



Commerce Undergraduate Society of the University of British Columbia, Vancouver

Board of Directors Meeting | 7:00 PM, Monday, August 20th, 2018 | Henry Angus Building 239C/CUS Boardroom

Open to the general membership of the Society unless otherwise deemed in-camera.

Note: presentations and/or proposed motions from parties other than the members of the Board of Directors should be requested to be considered for inclusion on the agenda at least seven (7) days in advance of a meeting by contacting the Chair, Priscilla Chan, at priscilla.chan@cus.ca – materials received past this point will be considered for the subsequent meeting’s agenda at the Chair’s discretion.

A. Call to Order and Adoption of the Agenda

The meeting was called to order at 7:08pm.

- I. Attendance and Confirmation of Quorum
- II. Amendments to and Approval of the Agenda

Moved: Evan

Seconded: Brandon

Be it resolved that the agenda be adopted as presented.

*In favour: all
Opposed: none
Abstentions: none*

... the motion carries.

B. Membership: Introductions, New Members, Declaration of Vacancies

C. Chair’s Remarks

- 1. CUSummer sign ups

D. Presentations to the Board of Directors

- 1. Cavalier Rebranding (Lynn, Cavalier 7:10pm)
 - a. Lynn: The rebranding proposal will be about the current brand and the new brand idea. The horse is to convey elegance about a brand, and we want to rebrand because content is being changed a lot compared to back when we posted a lot of text-heavy, dense articles. This year, we will bring in social media articles and a much greater focus on the Sauder community and lifestyle. Professor interviews, first year info guides, club engagements, hard course guides, and covering club event promotions. The current brand no longer fits the tone, style, or content. We want something more community focused instead of business articles. Internally, there was a

lack of meetings, which led to demotivation and problems with inactivity externally. Club wasn't that active during the year, rebranding is to rekindle the idea. Moving 100% online, past was 2 print magazines during the year, more posting on social media. Reposting article through the CUS. There are many structural changes, so it is a good time to change the brand and become closer with the CUS. "BizBuzz" is the new brand, to capture idea of new marketing bus (CUS logo with bee inside briefcase). Top priority is to gain readership, and CUS can help bring that. Veronica and Jochen's idea was to post articles through FB – articles and contests featuring actual content instead of solely promotions. Posting once per week or once per 2 weeks. Maybe using CUSunday. Execs want more control of FB posts and have a social media that is like BizBuzz contests and BizBuzz articles.

- b. Victor: Name of the articles – very internal-focused. Did we have any data to indicate that this is what people want to read? We could go wider scope but do we know if this is what people want? Maybe not fixate on Sauder articles.
- c. Lynn: Not sure if we have solid data, but people don't really see Cavalier as a business news-center. Better if club focused on something not business focused. Biggest problem is that it doesn't address what people really want, so focusing on Sauder-relevant things.
- d. Evan: Previous chairs tried both business and Sauder lifestyle. They noticed that Sauder in Love was the most popular. They didn't know why they would go to Cavalier if they had Forbes for business news.
- e. Ajit: How would you deal with competition with other sources – both in and out of UBC.
- f. Lynn: We will try to build more connection, we did it with YWib and everyone from that club came out to like articles.
- g. Veronica: I think a lot of why the CUS partnership was in the air is because we had yet to meet with Lynn's team and since it was rebranding, a lot had to be decided. Social media posts is something that Marketing Portfolio will take a lot of control over, so that co-branding will work in unison. They key tactics that we are hoping to use to CUSunday as a sustainable way to keep people aware.
- h. Evan: What is Cavalier's new mission statement
- i. Lynn: To bring Sauder community more and to focus more on infographics, shorter articles, and lifestyle. (Fostering Community)
- j. Evan: I suggest you make a sentence and integrate that into your marketing. Related to that is what will your timeline look like if it was approved today?
- k. Lynn: Figure out the merchandise (Notebooks) and order all materials. Website needs a new editor to be hired, and it will be a new process that will entail revamping the website.
- l. Evan: Is the colour scheme grey and white?
- m. Lynn: It needs to have the grey background and I had to fit. We could go with transparent background too. It will be grey, white, and gold. So sometimes the logo will be grey.
- n. Jessica: You talked about fostering community, so did you think about having Sauder students write and feature special guests?
- o. Lynn: We were thinking of inviting guest writers and have writing competitions.
- p. Ajit: Will someone be curating this stuff?
- q. Lynn: Yes, my team will be.
- r. Evan: The BOD will let you know by the end of today, thanks for coming in. Please direct all your questions to Veronica, Jochen, and Marketing Team.

2. NIBC Presentation (Valerie & Shaurab, NIBC 7:25pm)

Motion to move in camera for NIBC's presentation.

Moved: Evan | Seconded: Brandon

*In favour: all
Opposed: none
Abstentions: none*

... the motion carries.

Motion to move in camera.
Moved: Evan | Seconded: Priscilla

In favour: none
Opposed: all
Abstentions: none

... the motion fails.

E. AMS Representatives' Report

F. Commerce Student Senator's Report

G. Ombudsperson's Report

H. Executive Reports

- I. President
- II. Vice-President, Academic Affairs
- III. Vice-President, External Affairs
- IV. Vice-President, Finance
- V. Vice-President, Internal Affairs
- VI. Vice-President, Marketing and Communications
- VII. Vice-President, Student Engagement

I. Committee Reports

- I. Academic Committee
- II. Budget Committee
- III. Policy Committee
- IV. Awards Committee
- V. Clubs Review
- VI. Building Users Committee
- VII. Endowment Fund
- VIII. Conference Affiliation
- IX. SPF

J. Amendments to and Approval of Minutes

- I. Minutes

Moved: Evan
Seconded: Brandon

Be it resolved that the Board of Directors approve its minutes dated August 12th, 2018.

In favour: all

*Opposed: none
Abstentions: none*

... the motion carries.

K. Business Arising from the Service Council

1. Cavalier Rebranding

L. Business Arising from the Executive Council

M. Business Arising from the Committees of the Board of Directors

Motion to move in camera regarding Conf affil discussion. To keep information confidential and to keep wishes of applicants.

Moved: Evan | Seconded: Brandon

*In favour: all
Opposed: none
Abstentions: none*

... the motion carries.

1. Conference Affiliation

- a. UBCMA's Gateways
 - i. No appeal issued
- b. BizTech's Blueprint
 - i. Accepted \$4000 offer instead of originally requested \$5000.
- c. NIBC
 - i. Couldn't make point and differentiate themselves, all other conferences are lowering budget.
 - ii. Should talk to Sauder if they want to run it, it sounds like a valid interest. Need to reach out to Sauder.
 - iii. Reject their appeal. Utilize their network more and Sauder too, CUS does not prefer to support external organizations too heavily

Motion to stay in camera.

Moved: Evan | Seconded: Brandon

*In favour: none
Opposed: all
Abstentions: none*

... the motion fails.

Motion to finalize decision to UBCMA's rejection of application. UBCMA's Gateways conference does not differentiate itself from Imprint enough, and does not add too much value to Sauder community.

Moved: Evan | Seconded: Brandon

*In favour: all
Opposed: none
Abstentions: none*

... the motion carries.

Motion to finalize \$4000 funding for them, contingent on MOU signed by BOD and Biztech. They are a very unique

conference, cost-benefit wise there is a lot of value. They have accepted our conditions, and have agreed to proceed.

Moved: Evan | Seconded: Brandon

*In favour: all
Opposed: none
Abstentions: none*

... the motion carries.

d. Brandon: a lot of money to sponsor, investment banking is not very big in Vancouver.

e. Snigdha: As much as we would love investment banking to carry through, this is a lot of money, and this is a very niche student body. We have 8-9 specializations and a big student body, little value in spending so much.

f. Evan: Provided value, giving a lot of money.

Motion to reject NIBC's appeal based on the previous points discussed, and to approve them on \$25000 funding, contingent on MOU being signed, the separating of bank accounts, conditional cheques and other points.

Moved: Evan | Seconded: Brandon

*In favour: all
Opposed: none
Abstentions: none*

... the motion carries.

N. Other Business

1. Audit Hiring

- a. Ajit: Finance portfolio wants to make sure that constitution obligations has a good reliability e on financial systems.
- b. Evan: Audit is 3rd party, we want to make it as equitable as possible. Policy indicates that members are hired by VP's. We feel that it is best for them to be a committee full of BOD.
- c. Snigdha: Operationally, Kimberly will be training everyone in Audit. The oversight process needs to be neutral, like the Ombuds who is not voting.
- d. Ajit: Finance portfolio will have no say, audit commission will report to BOD.

Motion to allow audit managers to be hired by committee that will be determined by HR Directors, Ombuds, Chairperson of Board, and President. Committee will be mostly BOD.

Moved: Evan | Seconded: Brandon

*In favour: all
Opposed: none
Abstentions: none*

... the motion carries.

O. Discussion

P. Next Meeting

The next regularly scheduled meeting of the Board of Directors shall be: in September.

Q. Adjournment

Moved:

Seconded:

There being no further business, be it resolved that the meeting be adjourned at 8:50pm.

*In favour: all
Opposed: none
Abstentions: none*

... the motion carries.

CUS Attendance

Name	Position	Present ("X")	Late (Time)	Proxy (Name)
Board of Directors				
Evan Zhou	President	X		
Priscilla Chan	Commerce Student Senator	X		
Jacqueline Wu	Alma Mater Society Representative			
Jacob Kim	Fourth Year Representative			
Victor Yap	Fourth Year Representative	X		
Jessica Jiang	Third Year Representative	X		
Suprabhe Ballary	Third Year Representative			
Jenna Leung	Second Year Representative	X		
Brandon Jao	Second Year Representative	X		
	First Year Representative			
	First Year Representative			
Snigdha Bhardwaj	Ombudsperson	X		
Executive Council				
Katherine Pan	Vice-President, Academic Affairs			—
Priscilla Choi	Vice-President, External Affairs			—
Ajit Joseph	Vice-President, Finance	X		—
Kelvin Tsai	Vice-President, Internal Affairs			—
Maggie Yip	Vice-President, Student Engagement			—
Veronica Vivero	Vice-President, Marketing and Communications			—
Other				
Pamela Liu	Administrative Director			—

Guests (optional)

Name	Affiliation	Present ("X")	Late ("X")	Notes
Invited				
Other				