



commerce  
undergraduate  
society

## CUS Exec Council Minutes

Aug 11<sup>th</sup>, 2011

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**Start Time: 7:05**

**Present: Johannes, Jackie, (DavidH), Dylan, Chrisanne, Hisham, Phillip (skype), Julie**

**Late: DavidL, Andrea**

**Regrets: Sara, Chris**

### Personal Updates

### Portfolio Updates

- Johannes: I was at an AMS meeting the other day that went well
- Had a successful CSSEC meeting, I'm working to coordinate the GRT Force; we still need student council members, so if you have any people in mind, let us know; working with Vitor as well
- Working on CUStore stuff; meeting with Linda and Tom Ross on the 25<sup>th</sup>
- Dylan: The UGO's Campus Ambassador Program is what I've been working on, we've been working to implement the program and now we have to figure out how to work with the 40-50 volunteers and
- Talking to Alex- they want to do a video every week for the other CAP since we have a good media team and good equipment and there's a lot of overlap with these programs
- I've been setting up meetings to explore a dual degree with Commerce and Arts; hoping to start some good discussion with that
  - Johannes: do you think this is something we could bring to the board? We have the resources
- Linda Gully really wants to sell a Sales and Business Development type membership program to train people
- I've been talking with Melnc about working with them on Options Week; part of what Seuree and I want to do is explain to first and second year students what all of the options are about; a lot of people go into option based on what class they got the highest mark in and we would like to change that because we're seeing a lot of people not going into what they're most passionate about
- Chrisanne: I've started receiving emails from students and responding; I've also been in contact with the UBC Ombudsperson

- DavidH: I'm doing a movie clip that's going to be aired at Frosh for CSSEC
- Andrea: I've been catching up with my portfolio, I sent everyone the Enterprize update; next week we can maybe bring Jesse in for an in-person update
- Talking with Note Solution; I'm going to email them our sponsorship package tonight
- DavidL: I've been working with Frosh and dealing with various financial items in the CUS
- Julie: I've been dealing with bookings; we're having some problems with equipment bookings; equipment bookings before August 31<sup>st</sup> are still valid, but for some events the CLC denied our equipment booking request so I'm trying to see how we can secure equipment for Ignite; I'm unsure if the CUS visual media people have projectors, etc, so I'm going to work with Emily on improving the booking system
- JoHanna's looking to develop a booking guide but usually it'll now be one day that equipment can be rented; we may try and work with Chris on working out a booking system

### **UBCMA Presentation- Phillip Chen (skype) & Hisham**

- Initially we had a power point, but we decided to change the format
- What is UBCMA? We're the marketing association for UBC, this year we want to center ourselves around value
- How are we running UBCMA- we determined our events this year by looking at the marketing industry and deciding what the different components of the marketing industry and we decided to create one event around each specific type of marketing
- We created two events around advertising
- We have a PR event that we're targeting today. We have a workshop and a competition and in between we'd have catering
- The timeline is as follows- it starts with a lecturer discussing basic aspects of PR, then a lunch break, then the competition where they'd create a portfolio that they'd be judged by professionals
- Why should we have this event? Two reasons: 1. There are no courses or clubs revolving around PR, we fill an academic niche. 2. PR is part of the marketing industry, it'd bridge the gap between the university and marketing industry
- What we require is as venue- Birmingham is ideal for us as it's an open area; catering- important as a smooth transition between a five hour event
- We also have prizes and promotions as we need incentive for the event and we're hoping to promote on the web and off the web
- We'll have four judges and a sponsor where we'll get our documents (PR statements and such)
- Where we are in terms of planning this event- we've emailed individuals to put in a request for Birmingham. Our backup is the fourth floor of Henry Angus
- For catering, we've done the research, we're looking at Pita Pit, Subway, and FreshSlice

- In terms of companies and delegates, we've started contacting our first choice companies (fashion companies)
- In terms of what still needs to be done, the venue needs to be confirmed, catering needs to be purchased, need to confirm the delegates
- For event documents, we're waiting for the sponsorship company to be confirmed

### Questions thus far

- DavidH: how many participants are you expecting?
  - 40 students, as well as 20 execs on our team, as well as 1 PR professional and 4 judges
- Johannes: where do you get the 40 from?
  - Based on our attendance from past events during the beginning of the years; we're expecting a lot of first and second years
  - We have Bota and Perfect Pitch competitions- Bota draws 100 people, so 40 is a bit conservative
- Julie: I received an email from Ruth and I sent another email to submit a booking request. You should be able to get a reply within three business days after you've submitted your booking request
- DavidL: what's the event called?
  - The Meltdown

### Presentation (cont'd)

- We're asking for \$880- \$1000. The reason we're giving ranges are because we've applied for AMS funding but they haven't responded to us. The second reason is because the CUS has a two month policy to give our pitch for an upcoming event. If we get AMS funding, we'll return some of the money to you
- In terms of budget revenue, our events are always free, so the only revenue we have are our memberships
- The main costs go into gifts and prizes and operations (mostly catering)
- We're looking for relatively inexpensive catering
- The marketing numbers come from the copyright place in the SUB
- For gifts and prizes, we had to make a prize that's large enough to make students want to come and attend and compete. At the same time we have to be reasonable, so we feel the cost we've proposed to you in the handout is a middle ground number

### Questions thus far

- Andrea: only UBCMA members can compete?
  - Yes, it's a free event and open to all students, but only members can compete
- Dylan: could you pay \$5 that day of and become a member?
  - Yes and then you could participate
- Johannes: you're already factoring in the membership numbers?
  - Yes

- Johannes: so you're looking at Meltdown being half of your total budget?
  - Yes
- Johannes: how many events are you having?
  - Eight in total
- Johannes: I'm just wondering how sustainable this is going to be
  - This won't necessarily be a yearly event, there was a circumstance this year that requires us to ask for funding

### Presentation Continued

- The reason we're here is every year we're given a sponsorship by Cascadia Hotels by \$1000 to \$1500 and they provide Connect Four event space. They're under renovations and unable to provide us with a location. We have confirmed delegates and itineraries, and we can't just cancel on everyone, so we've already gotten a contract with the Metropolitan Hotel, and that's why the money was shifted from all our other events to supplement the Connect Four part
- Andrea: is that \$1500 in monetary sponsorship or value based on the location?
  - Based on the location (they gave us the venue)
- This is valuable because we're filling a niche because Sauder doesn't provide anything for PR exposure
- It creates opportunity through exposure at the actual event and builds the skills for the students
- In terms of direct and indirect benefits- we can include the CUS in our assignments, ask them to "Like" you on social media feeds, etc
- In terms of how the money we receive will specifically benefit the students, the money is going towards catering and prizes which doesn't seem like there's a benefit towards student, the value comes from the non-monetary aspects. You can't hold these two things separate (competition and lecture). For the value to be added to this, you need both events together.

### Questions

- Johannes: I think there is value in this
- DavidL: when is the event?
  - October, and we'd have two events before that
- DavidL: you'll have \$5000 in the bank by September
  - Yes but Cascadia fell through and we have to take out of our budgets
- Dylan: isn't Gateways half of your budget?
  - We put in buffer money, but it was to be moved to events that needed them
- Johannes: what is Cascadia?
  - It's a hotel downtown and we always get a private room similar to the size of Birmingham's study area
- Johannes: in terms of Connect Four, the basic event is you're bringing in professionals to network?
  - Yes

- Johannes: there's a need to have this event downtown?
  - We have it downtown because it's on a weekday and it's easiest for delegates to get to; we had it on-campus before, but it didn't work as well
- Johannes: have you looked into Robson Square as a potential venue?
  - It's quite expensive
- DavidL: you'll have enough money to do Connect Four and Meltdown, after that the other events are up in the air, but if you have enough cash flow to operate the first three events, I think it'd be better to come back when you know your cash flows. You're starting with \$5000 in your bank come September and funding will always be here, but it should be here when you need it. Changes are always being made to your events, sponsors could drop out, delegates could drop out, so I think it's best you come back later
  - We did budget for all of our events, I understand your position but you guys do have this two-month presentation deadline?
- DavidL: I heard it was one month; you'll have \$5000 which is enough to run Meltdown, Connect Four, etc, and you'll have a clearer vision of how much money you need to run the rest of your events at that time
- Dylan: can we think of other ways in which funding is appropriate? You guys have maybe the biggest funding base this year based on you had the Top Club award this year. Why are the Base, Optimistic, and Conservative projections from your budget so different from each other?
  - The numbers are based off members from last year, I don't have the numbers from the year before that
- Dylan: I think your conservative case is too low in my opinion
  - It's all opinion
- Dylan: I don't see you guys losing 70 members, I see you guys going over and above, but my question is- if there are a lot of employers getting a lot of value out of this, have you talked to them about giving monetary sponsorship?
  - We have asked all of our companies for monetary sponsorship, but the companies we're going after don't sponsor monetarily but they'll provide professionals, etc (other sources of value)
- Dylan: you don't need monetary sponsorship for a certain event, it just has to go to your club
- Andrea: You look towards large companies because you want monetary sponsorship, I don't understand why you're communicating with smaller PR companies because they hire students; it'd make more sense to ask for money for larger companies because they have the means to do so
  - We've approached agencies, the problem is that agencies aren't KPMG or large companies; usually the most they're willing to do is send a PR professional or judge- we need a big enough company to make this even marketable
- Andrea: why aren't you pushing for money from larger companies though?
  - If we had more execs to do this, we would approach them
- Johannes: if you're expanding so much, you need to make sure your revenue line is increasing as well, and I think sponsorship is the way to go. We have alumni in various

marketing positions in the Vancouver area, and I understand coordinating sponsorship is difficult, but I think it'd be important to rethink how you're increasing revenue

- Johannes: I think the best thing to do- I'd be interested to sit down with you and perhaps Andrea to discuss how to fix the underlying revenue model
- Andrea: I think you should work on sponsorship because the CUS doesn't really tap into the marketing industry when looking for sponsorship, I think it should be a priority
  - If you're willing to help us better our sponsorship, we'd be happy to go for that, but we've asked for sponsorship in the past and already
- Johannes: we'll discuss this further

### **Enterprize Update- Andrea**

- *Read over the information sent out to execs and board and discuss further at the next exec meeting*
- *Marketing company as agreed to help them with this*

### **10 Things I Need to Rant About**

- 1. I think minutes approval need to be properly approved at the start of every meeting and before they're posted online
- 2. HelpDesk Issue- as of August 31<sup>st</sup>, we wont be able to book equipment out of LTS and we'll also have a limited amount of equipment; I propose we buy equipment since we have many clubs and events that require this equipment and it's too expensive for them to buy or rent this on their own.
  - DavidL: you can't bring in your own equipment for large conferences
    - Dylan: lots of smaller events require equipment
  - DavidL: do we have projectors?
    - Not that I know of
  - Andrea: can we get an inventory list?
    - DavidH: I've asked for this already
  - Dylan: over the last two years, there have been issues with equipment rental for students, faculty, etc and the demand for this needs to be met I think.
  - DavidL: is there something we could do to gain access to LTS equipment again?
  - Andrea: we should discuss this more on Monday
- 3. I think it'd be important to have the state of the CUS in comparison to other bodies at Sauder. I think it'd be important to improve our relationships with the adult bodies on campus (Dean's office, etc); it'd be important to see where they're going, how we can help them, what they think about us, what things we're thinking about them- we need some open feedback because we're always liaising with them
- 4. Mission statement has been changed on the website
- 5. Constitution- I think the board should sign the constitution saying they abide by it
- 6. Clubs Policy- I don't think it went as we had planned because the message that was given in the policy was interpreted in so many different ways. I think we need to have a time in the next board meeting to look over it, what kind of things can be changed, etc

- Johannes: I think the GRTF can look at this
  - Andrea: Julie should sit down with club presidents to answer their questions
- 7. I'd like to have an RFP form that every club/ event has to fill out before they come out to the execs/ board for funding. We can see what they're applying for, and we can have a standardized system and it can be archived
  - DavidL: Cindy is working on that
- 8. POITS and CSSEC- do you guys have an operational fund that you have for every year?
  - DavidL: Sauder should hopefully be funding it; we're not at the point of signing or confirming anything yet
- 9. AMS fees
- 10. Campus Ambassador Program

### **Equipment/ Lounge- Julie**

- Access cards- our student cards are going to be coded at the beginning of the year; working with office admin to draft an email to send out to Sauder students on a procedure for getting cards coded; to access the lounge, the CUS wont have to buy new cards hopefully by August 22<sup>nd</sup>
- Dylan: what kind of stuff will we have in our offices/ lounge?
  - Couches, in the exec rooms there will be laptops and TV displays, coffee tables, etc
  - Fun stuff aren't finalized yet, planning to do this once I come back from China; we need to find out how to store PS3, etc
- Johannes: we should buy a new sound system for the CUS ; maybe POITS can be involved? We can get quotes, etc
  - DavidH: I'd be interested in this
- DavidH: I'd wait for this lounge to open and see what we have
- Julie: I think that's the best plan; we don't know how much space we have to work with

### **HR Discussion- DavidL**

*Motion to move in-camera: 8:43pm*

*Motion to move out of camera: 8:51*

Rikkiya and Chrisanne will draft up a CUS standards contract

### **CSSEC Funding Approval**

- *BIRT the CUS executive council approves providing \$2000 in funding for the CSSEC for use in preparing operations for the committee expenditures. Expenditures must be approved by 2/3 of the CSSEC committee*

**For: Unanimous**

*Motion passes.*

### **Relations In-Camera Discussion**

*Continuation of In-camera motion: 8:51*

*Motion to move out of camera: 9:05*

### **Wally The Bull- Johannes**

- *Johnny Lee requests access to Wally the Bull for the purpose of Frosh marketing. The handling of Wally is currently up in the air and the amount of access and responsibility is ambiguous.*

### **Discussion**

- DavidL: Lets let Chris decide what to do with Wally the Bull and providing access to individuals for Wally to interact with students over social media, etc
- Dylan: we can give it to Johnny for Frosh I think, but we should confirm with Chris

**End Time: 10:02pm**