



Attendance: Pia, Laura, Connor, Jesse, Lucas, Michael, Nikolay, Jordan, Veronica, Dylan, Negar, Daria, Prina, Kaylee

Start Time – 6:15 PM

CSBC – Kokanee Crankworx – Vina Yu

- See PowerPoint

Questions/ Discussions

- Daria: Why do you expect such a low turnout?
 - Our venues are small, and the main thing we want is to have a very intimate speaker session. We want people to feel comfortable and be able to address our speakers. We have it first come first serve.
- Mike: How will you market the conference?
 - We have a booth downstairs already, also word of mouth and facebook have been our marketing. We also are going through UBC Rec
- Lucas: I don't know if donating money to Right to Play is the best use of students money.
 - We will try to look at different ways to give back to Right to Play
- Prina: How were things done the first year? What if you didn't get funding?
 - The first year the budget was much larger, and food went towards transportation, venue and food costs. The CUS sponsored \$5,000 and we made money from the Pepsi Bottling Group
- Dylan: Do you feel that the price of \$5 is too low an amount? Maybe your food costs are understated
 - I am confident in our food budget and we are providing refreshments, it's not a full on meal. With ticket pricing, this is just for the Kokanee Crankworks function, we do want to keep the prices under \$10.
- Nikolay: How many tickets have you sold so far?
 - We only started selling today and we already sold 15
- Nikolay: Why are you asking for money for marketing costs?
 - They are paper marketing for banners
- Lucas: Do you have a better breakdown where the "other" money is going?
 - About \$200 is for speaker gifts, and we wanted to make t-shirts for delegates for brand awareness. We are making about 90 shirts
- Pia: For the \$1500 do you have plans for that?
 - Connor: The whole structure has changed

Discussions

- Dylan: If there was a \$10 ticket, you are contributing to the swag you are receiving. It feels as if you are over subsidizing if it's only \$5.00
- Pia: I am uncomfortable buying t-shirts for our students
- Dylan: Is the 30 people limited?
 - We can look into getting a larger venue for the last two events



- Prina: I think it's great to give out swag, but maybe if t-shirts are too expensive, maybe we can look into something else.

Be it resolved that the Commerce Undergraduate Society Board of Directors sponsors \$2350.00 towards CSBC Kokanee Crankworks Event

For: 11

Against: 0

Abstain: 0

Motion carries

AMS Referendum - Ben & Jeremy

- See PowerPoint

Questions

- Dylan: We originally agree to \$12, so when did it change to \$5?
 - It was originally at \$24, but we saved money with health plan, so that balanced everything out
 - We have tried to change it, but every referendum has failed. We feel as if \$5 is a fair enough number
 - We will no longer have a structural deficit
 - We also will make sure we don't lost to CPI down the road
- Prina: Is the referendum split up?
 - There are separate portions of the referendum, but if people don't pass the u-pass referendum, then we won't have a U-Pass anymore
 - Ben: We are trying to see how students feel
- Pia: How can the CUS help?
 - We will need someone dedicated to the campaign in the CUS
 - It's word of mouth to tell everyone vote yes
 - However people may not understand the fees and bylaws that are in addition to the U-Pass change
 - We believe this money is really serious for students
 - The battle is not to justify why this is good, but to make sure there is enough students going out to vote
- Michael: What is the quorum?
 - We need 50% students, will at least 4000 students
 - The SUB only passed with 54%
- Veronica: I am curious to know about the sustainability program?
 - It's a large fund to make the student union sustainable, cost intensive things to make overall impact less, there is funding for projects
 - Innovative project funding



CUS Connect – Daria & Tim

- See PowerPoint

Questions/Discussion

- Prina: If we pass this, would it be initiated right away? We are cutting it close to elections. It might be better for next year representatives.
 - I don't think it will conflict with the elections. The amount of time you will sacrifice depends on what you decide. The commitment wouldn't be huge.
- Prina: Would this be effective immediately?
 - We would start it on Feb. 21st
 - Daria: On the first day, we want to start it off with a giveaway, with travel mugs and hot chocolate
- Connor: The whole idea behind uniqueness. The intention is right, but it needs to be rustic and part of the society. The Board's purpose is to reach out to students, and we have too many people trying to be unique. The Board is members of Parliament here to answer student's questions.
- Michael: The use of the fund is great to attract people, but you must establish the CUS Connect to make sure you are there every week to have people come by the booth. The most successful Q&A will be when students repeatedly go to the booth to ask questions
- Jesse: Last year there were monthly general meetings, which I don't remember them being very popular.
- Michael: I just don't think the whole idea should be one big event
- Tim: consistency is what we are trying to strive for
- Daria: We want students to see this as benefits and gift we are bringing to them. We want them to come to us and talk to us daily, but with a few swag given to them
- Veronica: How would you ensure that the questions posed would have answers? What kind of marketing will you use to make sure students will feel welcome?
 - The idea is that students have to go anywhere, and we will be in CA Hall, and we can address students, talk to them, show them presentations. It is mostly us approaching students
 - Tim: With the whole building change, there is no centralized location to look to the CUS
 - The whole point isn't about how many people come talk to us, but that we are there putting in effort and being consistent
 - I don't think we need to count how many people come talk to us
 - Tim: In order to address student questions, we haven't looked too in depth. Originally we thought they would be more suggestions.
- Moses: I think it's about consistency, however if you give them mugs, I think it won't be the best way to attract students. They will start to expect these



Board of Directors Meeting Minutes January 24th, 2011

gifts. We are trying to connect to people. And if the referendum passes, the board meetings will be less frequent.

- Tim: It is important to let students know why we made certain decisions. It doesn't matter whether we meet once a month with board, CUS connect is weekly.
- Moses: Are we meeting as board members or year reps?
- I would say it's just board member status
- Prina: I like the idea of CUS branded mugs. I think you should consider the fact that when you say you want banners, it should be CUS banners, because you are talking from the board.
 - I agree that the CUS Connect idea should blend with the CUS but I'm worried that if it's just a CUS banner and there is no distinction, no one will know what the booth is for
 - The name will lose its credibility and intentionality on behalf of the CUS, which is why we want it to have its own logo
- Prina: Would you like to discuss with VP Marketing about making a new logo?
 - Pia: They have to talk to VP Marketing
 - They have no intention of doing it separately
- Connor: The initiative is great but everyone has to make the commitment to show up and actually make it happen
 - This is why they are having a committee
- Motion to call it to Question: Dylan
- Laura: Seconds
- Motion (get from Pia)
 - In favour: 11
 - Oppose: 0
 - Abstain: 2

Motion carries

Committee Members

- Veronica
- Pia
- Daria
- Nikolai
- Jordan
- Connor
- Tim

Elections Update – Running Candidates

- There are two fourth year reps
- Three people for senator
- Two AMS reps
- Two ombuds



- For the upcoming referendum make sure everyone votes. It`s important to vote!

Updates

Chad Embree – Senator and PPC

- Referendum is going well right now, just made a presentation to electoral candidates. Don`t have enough time for campaigning.
- Going for a viral campaign to make things sustainable
- UBCO just had their fee referendum and they missed quorum by 86 votes
- PPC Updates: Clubs policy has been drafted, new policies to approve
- Senator: Last senate meeting was cancelled

Dylan – AMS Update

- AMS elections – Jeremy won president, he worked with the U-Pass and did everything to do with the current referendum
- VP Academic was Matt Parsons
- VP Finance was re-elected
- VP External Katherine
- Someone decided they would endorse candidates, and some people were dis-endorsing candidates, fake websites were created
- Let`s not endorse anyone in the upcoming elections
- Moses: Will disciplinary action be taken
 - Jeremy didn`t receive his reimbursement
 - What will happen to Bijan
 - We need to ban endorsements by council
- If you have a slate, mostly all the people will win the elections. Without a slate, there may be more balance.
- Daria: I wouldn`t be able to attend the meeting, however I know a lot of people who want to be involved, but the endorsements were so discouraging
 - I don`t think counsellors should endorse
- Niki: how much did the elections cost
 - The system alone cost \$10,000
- The AMS will go bankrupt if there is no vote
- The money that is being saved from the health plan is being put into the AMS right now

Executive Updates

Connor – President

- JDC Team won
- The NIBC team won a great conference
- The MSA and UBCO is \$22,000 in debt. We are helping with CR
- POITS was on Friday, and there is a POITS this Friday



commerce
undergraduate
society

Board of Directors Meeting Minutes January 24th, 2011

- Me INC had a good event
- Commerce Capitals won 3rd place

Meeting End – 8:15 PM