

Executive Council Meeting Minutes

Tuesday, January 12th, 2015 at 6 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, Angela Li, at angela.li@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
Vanessa Lau	President (Chairperson)	X		
Vadim Chernenko	Vice-President, Academic Affairs (Vice-Chairperson)	X		
Amanroop Rosode	Vice-President, External Affairs	X		
Taylor Carter	Vice-President, Finance	X		Rita Kim (6:56pm)
Frederick Wong	Vice-President, Internal Affairs			Ryan Crasta
Jennifer Zhen	Vice-President, Marketing and Communications	X		
Alexander Lee	Vice-President, Student Engagement			Michael Worthington
Juvan Houang	Ombudsperson			Katherine Pan
Angela Li	Administrative Director/ Recording Secretary	X		

A. Call to Order

The meeting was called to order at 6:00 pm.

B. Amendments to and Adoption of the Agenda

Moved: Michael | Seconded: Taylor

Be it resolved that the agenda be adopted as presented.

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

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C. Personal Updates

D. Professional Updates

I. President

1. Worried about CUS elections. Not many people are running for AMS Rep, 3rd year Reps and 4th year Reps. If you know anyone interested in the positions, encourage them to run.
 1. Vadim: the campaign weeks is 2 weeks longer.

II. Vice-President, Academic Affairs

1. JDC: teams are doing well. They are having webcasts for some events. They will be on the CUS web page. JDC West will leave on January 14-18th.
2. CMP is in the process of hiring Academic Consultants. They have brought the new technology that we have approved last year -- the webcam and the microphone. There have been massive turn outs for the final exam review sessions.
3. Class liaison: getting started for the term.
4. Sauder Biz Review is working on their new issue.
5. EXCO: 55 people have been approved. 35 people have already gotten their cheques. EXCO is good overall. There funding is still sufficient. They are working on chancing policy, mostly on wording.
 1. Vanessa: we want them to use up the whole funding by the end of the term.

III. Vice-President, Finance

1. Going through emails and are catching up on things.
2. Working with the AMS. They said we didn't pay credit card, but we did pay.
3. Term report will come out in January.

IV. Vice-President, Internal Affairs

1. Setting up Rezgo for Me Inc.
2. YiWB will present soon.
3. We can approve Trading group for their club status.
4. Commerce Week went well.
5. Awards Night: will meet up with them soon.
6. Elections: low attendance.
7. Haven't heard from Sustainability.

V. Vice-President, Marketing and Communications

1. Sauder Squad has been working with Sauder Sports. They are promoting the weekly classes using Wally. They are also doing Draw My Life for Wally. It looks fantastic. They've been working on in for a while.
2. Visual Media has done headshots this month. Photowalks will happen in February and March. Looking into hiring videographers.
3. Cavalier: January issue coming out. They are still looking for sponsors.
4. CAP: presentations are wrapping up this month. They didn't see the value of present after the Sauder application deadline. They are also working with UGO for orientation events.
5. Yearbook: cover is finished. They need headshots and write up from Vanessa. I will send over cover for the Executives to look over. Then they will send the cover to Frisens.
6. Imprint is going to rebrand. They are presenting today. Not a lot of people know that they need to run through rebranding with us.
7. First year committee logo is ready for us to approve.
8. Case comp is booting. Waiting for more applicants.
9. Elections: working on voting booth and bulletin board.

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10. Website: thanks for everyone's help. Everything is there. There is a problem with launching it. We have a lot of pages. They will need to download everything to their server and transfer everything to the new website. It will take them around 8-12 more hours to work on it. The rate is \$125 per hour. We are determining whether this is the only possible way to do things. Quintin, our IT director has given us IT expertise. It might cost \$1,500 more. It's 15 grand right now without it. They are aiming to launch the website this week.
 1. Vanessa: ask them to get it done on Thursday instead of Friday.
 2. It was annoying because they had full access to our website in the very beginning. They should have known that.
 3. Let Drive to take the time they need to work and we will pay. Taylor. Ryan.
- VI. Vice-President, External Affairs
 1. Will catch up with the services. I am looking into Me Inc.; they are selling tickets.
 2. Indochino may not happen this year, but make sure happen next year. There was a miscommunication. There were lack of email responds.
 3. Commerce Week. KMPG and other big companies are not here. They did sponsor, they just didn't show up.
 4. CPA Case competition.
- VII. Vice-President, Student Engagement
 1. CCP President is going on exchange. VP Finance is taking charge. Fired the co-director for justifiable reasons.
 2. 5 Days of Homeless: want to get more exposure campus wide.
 1. Murder Mystery is happening next month.
 3. SOCO ski trip is next Saturday.
 4. Connected event last week. They are doing preparation workshop on what to expect.
 5. POITS on Friday. It has been good. 200 people came to the first one.
 6. First Year Committee. First event: time capsule. Looking for extra funding.
 7. Sauder Sport. Doug ball on Tuesday.
 8. Grad night: budget increase. March 26th. They are waiting on grad list from UGO.
 1. Vanessa: can people bring plus ones.
 2. Yes.
 9. HEWE eats was great.
 10. SISA: cultural night. May partner with HEWE.
 11. We are the 2nd largest faculty in the Faculty Cup.
- VIII. Administrative Director
 1. Service council hoodies have arrived! I emailed everyone.
 2. UBC MA is presenting next week. Their event is January 29th.
- IX. Ombudsperson
 1. There is a person who is on exchange right now but wants to run for Ombudsperson. They can't attend the forum or meeting.

E. Presentations to the Executive

- I. Imprint Proposal for Rebrand
 - i. Presentation brief:
 1. Imprint focuses on personal branding and corporate branding
 2. 1 personal branding keynote, 9+ workshops, 1 corporate branding keynote
 3. Benefits:
 - a. Captures the transformation

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- b. Building your personal brand
 - c. Symbol
 - d. Brand awareness & engagement
 4. The launch
 - a. Social media blackout
 - b. Release social media launch
 - c. Ticket sales
 - ii. Q&A:
 1. Jen: out of the 6 logo that you have presented, which one is your favorite, and why?
 - a. Our favorite is the 6th one because it has better association with the transition in Imprint this year.
 2. Vanessa: will there be more cost if the rebranding happens?
 - a. No there won't be. Our banner broke so we need a new one anyways.
 3. Vanessa: did you also want to change your website?
 - a. Our website was down last month, because the agency that we worked with just dropped us because they were having financial difficulties. At this moment, we are moving to a new agency. The content will not be changed.
 4. Michael: will there be a new color patten?
 - a. We are still thinking of using our past color scheme red and black.
 5. Jen: Don't do the stamp without the "imprint" in it.
 6. Vanesa: right now it is one dimension. You may need to do more work on it.
 7. Vanessa: when are you revealing the new logo?
 - a. The day before the ticket sale. Early next week.
 8. Jen: can you tell us more about your ticket sale?
 - a. We are going to have a one-day ticket sale. There will be confetti, balloons, food, etc.
 9. Vanessa: have you ever thought about using thumb print?
 - a. We tried it out but it didn't look so good.
- II. Biz Comm Club SpeakOut
 - i. Presentation brief:
 1. Tuesday March 8th
 2. Public Speaking Competition
 3. Venue change: Empire Landmark → UBC Perch Restaurant
 4. Project budget
 - a. To provide a legendary event that's consistent with the club's superordinate goals
 - b. To allow members to utilize the skills they've gained from last events
 - c. We will invite more delegates to attend
 - d. Request for \$4,000
 - ii. Q&A:
 1. Vanessa: what sponsors have you reached out to for monetary support.
 - a. New sponsor: Beat Your Course.

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2. Vanessa: if you don't get the full \$4,000, what are you going to do?
 - a. If we get \$3,000 like last year, we will present the same thing. The event will have the same overall feel. We may change to a cheaper venue. It will be on a smaller scale.
 - b. The alternative location would be the Great Hall or Birmingham.
3. Ryan: what was the ticket prices last year?
 - a. It was \$10 for the members and \$15 for non members.
4. Vanessa: are delegates from your list conformed?
 - a. All of them have already been contacted, 1/5 of which is confirmed.
5. Katherine: can you tell me more about your balloon promotion? Is it all over campus or just in Sauder?
 - a. It will be all over campus. Around 100 balloons will be purchased.
6. Katherine: you are not allowed to put up balloons in the CPA Hall. You may need to come up with alternatives if you cannot put up balloons in some faculty buildings.
7. Vanessa: It has been difficult to get Sauder students interested in this event. However, the CUS funding is depended on the number of CUS students attending. How are you mitigating the risk of not having enough CUS students?
 - a. It should be an incentive for business students because of the networking opportunity with business professionals.
8. Michael: Where else are you promoting besides online?
 - a. We are trying to make this event a COMM 202 event, where COMM 202 students will get bonus if they go to this event.
9. Vanessa: what is your networking event ratio?
 - a. We are aiming for a 3:1 ratio.
10. Vanessa: how many students are you expecting?
 - a. We are expecting 90 students in total with 2/3 of which Sauder students.
11. Rita: what are you doing to get more professionals?
 - a. We are working with the CR teams and other teams.
 - b. It was an intrinsic motivation for students to compete. Now, we are making it better by hosting it at a better venue and providing a networking event after the competition.
12. Ryan: will you need a stage set in the Nest?
 - a. The Nest will supply platform and the AV equipment.
13. Vanessa: love the networking portion. Good job.
14. Vanessa: what happened to your money?
 - a. The files from past years were not complete.
15. Katherine: AMS SFP funds are also available for funding requests.
 - a. I have looked into it but no past events like this have been granted from the AMS.

III. Party Well Future Fest 2.0

- i. Presentation brief:
 1. Funding will enable us to:

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- a. Grow our impact
 - b. Strengthen platform of student involvement
 - c. Higher percentage of revenue towards well
 - d. Change the lives of 600 people
2. Benefit for CUS
 - a. Brand image that include: banners, Ubyssy magazine, posters, flyers, pre & post party video, laser advertising, CUS sales booth, website
 - b. Leadership experience
 - c. Skill development
 - d. Career opportunities
 - e. CUS student discount
 - f. Certificate of appreciation
- ii. Q&A:
1. Vanessa: what is the different from the 2.0 from the last fundraising party?
 - a. Last time the capacity was 600 people. This year, it's 1120 people.
 - b. This party is all ages. However, we added a 19+ room; we will sell drinks in that room.
 - c. We are selling more tickets, and are making more revenue.
 - d. We also have a bigger artist.
 2. Jen: are your other events open to everyone or 19+?
 - a. Most events have been all ages because we want it to be accessible to everyone.
 3. Jen: how do you plan to double the attendance from last year?
 - a. We have promotional strategies, promotional partners. German club also want to promote us. We have also posted multiple times for ticket sales.
 4. Jen: are you expecting more Sauder students?
 - a. Over a third of the Party Well family are Sauder students. We will want to use CUSunday and other CUS channels to reach more Sauder students.
 5. Jen: what is the difference between the tickets?
 - a. Phase one: \$12 for normal students. \$10 for Sauder students.
 - b. Phase two: \$15 for normal students. \$11 for Sauder students.
 - c. Phase three: \$20 for normal students. \$16 for Sauder students.
 6. Vadim: how many Sauder students are you expecting?
 - a. We are expecting 250 Sauder students out of the whole 750 students.
 - b. With the link, we will have a more accurate number this year.

F. Executive Business and Discussion

I. BizComm

- i. Vanessa: we can give them \$4,000 contingent on them getting enough delegates. We can give them \$2,500 - \$3,000 for sure, but the other \$1,000 will have to be contingent.
- ii. Roop: They can increase ticket price. The value of the event has raised compared to past years. They are also holding the event at a bigger and better venue.

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- iii. Vanessa: they can have 4 ticket prices for 4 different types of students: Member of BizComm and member of the CUS, member of BizComm but not member of the CUS, not member of BizComm but member of the CUS, and not member of BizComm and not member of the CUS.
- iv. Vanessa: they can price \$20 for non CUS students, \$15 for CUS students. Then give discounts for BizComm members.
- v. Vadim: they should have more commerce students.
- vi. **Moved: Ryan | Seconded: Michael**
Be it resolved that the Executives agree to fund BizComm \$2,500 for their Speak Out event, and will provide an extra \$1,000 funding if Speak Out reaches 30 delegates and an extra \$500 funding if Speak Out reaches 15 delegates.

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

II. Party Well

- i. Roop: We could have something like Party Well under CUS. We can also host parties for charity. They could be under the CUS umbrella. It would be easier for us to justify the money we spend. This way it is also more sustainable.
- ii. Jen: They are graduating. If we have them in the CUS we can keep this event going on for a longer time.
- iii. Katherine: would it create issues with leadership positions. Right now, some of their executives are not Sauder students.
 - 1. Jen: it is okay if the executives are not in Sauder students. The president need to be Sauder student.
- iv. Vanessa: I don't want to require things right now because we are transitioning soon.
- v. Roop: in the student part of view, we are just donating money. Executives have raised concerns.
- vi. Jen: if they work hard enough, they can get what they need.
- vii. Roop: the numbers are not correct.
- viii. Vanessa: we have already funded them last term.

III. CUS Elections

- i. Katherine: The Code said if you are "late for the forum" you cannot run.
- ii. Katherine: we should motion to amend the code to say "late or absent for the forum".
- iii. Decision: if you can't make it to the forum, you are disqualified to run.

IV. Move to offer conditional CUS club status to Trading Group

- i. ***Move: Ryan | Seconded: Roop***

Be it resolve that the CUS offer the conditional club status to Trading Group.

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

V. Logo for Yearbook and FYC

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- i. Vanessa: the FYC logo looks really similar to the BizTech logo.
- ii. Jen: we should set a policy that it must be one year before you can change the logo.
- iii. Katherine: since FYC have already released their logo, they should keep it this year. It will be up to next year's team if they want to change it.
- iv. Jen: Yearbook logo: make minor color changes to the background.

G. Approval of Minutes

H. Next Meeting

I. Adjournment

There being no further business, be it resolved that the meeting be adjourned at 8:32 pm.