



commerce
undergraduate
society

CUS Exec Council Minutes

October 12th, 2011

Start Time: 6:07

Present: Jackie, David, Johannes, Dylan, Chris, Julie, Andrea, Aldora, Sara, (Emmet), (Riley, Cavalier Newspaper)

Late: -

Regrets: -

Approval of Minutes

BIRT the CUS Executive Council approves the previous meeting's minutes dated October 5th, 2011.

Voting Phase

For: Unanimous

Minute are approved.

Presentation- SoCo Ski Trip Funding- Celine, Dylan, Aaron (see powerpoint)

- It is planning to be at Sun Peaks , last year 75 people attended and it was a huge success
- It couldn't have been done without the additional support of the CUS, and we're asking for your assistance in funding this ski trip again
- Destination Snow is giving us a lot of discounts
- The total initial cost was \$350 per person, we've negotiated five people for free, for a \$1750 discount, if we sign a contract we get an additional \$10 off per person, now it's \$311 per person, with a total cost of \$23,648.00
- Additional costs are for two mornings of breakfast, \$600, and some leeway for unforeseen costs, \$1652 in additional costs
- We're asking for \$6000, and \$175 per person overall
- We'll be allowing 76 people to attend
- The hotel this year is Sundance Lodge, it's located next to the Delta which is where we were staying last year; this year we'll have kitchens, it's very close to the lift and we chose them because they're easier to work with
- We think it will attract more people if they choose not to ski (\$50 discount)

- All years can participate in Sauder
- We should have this trip because it allows us to meet new people, and build relationships, it helps us get out of our comfort zone
- We'll be raising Sauder spirit on the trip, it's a really great time to reunite Sauder outside of Frosh and at an event in the middle of the year to reinforce our strong spirit and faculty spirit
- It's also a great opportunity for people to learn how to ski
- We're here to increase cohesiveness and provide what other clubs cannot provide. The Ski Trip has been one of our trademark events

Questions

- Johannes: what exactly is your ask?
 - \$6000 subsidy
- Johannes: and the \$6000 is a subsidy, and is there a certain breakdown of this \$6000?
 - It was a precedent from last year, we worked to get as many discounts as possible and stay in the \$170-\$180 price as it was very attractive
 - We had to raise the price by \$5, however it's still an attractive price
- Dylan: last year there were a few logistical/safety problems, how are you going to address that this year so we can feel comfortable giving you the money and know that the people we're sending will be safe
 - Everyone is signing waivers, we'll have four guides with us all weekend and they'll do what they can to keep people safe
 - This year we're planning to have 5-8 execs come up on the retreat who will be taking a lot of responsibility
- Julie: are you going to sell the tickets by first come first serve?
 - Yes; we have another option of having extra people after the 76 person limit, but they'd be paying the non-subsidized rate of about \$315. We're expecting to sell out however
- David: if they don't ski they get \$50 from the company?
 - Yes, if this subsidy goes through. We'll have RezGo set up by Friday or Saturday, Monday at the latest to get money in as soon as possible. I've pushed back the deadline for getting the deposit in, it'll help give us more time to get the word out, we'll have just over a month
- Johannes: do you have any projections of how many people would be coming at the current price versus the subsidized price?
 - From word of mouth, the extra \$6000 is where the drop-off happens, after \$185 people stop going from what we've been hearing
- Johannes: how many more people are coming due to this subsidy?
 - We'd say half
- Sara: in second year, we charged over \$200 and we had to ask non-Sauder people to come
- Dylan: when they were having so much trouble, that's why they asked for the subsidy so they could sell the tickets
- Johannes: what are the comparable prices? CVC?

- Over \$300
- Johannes: why does CVC sell out?
 - They have over 1000 people in their club
 - I think there's a lot of international people who have a lot of money that come as well to the CVC trip
- Johannes: what are they doing differently other than the perceived differences and the demographic? What's the difference in the product or promotion style that makes theirs sell out at \$300?
 - Sara: they have the whole university to target
 - Andrea: people from SFU and other schools, can pay a bit extra and go as well
- Johannes: if there's anything we can do to decrease the price and increase the willingness to pay, that's what adds value to students
- Sara: \$6000 is a lot of money to be asking for at once. How are you really going to show these students and us that this \$6000 is being put to good use?
 - We're looking at throwing a night event to add value, we've looked into free entry to the bar
 - There will be some other events that aren't just party related, we'll have a \$2 ice skating event to get people more connected
- Aldora: if your night event is at a bar, what about the people that are underage?
 - We've talked about wrist bands, it's still something we have to discuss
- Sara: it's been established that there's a night event on the ski trip, it's expected to tell underage people
- Julie: how are you going to promote the event?
 - We haven't started promoting because we have to finalize the ticket price. Then we'll get a booth set up in the CA Hall next week. Marketing is making the posters as well, and Facebook is a big marketing tool as well
 - There's also a big word of mouth aspect to get people to sign up; we expect it will fill up quite fast
- David: so we'll have a RezGo release date that's a fair process?
 - It will be announced, once we have a finalized price, we'll start posting on our event page on Facebook and give people a fair chance to purchase a ticket
- Aldora: have you guys considered early bird pricing?
 - This is our early bird pricing, we want to get as many people in as early as possible, for the people who want to come past the selling limit, they can come for an extra price

Discussion

- Sara: I support this, I think the Ski Trip is a pivotal event, it keeps things going right into January. Usually the big event after the holidays is the ski trip. It helps younger students get to know each other and get to know more people, I think the ski trip provides a great opportunity for people to get together. I'm highly in support of this
- Johannes: this is a great event, what is the difference between us funding and not funding it
- Chris: was last year the first year we subsidized?

- Yes, last year was the first time we heavily subsidized
- Dylan: the number of people over the years who have come has steadily declined; people offered fewer deals
- Dylan: the good thing about the event, is you see people that you've never seen before that are commerce students and are coming to this event. Regular students who never participate in CUS events are coming, so why not subsidize
- Sara: it's a lot of people who just go to school and then leave because they have no interest in CUS events
- DavidL: are the execs going for free?
 - I think they'll pay the full price that everyone else pays
- David: if you're attracting the niche people, you're attracting 2.5% of Sauder's population, but there's value there
- Johannes: that's 22 peoples' student fees, I think my hesitation with this is related to the fact that we're looking at if we're having price wars with how cheap are we providing this ski trip as opposed to how much value are we adding. I don't think our attendance is a factor of our pricing. Four years ago the price was higher and more people came. If value to students is getting as many people to come as possible, how can we do that
- Dylan: we don't have the economies of scale that CVC does
- David: yes, they're targeting more than 30,000 students
- Sara: it depends on peoples' needs, we have people who enjoy skiing and snowboarding but they have a lot of different interests. I think if you looked at the 68 people that are going, 10 of them would be paying upwards of \$315 but others just can't
- Aldora: the early bird pricing should be structured so that after a deadline they should increase the price
- Sara: I think the deadline is good, I don't think it's fair to increase the price
- Andrea: I don't think they'll need to do early bird or tiered pricing
- Dylan: I think in the long term the price just increases due to inflation
- David: is there the value that they're talking about?
 - Dylan: yes
- Julie: how can you ensure the 68 people that are going are never involved?
 - Andrea: you can't
- David: my perspective would be that friends of friends are going to this
- Julie: maybe the value in saying you get to meet new people may not be accurate
- David: how many social events can you host aside from the ski retreat with SoCo that will attract students
- Sara: I think it's to add variety, we're taking advantage of what we have in BC
- Dylan: they'll sell out after they reduce the ticket price, once one person signs up, 3-4 people will sign up with them to be in the same room
- David: there's no other ski trip that's subsidized that we know of
- Andrea: my only concern is that if we give them \$6000 this year it'll set the same precedent for next year. Not that I don't want to give them this, I just want them to improve and grow every year
- Chris: at the end of the day the invitation has to be extended to every student, people want to know where there money is going and if it's only accommodating 76 people they need to do an amazing job with marketing

- Chris: we have to ask “what’s the price per head”? Subsidizing \$120 per head is a lot. If someone asks why we subsidized that much per student for a ski trip as opposed to for a conference, we need to be able to answer that. It’s fine if we can market this properly and people have the opportunity to sign up, but if people feel left out it could leave a sour taste. If they think they can sell out so fast, sell out, and then have a second round
- Andrea: I just feel like it’s stagnant because they’re not growing the event
- Dylan: but they didn’t have a chance to improve their event
- Sara: even if people don’t go on the trip, they’ll see the advertising and want to go to other SoCo events. Yes we could have another conference but we’re already diluted with conferences and it’s promoting other things like being healthy, it’s just getting the idea out there and then the people who go on the trip make friends. I met so many great people last year
- Dylan: you can’t put a price on the kind of bonding that you get on the ski trip, you might be able to do it at a conference if it’s set up a certain way, but it’s not the same
- Johannes: for \$6000 I think we can increase the number of people coming
- David: this is really \$12,000 we’re subsidizing
- Chris: we should focus on increasing the number of people that go
- Sara: it gets unmanageable after 100 people
- Julie: can’t we make it 100 people and raise the prices a little?
- Sara: what if we charge \$190? I feel like \$200 is the price point where people start saying no right away, we don’t want to disadvantage students that want to go but don’t want to pay as much
- Chris: what did we subsidize Frosh?
 - David: \$78, perhaps more
- Johannes: you can add 21 more people and have the same subsidy
- Dylan: why don’t we start them with \$190 for the first 75 people, then it’s \$210 afterwards
- David: if we’re adding people, we’d be subsidizing more
- Chris: if they have 100 people they have to raise the cost
- Johannes: what’s a decent price for a ski trip?
 - \$200 or more is a decent price
- Chris: we need to make sure that they include the value
- Julie: they need to market it well
- Sara: it’ll sell itself
- Andrea: I think the idea is to create a challenge, it’ll encourage a lot of marketing to sell out
- Johannes: if we assume 75 people, we’re looking at \$10,125 with an additional subsidization of \$4,125.
- Sara: the 100 person count is a bit worrisome, 75 is manageable. It’s not like Frosh where you have 3 leaders per group
- Johannes: we’re looking at \$12,000 for 75 students, \$165 subsidization. We’re subsidizing \$135 per head which seems reasonable
- Sara: what happens if they’re having trouble marketing still?
- Dylan: \$200 would be on the edge for payment
- Johannes: what’s another good metric to make this decision by?

- Dylan: I just think there's more value than what's being seen. Keep in mind students also have to pay for rentals
- Johannes: are we providing the cheapest solution for students or are we looking to have quality competitiveness?
- David: you want both, but right now I think we're going down the price path
- Sara: I wonder if we can incorporate sponsorship next year. I think \$185 is still okay
- David: how many Sauder students who aren't friends of friends do we need to target?
- Sara: there are a large number that go, we need to target everyone. How do you target the people that aren't involved in the CUS?
- Johannes: it should be an equal opportunity for everyone
- Chris: maybe something variable would be better, we subsidize a variable cost contingent on how many students they get
- Dylan: you can't do that if they get very few people
- Johannes: we'll set a price and then Sara and SoCo will make sure that it happens. As long as it's a reasonable price people will come
- Dylan: if it's \$200, it's an additional \$110 for equipment and a lesson for beginners
- Sara: a \$25 increase can make a big difference for people
- Andrea: \$200 is reasonable if you aren't skiing
- Johannes: is anyone against \$200?
- Sara: I think it's too much still, it's a big jump from last year too
- Johannes: do you think you can sell out at \$200?
- Sara: we'd need to test the waters first
- Julie: even if it's a jump from last year, we have a new SoCo team and new VP Engagement
- Johannes: you're also opening up \$1500 to fund other things on our behalf
- Andrea: if it was very inexpensive, I'd be concerned about where my student money is going
- Sara: you could say that for everything though
- Andrea: true, but at conferences you're learning
- Sara: I think you're learning different skills though
- Johannes: this would mean we're subsidizing \$135 per person. I think this is fine
- Sara: if we did \$190 for a limited period of time and then \$210...I'd be okay with \$195, it's a marketing thing
- Dylan: so that's \$4500
- Johannes: provided that they do some risk mitigation for the trip

Voting Phase

BIRT the CUS Executive Council funds the Social Committee's Ski Trip for an additional amount of \$4500 for the 2011/2012 year.

For: Unanimous

Against: -

Abstain: -

Motion passes.

SLC Workshop- Johannes

- Dylan: the application for this has been extended
- Johannes: anyone who wants to do a workshop can do so, I'll be putting an application in for one.

Blood Donation Challenge- Johannes

- We were asked by the Bloods Services Association of UBC to see if we can compete
- We could have it as part of the Health and Wellness committee

Personal Updates

Portfolio Updates

- Emmet: I want to get informed about the CUS, get involved with the board committees in my new role
- Sara: We've gotten a lot of applications for First Year Committee, ISES had a great Thanksgiving dinner, SoCo is doing some organizing as we've seen, Tori's getting an event booked for our grads in November, POITS is going to have an event at the end of October, CCP is doing the We Day battery drop, a few of my members have been talking to Ethan Gold about sponsorship, and Sponsorship is going to put together a document on how to gain sponsorship. CSSEC- Johannes and Michael are having a meeting with Tom Ross tomorrow, we're hoping he'll be our faculty representative; Health and Wellness Committee is meeting for next week, Sauder Sports is doing great with yoga and sports; James Shaw is getting his team organized as well
- Aldora: I want to learn about the CUS in the next few weeks and grow, and meet with everyone
- Andrea: things are going well, we have some new sponsors on board, we're thinking of bringing back the discount card, we're going to aim to have it done by December, we'll have our sponsorship contracts wrapped up by the 18th
- EMP has begun, it's going really well, setting up a lot of RezGo accounts for people
- Julie: we have our locks installed for the storage, it's a keypad, I'll set up a system for access, everyone in the student council will have access. I've been working with Tim to get blinds and tack boards and white boards, they've been ordered and so have locks for cabinets in the lounge. For 24 hour access, the problem is that there are a lot of additional locks that need to be in place and they haven't been installed yet; I'm going to be checking out the pool tables for the lounge, we were concerned about the quality of the pool tables, we also want to buy some plants, and we've decided to have our

party on the 25th for the lounge at 12pm

- Chris: Tomorrow I'm meeting with the Cavalier for the next edition. CSSEC is going well, CAP is going well, Graham is back on my team for the CUStore.
- Dylan: JDC West had their first MCC and it's going well, people have met with their coaches, JDC West 2012 is January 13th-15th and it'll be in Edmonton. TWAS videos are great, we have a really good team, we're looking at joint venture; CMP is having their tutoring sessions and they're going well, some people have been asking about 290 tutoring so I'm looking at down the road maybe adding some more stuff to that other than office hours in terms of tutoring; CCC had their first workshop which was really great, we had people from JDC West last year there, the new website is great and it has a great theme. The Dean search is going well, we thought we'd figured out all of the people we were going to interview and then more people came up, we'll have someone by January, I'd like to see us meet with the top three beforehand and see which one would be the best fit for us
- Johannes: I just finished my state of the union address for the Cavalier, and I've been filtering requests from organizations looking to do partnerships with us, there was a request for us to compete in a blood donation challenge, etc. I'm also doing work on getting the GRTF up and running again and working on some HR issues, I'm also going to be talking to Tom Ross tomorrow about CSSEC
- David: I've been making sure reimbursements are going through, the annual report is almost done as well

Long-Term Vision Discussion- Dylan

- Five years from now, what do we want to see happening? For example, now that we've set up our executive council, do we want people coming to us presenting in suit or more casual? How formal do we want our relationship to be with the people that present to us?
- Sara: I think we need to keep it formal
- David: every year it changes, it's good to have a long term vision and steer it towards that direction, but there's a lot of turnover
- Dylan: but you can influence the next year's people
- Johannes: we should discuss this at board

In-Camera Discussion

Motion to move in-camera: unanimous

Motion: 8:09pm

Motion out of camera: 8:21pm

End Time: 8:21