and it is feasible to expect these two busy individuals to be free on the same day?
 - Fran: We have contacted with both managers and communicated the date with both of them. They both have seemed to be very positive with the date and all they are waiting on is the speaker fees confirmation.
- Nil: Technically, if you received even half of the rest of your sponsorship, you would be making a profit and that does not include ticket sales. Therefore, I am wondering what you would be doing with any additional sponsorship you would receive?
 - Hannah S: We wanted to go after as much as possible in terms of sponsorship funding because our budget is large and it was unlikely that we would receive funding from everyone. If we do receive a surplus, then we would try to make the experience better and if we have leftover money then we would either give it back or roll it over to the next year.
- Jordan: How did you come up with the figure of \$10,000 in CUS funding then?
 - Fran: We were initially hoping to put it towards our keynote speakers.
 - Hannah S: There was also a differentiation between a lower request than those above \$10,000 and due to this being the first year of the conference we wanted to go lower.
- Ben: How much conference planning experience does your team have, if any?

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- Hannah S: Everyone on our team has event planning experience. For example, I organized an event for 300 people last year. This is a new territory for us and thus the reason why we are meeting three times a week to make sure everything is going to work out. We also have some mentors who have been providing feedback and advice.
- Fran: I have experience planning an event for 4,000 people as well.
- Cole: Are the speaker fees at a discounted rate because we are a student organization?
 - Fran: Yes, they are.
- Nil: What is your plan in the long run? How do you see the event growing and progressing?
 - Fran: We definitely want to see growth. It could potentially grow outside of Sauder and attempting to attract a wider audience. We will hopefully expand, so that we can talk about more topics and have a wider variety of delegates.
- Nil: Is there any support from the Social Enterprise Club?
 - Hannah S: Not currently. We are hosting other events and using the small CUS sponsorship for those events.
- Ben: Have you contacted UBC for funding? I believe there is a fund for this sort of thing.
 - Hannah S: We cannot apply for that this year. We will be applying for it for next year's event. We will be applying for different grants.
 - Fran: If you have any advice for us or want to be involved with this event please let us know. We will be happy to take any advice.

Discussion:

- Cole: The reason why I asked about the discount on the speaker fees is because \$9,000 may sound like a lot of money on one hand but there are many people who charge considerably more. Major speakers have a \$50,000 fee most of the time for context. I am not against the idea of spending money on a major speaker because we have the money to do so and I believe that our students would appreciate attracting a big name speaker.
 - Jordan: I want to agree with you in principle on the speakers' fee. For this presentation, I am leaning towards \$0 rather than \$10,000. If the \$9,000 speaker gets rejected then all they need is \$500 and the other speaker will come. Why do they need two speakers?
 - Nil: The founder of Kiva will attract many people. That is a very big deal.
 - Cole: I think for students interested in social entrepreneurship hearing the name Kiva will get people excited. The question is how many students are interested in that?
 - Nil: My concern also lies with the team. Their speaker fees were inconsistent with their budget. One could change this conference into a speaker's series event and market it that way. Their whole value proposition will be surrounding the speakers anyways.
- Jordan: I would rather put \$10,000 towards bringing the Kiva founder to come in alone and independently.
 - Ben: They did not even mention the conference in their presentation. The whole focus was surrounding their speakers.
 - Cole: I am sceptical that everyone will care enough to see the conference through.
 - Nil: The students do care. There is a new breed of Sauder student who is interested in Social Entrepreneurship.
 - Thea: One should consider dropping the second speaker and keeping Matt. I am also concerned about the logistics.
 - Jordan: I do not understand why they need two keynote speakers for a 7-hour conference.
 - Nil: They should realistically have the one massive keynote speaker and then smaller speakers at the workshops throughout the day. We do not even know the format of the conference yet.
 - Cole: I like the idea of dropping a speaker, as well as downscaling it to more of an event. I feel like we build it more centrally around Matt then it may attract more students. Given the lack of confidence with the planning skills of the team, we may want to consider absorbing the conference as well.
 - Nil: This is somewhat similar to what Enterprize did. Therefore, we do have a spot for this in the CUS structure.
- Cole: We could come to them with a completely different offer. We could frame it as an event rather than a conference.

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- Nil: It could be a couple workshops and the speaker. It would be simply the speaker fee and not much else. They do care about social entrepreneurship and I think more than anything, they want to create an event.
- Cole: I think a night event with the speaker followed by a networking session would be perfect for this event.
- Nil: Regardless, we are not approving funding today because we need more information from them first. Therefore, this decision will be deferred and discussed at another time.
- Ben: This will be better once we have the new documents because it could alter our stance.

D. Professional Updates

- I. President
 1. Met with Shannon before the holidays to talk about JDC West; the dismissal of the Co-Captains was brought to her attention and this was discussed at the meeting
 2. Going through emails and will need to meet with alumni in the near future who contacted me during the break
- II. Vice-President, Academic Affairs
 1. Met with a few portfolio service heads while in Vancouver last week; ExCo is currently over-subscribed meaning they are ahead of funding most likely due to their advertisement in the CUSunday
 2. Natalie has submitted the names of all the Class Liaisons from last semester for recognition in the Cavalier; will be receiving the names of Class Liaisons for the second semester
 3. CMP will be hiring their tutors earlier this term based on issues from last semester
 4. Met with Kin and he has found some cost savings in various areas, thus there will be no increase in their budget; considering giving us a seat on Curriculum Committee again
 5. Skyped one of the JDC West head coaches and Kevin before the holidays; they have a good working relationship going
 6. The new Co-Captains, Kevin and Sarah, have been working hard and everything seems to be working well besides figuring out several budget issues
- III. Vice-President, Finance
 1. Started to work on the Co-Op reimbursement submissions; there is a backlog on the reimbursements due to the holiday break because the AMS closes during the break
 2. Will need to speak to Mr. Tony Goldstein about the JDC West invoice shortly due to several issues after receiving an official invoice recently
 3. Still trying to get Sauder Business Review their special project funding; hoping the AMS will send that shortly
- IV. Vice-President, Internal Affairs
 1. Christina got back to me about the extended CLC hours on Fridays during the exam season; there were many people in the CLC when it closed during the first Friday, which has led them to realize that there is benefit to opening later
 2. Cole and Hannah attended the Business Users Committee meeting; requested a key for the boardroom and fixing the floor outlets in the boardroom
 3. There is \$10,000 from building fees that sits in a separate account unused; considering using the excess money by purchasing new computers for the Sauder Media Lab and TVs in the breakout rooms in Birmingham
 4. Met with Awards Night and went over several items; Awards Night is happening at the Hillel House this year and Claudia will be processing contracts soon
 5. Additionally, NIBC will be evaluated for Top Conference of the Year only if they provide the CUS with free admission for the evaluators
 6. Met with Jessica from Sustainability today regarding the EY Sustainability Case Competition; the date has changed from January to February and EY has been great at helping plan the competition
 7. Elections booked different rooms for their forums; they will be advertising for the forums and information sessions soon

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V. Vice-President, Marketing and Communications

1. Met with Ameera today; during the hiring process there was a 5th year Sauder student took up his interview time slot to question Ameera about Sauder culture for an article that he is writing
2. Sauder Squad may pair up with POITS and Sustainability for their St. Patrick's Day event; potentially giving away sunglasses at the event
3. Met with Awards Night over the break regarding their marketing plan; considering creating videos with club presidents calling out other club presidents to get the excitement up before the event
4. Grace sent Matt the template for CAP; Matt will potentially present it at the next Board meeting and training will occur next week for the presenters
5. Joey from Visual Media will be meeting with the CLC sometime soon about the inventory storage
6. Vanessa sent the Executives the new Cavalier issue before printing occurs; all the Executives agree that the layout is beautiful and it is one of the best Cavalier issues in recent memory
7. Wendy the AVPM has been going through the CUS twitter account and removing spam posts

VI. Vice-President, External Affairs

1. Meeting with Robert from Guayaki Coffee; potential for in-kind sponsorship from them
2. Aaron and Linette are meeting with the Whitecaps later this week for potential sponsorship; they are still negotiating but they will most likely provide a pair of seasons tickets and potentially have a CUS night
3. Imprint is waiting on keynote speakers that they have contacted; it is the first week back and things are beginning to work themselves out
4. EMP is working with BCIT for their event; will be considering another fundraising event in the downtown eastside

VII. Vice-President, Student Engagement

None.

VIII. Administrative Director

1. Spent a large amount of time during winter break transcribing past minutes for both the Executive and Board meetings
2. Sent out the NIBC updated sponsorship list, as well as edited the CLC survey for CUS-purchased equipment

IX. Ombudsperson

None.

E. Executive Business and Discussion

F. Approval of Minutes

G. Next Meeting

H. Adjournment

Moved: Vanessa | Seconded: Jordan

3.

There being no further business, be it resolved that the meeting be adjourned at 8:41PM.

*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 (Via Skype)		
Ben Gardiner	Vice-President, External Affairs	X		
Jordan Hearne	Vice-President, Finance	X	(6:06PM)	
Hannah Vandenberg	Vice-President, Internal Affairs	X		
Vanessa Lau	Vice-President, Marketing and Communications	X		
William Pigott	Vice-President, Student Engagement	X		Cole Leonoff (as of 6:44PM)
Grace Kim	Ombudsperson			
Braeden Elsaesser	Administrative Director/ Recording Secretary	X		

Guests: Casey Chen, Naina Varshney, and Juvan Houang