



Attendance: Travis, Chris, Laura, Kristin, Nathan, Johnny, Uvini, Kelly, Connor, Kat

Start: 5:59

End: 8:48

Updates:

Uvini:

- excited about Alumni program
- working more on Event Evaluation
 - cool ideas around Marketing

Kelly:

- feedback on feedback – contact Kelly
- working on a complaint

Connor:

- Linda not very helpful
- a lot of bookings rolling in
- in talks with Thato re: Elections Reform Committee

Travis:

- budgets done!
- spoke to Alex and is looking to get feedback on a finance/sponsorship model
- Phoebe to update all accounts through Ken's contacts
 - looking for \$1000-1500 to redo the reimbursement system

Chris:

- Academic Committee is very excited and working hard
- met with Melissa re: sustainability concentration
 - another course in the works – will be ready for September 2010

Kristin:

- sent Google Doc out for positions
- Business Week received sponsorship from Costco
 - in talks with Scotiabank, etc.
- having trouble meeting with Margaret – trying to coordinate something
- Steve (POITS) is unreachable – trying to skype

Johnny:

- had meeting with Ben (PRC) re: marketing policy and rebranding and branding policy
 - public relations aspect of who communicates with the media
- met up with Sauder Squad captain – excited and great vision
 - apparently working with Sauder Orientations
- Johnny's meeting with Jen Loong was postponed
 - meeting with her to discuss content of the video and DVD to understand if it fully represents the CUS
- registration system is stalled because it is tough to find a company that can take care of it
 - website is taking priority as it is external
- **Johnny to give a complete update on registration system and website at next meeting**

Nathan:

- mass schedule
- A/V meeting on Monday
- Event Evaluation survey tests, etc.



- CUSynopsis
- SC Package
- Clubs Council Rep elected

PNEC:

- Jacky is looking to meet with many Execs – meet with him only if you have time
 - if don't feel comfortable, forward advice to Kelly
 - Kelly can send out an email to Board to let them know about Jacky's situation
- conferences can run under the \$20,000 bubble
 - we should be looking to sponsor conferences that are under the bubble
 - if not even 50% of delegates are from Sauder, doesn't quite make sense to fund such an amount
- Notes for Jacky re: the conference:
 - it seems to overlap with IBC, although IBC is moving more towards int'l business while PNEC related more to economics
 - academics are BCom + (blank), why can't a conference do the same?
 - could also help with the interfaculty relationship we are looking to build
 - not sufficiently considering the economic situation – estimates extremely optimistic
 - made it appear that peers are sponsoring him and that he has sponsors he has not confirmed
 - while we are probably paying a relative percentage based upon other faculties budgets
 - could not trust his information and his presentation
 - \$80 is extremely optimistic for ticket price
 - weekend before Enterprize
 - concerned about Alumni Office
 - need a lot more hard evidence of what he's been working on and where is moving
 - has not presented his ability to accomplish these tasks
 - topics that are addressed are not necessarily topics that all students would be interested in – very particular
- Notes for Jacky re: the CUS:
 - number of Sauder students in dollars
 - need to consider the dollar figure behind how much we want to sponsor per student
 - also want to look at the connections we could build with his network
 - competition between conferences is healthy
 - do not want to see the CUS funding the profit of an event
 - \$8000 profit but \$11,000 sponsorship?
 - it seems he is using the surplus concept to prove himself and his ability to run a conference
 - our conferences lose money so the ticket price can be lower
 - the screening process relinquishes a lot of control



- the exec team is composed of students from lots of faculties, however, this means the CUS involvement is disconnected
- could buy a lump sum of tickets for Sauder students
 - reimbursing the tickets that Sauder students purchase rather than purchasing a lump sum of tickets
- do we give them complete access to marketing channels? – in direct competition with one of our events
- the main sponsor he is approaching is RBC (as is Enterprize)
 - he is using the CUS name when looking for sponsorship
- if we sponsor it as he is approaching us right now, do we have the confidence he can deliver what he has promised?
- competition in terms of speakers for our events
- amount of value we receive from UBC brand is important, but less important than building the Sauder brand
 - would have a difficult time defending why we're funding this event at this point
- Discussion:
 - at this point, we have already committed to funding at least \$1, thus, we are a partner
 - 150 students is extremely optimistic from Sauder students
 - particularly given the price, as well as CUS marketing resources
 - conference the weekend before Enterprize – how does the CUS approach it based upon marketing and backing the success of the event
 - must we be a partner if we reimburse students tickets?
 - no, unless we have an un-vote, we are a partner
 - if he could provide the specifics on his previous event that may contribute to the evidence
 - used to be marketing to high school students – we do not have parents' pockets to pay for conferences
 - they do not have conference fatigue – Sauder students are very selective
 - because it is after Christmas, first term and right before Enterprize it will be hard to justify spending the \$80
 - can use our marketing knowledge of our marketing channels
 - the price should not be completely the consideration for the funding, because the value proposition of the event needs to be taken into consideration
 - while IBC is under the CUS, PNEC could be better than a CUS event and we should put priority to PNEC as we want to serve our students best
 - IBC promotes the Sauder brand – large differences
 - if we don't give him marketing he will not receive the attendance he is looking for
 - reimbursement comes into play as a result of the fact that if we are giving them money, CUS students should get something out of it
 - we need to base our funding off of what we fund other conferences per value per student
- Potential Solutions:
 - small lump sum + reimbursements



- \$100/student = more than ticket price to fund costs for each student
- \$2000 (match AMS) + \$20 reimbursement per student
 - reimbursements do not necessarily support the event but the student
 - they would charge a different amount per commerce student and we give them the difference
 - the \$2000 seems unfounded
- table for amount of funding he needs per student and what we think he's going to get

Elections:

- what Thato wanted to see with the ERC (Ben, Stas and Jason) and what happened are completely different
- tasks:
 - need a system and method for voting
 - how we will market candidates
 - 1 minute speeches not long enough
 - need a team for elections (aside from Board members)
- they have made recommendations on voting methods/procedures but nothing have been passed as of yet
- Elections position reports to the VP Internal, but in a lot of ways, they do not as it needs to be politically removed
- Connor will have to do pass the elections policy before September
- CWL system simply passes the student # along
- If we let Pat know early enough, would it work better?
 - Sauder may not be very keen to continue to do our elections
- Need to make it clear to elections officer that they need to communicate with us and Sauder
- **Connor to state that he is now dealing with the Elections because the Board did not deal with the issue**

Imagine Day:

- apparently someone organized the towels on the CUS end
- **Kristin to speak to Cole re: Imagine Day from last year**
- Ruth is requesting a budget from Kristin

Proposal from Cathy:

- Dean's office has agreed to pay for half of her trip
- recovery of the Sauder brand from the previous issues
- flying from Calgary to Toronto to approach BDC and other corporate sponsors
 - more of the banks are in Toronto
- some sponsors are located in Montreal as well as the schools
- trying to repair the relationship with schools in Quebec
- 3 stakeholder accounts:
 - Sauder
 - CUS
 - Enterprize
- should allocate the costs fairly among the accounts
- Cathy is looking for \$600 from the CUS outside of their Enterprize budget



- total flight comes to \$509
- should have been done years ago when they thought about sponsors from the East
- **All in favor of giving Cathy Han \$600 for her trip back East?**
 - **Yes: 5**
 - **No: 1**

Melissa Delluchi:

- will the CUS pay for their business cards for the Sustainability committee?
- if they create their own business cards can they use the CUS logo?
- **Connor to follow up with Johnny re: Visual Identity Guidelines**

IFPO:

- dissolved agreement with other undergraduate societies
- looking at getting offices in basement of the SUB
- Connor needs help moving the gear into the new offices
- \$2000 in the IFPO account of which we get 1/3rd
 - will be cash flow, not budget, as it is passed

BCC Model:

- Chris talked to Linda re: next year
- question around component 3 – specialty sectors
- trying to define technology and sales jobs
 - BCC saying that some high tech jobs don't require one to be in a huge firm (ie. Google), rather, based on salary
 - however, you can be in a niche but doing more than one in a big firm
 - chance of that benefit reaching a greater crowd is much less than in a big firm
 - purpose is to build the relationships
 - going into a big company helps build the Sauder brand while a small company does not
 - that component is measuring our brand
 - create a list of Top 50 Canadian firms and segregate them into sectors (American on list as well)
 - wage is already considered in component 4
- usage component is weak as well
 - only records those who fill in the survey
 - usage could be based upon COOL – then, we could use actual data rather than survey

Budget Conferences:

- idea is that knowledge sharing/transfer should be low cost – information dissemination
- want people to hold conferences in Angus or a small venue, hook up a powerpoint and allow people to learn a ton about individual topics
 - groups of students talking about niche areas – doesn't cost much and they can take a ton out of it
- could fit in with a club program



- to talk about financial crisis, the Finance Club should put it on
- sometimes we have needless spending, and if at the end of the day we are trying to add student value, it doesn't require money to do that
- sometimes it doesn't fall within the realms of the club – natural resource industry
- set aside a small amount of money for a budget conference and allow people to come to Exec to propose their ideas
- have a night for the "conference" and hold small workshops
- CUS shouldn't feel bad for not funding events fully when they ask for such a high amount – voted amounts are relative to the ask

Alumni Engagement:

- each conference would have a member of the team looking for alumni connections for donations/advice
- **Exec to send feedback to Uvini on the Alumni Engagement program by Saturday evening**
- have SC to have it setup before school starts
- more about developing relationships than solely having a revenue source

August Meeting – JDC:

- Jen Loong to be 100% committed to JDC
 - will provide a good picture of what UBC brings to the table rather than just having Josh there
 - however, she may not be completely on board yet
- Laura not able to attend August Meeting - Daena will probably go in her place

CUS Calendar:

- **Uvini to make a Google Calendar for now for CUS events**
- **Johnny to schedule interview times for his Events & Calendar position**
 - the position takes care of registration and calendars in terms of planning for dates