

1. CALL TO ORDER

Call to Order – 12:50 PM

2. TERRITORIAL ACKNOWLEDGMENT

We acknowledge that this meeting is being conducted on the unceded territories of the Coast Salish Peoples; which, to the current knowledge of the Society include the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

3. ROLL CALL OF ATTENDANCE

3.1 Committee composition

Vice President External Relations (<i>Chair</i>)	Christine Dyson
Vice President University Relations	Arr Farah
Board of Directors Representative	Blossom Malhan
Board of Directors Representative	Prab Bassi
Board of Directors Representative	Raajan Garcha
Student At-Large	Kiran Binning
Student At Large	Natalia Gretskaia
Student At Large	Darien Lechner
Student At Large	Vacant
Student At-Large	Aarushi Sharma
Student At-Large	Erwin Kwok
Student At-Large	Vacant

3.2 Society Staff

Campaigns, Research and Policy Coordinator	Pierre Cassidy
--	----------------

3.3 Regrets

Board of Directors Representative	Raajan Garcha
Student At-Large	Kiran Binning
Student At-Large	Aarushi Sharma
Student At-Large	Erwin Kwok

4. RATIFICATION OF REGRETS

MOTION ADV 2017-01-25:01

Prab/Blossom

Be it resolved to ratify regrets from Raajan Garcha (illness), Aarushi Sharma (exam), Kiran Binning (work), and Erwin Kwok (obligation).

CARRIED

5. ADOPTION OF THE AGENDA

MOTION ADV 2017-01-25:02

Natalia/Blossom

Be it resolved to approve the agenda as presented.

CARRIED

5. MATTERS ARISING FROM THE MINUTES

MOTION ADV 2017-01-25:03

Prab/Blossom

Be it resolved to approve the minutes from:

- *AdvocacyCommittee_2016-01-18*

CARRIED

6. NEW BUSINESS

6.1 MOTION ADV 2017-01-25:04

Prab/Blossom

Be it resolved to approve the Tank Farm Awareness Proposal for up to \$350 from line item 820/20

- Sending a letter to the PM is free so we will no longer need to pay for stamps
- Copy centre proposed to send post cards, which will be cheaper than full letters and envelopes
- Letters to be printed on card stock
- There will be colouring materials for individuals to personalize their postcards

CARRIED AS AMENDED

6.2 MOTION ADV 2017-01-25:05

Arr/Prab

Be it resolved to approve the Ballistic Arts SFSS General Election Videos Proposal for up to \$6,890.00 from line item 820/20

- At a previous meeting it was discussed that videos would be created to inform students what the SFSS is, the role of the Board and how to get involved.
- It was noted by the communications coordinator that out sourcing the creation of the videos to Ballistic Arts would be much more efficient.
- They would be making us an animated video
- If the proposal were to be approved, we would ideally have the video ready for nomination period and campaign period
- A second video could be created for how to vote in the elections
- “Run with it” campaign video can be made by the communications office
- The current advocacy budget is \$25,317 and after today it would go to just over \$18,000

CARRIED

8. DISCUSSION ITEMS

9. ATTACHMENTS

- TankFarmAwarenessProposal.pdf
- BalisticSFSSGeneralElectionVideos(1).pdf

8. ADJOURNMENT

MOTION ADV 2017-01-25:06

Darien/ Natalia

Be it resolved to adjourn the meeting at 1:12 PM

CARRIED

Tank Farm Awareness Proposal

January 2017



Simon Fraser Student Society

Overview of campaign

Objective: To spread awareness about the lack of a safety plan for SFU and the increased risk of the Tank Farm Expansion

Desired outcome: For 500 students to sign letters

Dates: February 6th to 10th (active tabling)

Campaign goals

1) Get students to sign letter to the Prime Minister addressing lack of safety plan for SFU

Implementation:

Sharing of letter via social media, as well as in person opportunities for students to sign copies

2) Gain additional support from community members

Implementation:

Share digital version of letter online for community members to fill out. Encourage them to send letter to the PM's office as well.

Outreach Plan

In person outreach:

- Tabling in AQ, for students to sign hard copies
- Drop box in the SFSS Board office and General office, for students to leave hard copies they have printed

Social Media:

- Sharing of letter
- Email to council
- Email community letter to other groups concerned about the approval

Budget

Item	Cost	Quantity	Cost per Student	Total Cost
Printed Letters	\$0.25 per letter	500	\$0.25	\$125

Envelopes	\$50.00	500	\$0.10	\$50
Stamps	\$1.00	500	\$1.00	\$500
Miscellaneous				\$200
<i>Entire Campaign</i>				\$875

Resource requirements

- Table bookings
- Table Cloths - SFSS
- SFSS advocacy t-shirts (for those tabling)
- SFSS booklets
- Boxes for letters to be dropped in

Staff Requirements

- Communications department - Sharing on social media
- General Office - Directing students to drop boxes



video PRODUCTION + graphic DESIGN + web DEVELOPMENT

VIDEO PROPOSAL

BALLISTIC ARTS MEDIA STUDIOS INC.

www.ballisticarts.com

#110 – 250 Schoolhouse

Coquitlam, BC, V3K 6V7

[Office] 604 553 1081 [Fax] 604 553 1227

engage@ballisticarts.com

Project Name:

Simon Fraser Student Society
General Election Video(s)

Client Name:

Sindhu Dharmarajah

Date:

January 24, 2017

CLIENT

Sindhu Dharmarajah – Simon Fraser Student Society
Maggie Benston Centre 2250, Simon Fraser University
8888 University Drive, Burnaby, BC, V5A 1S6
778-782-6565 - communications@sfss.ca

Section one.

01. PROJECT PLAN

SFSS General Election Video(s)

SFSS – General Election Video(s)

Pre-production

- o A design interview will be provided to address marketing audience issues to optimize the design to suit your demographic.
- o Concept presentation
- o Script creation + up to 2 revisions.
- o Complete storyboard + up to 2 revisions.
- o Project management, casting of voice actors, coordination of sound studio, and managing copyright free music included.

Production

- o Ballistic Arts director at sound studio with talent.
- o Includes 1 hour of sound studio time and sound engineer.
- o Includes 1 voice actor.

Editing

- o Up to 1 days of editing post-production and motion design.
- o Motion graphics video up to 30-seconds + up to 2 revisions.
- o Includes 1 track of copyright free music.

Delivery

- o Final video will be supplied in an HD MP4 file

SFSS – ONE 30-sec Motion Graphics Video

\$4,670.00

SFSS – ONE 60-sec or TWO 30-sec Motion Graphics Videos

\$6,890.00

- o Additional logos, pictures, and videos for use in video to be provided with permission by Client.
- o Character animation not included.
- o Client to provide external hard drive and courier charges.

Client approval initials here:

Ballistic Arts – Our Portfolio

City of Burnaby – Municipal Election 2014 Video



Challenge:

Incorporated as a municipality in 1892, Burnaby is the third most populated urban centre in British Columbia with a population of 223,218 in 2011. With an upcoming municipal election in Winter 2014, the city asked our Burnaby-based studio to write and produce a compelling, motion graphics video to raise awareness and interest to vote. Key messages are to be where, when and how citizens can make their vote count.

Solution:

Ballistic Arts' design and video production teams crafted a 1 minute motion graphics video that is positive, vibrant and fun. A combination of illustrations and photography of Burnaby appeals to new voters and youth alike, explaining how each vote affects how citizens of Burnaby live, work, play and learn. The scope of the upcoming municipal election is outlined, along with the many advanced voting and voting locations. The video was also used as part of local government awareness week in British Columbia from May 18-24th, 2014.

Video can be viewed here:

<https://www.youtube.com/watch?v=k74iCop8DnM>

Client approval initials here:

Ballistic Arts – Our Portfolio

CVRD Recycling Video Production



Challenge:

Cowichan Valley is a Regional District that is located on the southern part of Vancouver Island between the cities of Victoria and Nanaimo. It's magnificent old-growth forests, alluring beaches, and meandering rivers attract many outdoor adventurers each year. The CVRD has a 15 member Board that provides a broad range of Regional, Sub-regional, and local services to its residents. As a local government, the CVRD Board of Directors also deals with local issues on a region-wide perspective.

Solution:

The Ballistic Arts video crew constructed a video that illustrates the importance of recycling in Cowichan Valley and explains which types of items are accepted in the district's curbside recycling program. Our short and concise video emphasizes that plastic bags are not accepted in the program because they tangle up the sorting machines. The typography that was used in the video was limited to the fonts that are consistent with CVRD's brand standards. Our video uses primary colors that are based on the zerowastecowichan.ca website to provide consistency with the district's Zero Waste campaign. Dots and curve line textures were also used throughout the motion graphics video to create depth.

Video can be viewed here:

<http://ballisticarts.com/portfolio/case-study/cvrd-recycling-video/>

Testimonial:

Thank-you! This project has been a great experience for us as well. It's wonderful to work with a team of such hardworking and talented people.

~Lindsey Haist, Environmental Tech

Client approval initials here:

Ballistic Arts – Our Portfolio

British Columbia Pharmacy Association – Fish Can't Say No to Drugs



Challenge:

The British Columbia Pharmacy Association is a not-for-profit association that represents the interests of more than 850 pharmacies and 3,000 pharmacists throughout the province. They promote an improved understanding of pharmacy practice among government policy makers, third-party payers and other stakeholders as well as the media. The Ballistic Arts video team created an amazing motion graphics video that promotes the positive role community pharmacy plays in the safe disposal of medications.

Solution:

The BC Pharmacy Association asked us to create a video that would encourage British Columbians to return their unused and expired medication to their local pharmacy. Recent studies suggest that the fish in our area are on drugs - Prozac, Benadryl, Xanax, and even Cocaine! Thanks to tainted wastewater, those drugs and dozens of others are showing up in the tissues of young salmon. Our video production team created a unique and informative motion graphics video that will be a part of BCPA's newest campaign. The main character of our video is depicted as a drug dealing shark who gets his supply directly from our home sewage pipes. The mockumentary style video features a friendly animation style and a bright colour scheme to keep the audience engaged.

Video can be viewed here:

<http://ballisticarts.com/portfolio/case-study/bc-pharmacy-association-fish-cant-say-no-drugs-animated-video/>

Client approval initials here:

Section two.

02. POLICIES:

TIME-FRAME:

Changes in the delivery date may affect the price. However, circumstances that delay approvals for the quote, drafts and mock-ups not caused by Ballistic Arts Media Studios Inc. (Ballistic Arts) will affect this delivery date. Ballistic Arts reserves the right to change the delivery date if such circumstances arise.

RE-ACTIVATION FEE:

If Client leaves project (Project plan) inactive for a period of 14 (fourteen) days without any communication to Ballistic Arts, any previous timeline estimates become void. After 30 (thirty) days without any communication to Ballistic Arts, the Project plan will be considered dormant. A dormant Project plan will be considered closed until Client reactivates it. Monies previously provided are non-refundable. Dormant Project plans are subject to a re-activation fee before new procedures are considered.

PAYMENT & CANCELLATION POLICY:

For Project Plans under \$3,000: Payment is to be paid in full prior to commencement.

For Project Plans over \$3,000: 50% of the agreed-upon amount is to be received prior to the Project Plan start. 50% will be paid at an agreed upon halfway point in the Project Plan. The cancellation of the signed agreement must be provided in writing. A cancellation fee of 25% the Project Plan price or work done to date (whichever is greater) will be incurred if the agreement is signed and then cancelled.

The above-indicated prices do not include taxes. Client will be notified if Ballistic Arts finds it necessary to incur additional charges for additional Project Plans. Additional service charges are to be approved by the Client prior to commencement of further treatment.

If Client has not signed contract in 30 days, pricing may be considered void.

TERM, SUSPENSION & TERMINATION

Client acknowledges and agrees that Ballistic Arts may restrict, suspend, or terminate any or all service(s) in this agreement, without liability if the Client:

- Breaches the agreement, including non-payment;
- Harass, threaten, and/or abuse employees or agents of Ballistic Arts;
- Fraudulently or improperly seek to avoid payment.

Ballistic Arts retains the right to terminate services if we reasonably believe that there is an emergency or extreme circumstance that would warrant such action. Ballistic Arts agrees to provide Client ample written warning, in the form of electronic communication, the intent to terminate service(s) before such actions are to take place and that a fair settlement of payment of service(s) rendered will be negotiated.

CONDITION OF INSTRUCTIONS

Upon receipt of but not limited to, original copy or manuscript(s), graphic(s) and photograph(s), should it be evident that the condition of the instructions differ from that which had been originally described and consequently quoted, the original quotation shall be rendered void and a new quotation issued.

Client approval initials here:

ADDITIONAL REVISIONS

Additional revisions represent work performed in addition to the original specifications. Such additional work shall be charged at current rates and be supported with documentation upon request. No additional payment shall be made for changes required to conform to the original assignment description.

PREPARATORY MATERIALS

Preparatory work performed at the Client's request, such as, however not limited to, sketches, drawings, composition, and materials will be charged at current rates if not included in quote already, and may not be used without the consent of Ballistic Arts. Preparatory work is solely for the Client to review and cannot be used as final work for public or private display.

PRODUCTION SCHEDULES

Production schedules will be established and adhered to by Client and Ballistic Arts, provided that neither shall incur any liability or penalty for delays due to, and not limited to, labour disputes, energy failure, equipment breakdown, delays of supplier(s) or carrier(s), action of government authority and other causes beyond the control of Client or Ballistic Arts. The final delivery date(s) will be subject to renegotiation if Client does not adhere to the production schedule.

DISCLAIMER OF WARRANTIES

Ballistic Arts hereby disclaims any and all implied warranties of merchantability and/or warranties of fitness for particular purpose. In no event shall Ballistic Arts be liable for any person and/or entities consequential and/or incidental damages.

PRE-AUTHORIZATION

Ballistic Arts agrees to undertake the operation cost(s) of equipment and personnel used for the sole purpose of producing work(s) in accordance with this contract using equipment Ballistic Arts will supply. Ballistic Arts then agrees to deliver the work(s) in the format(s) as agreed to in the contract.

Client hereby agrees that Ballistic Arts will strictly be liable only for the full amount of payment as agreed to in the contract. In the case that Client is not satisfied with the final product or believe that the full extent of service(s) required were not fulfilled Client is entitled to and only entitled to a full refund of the entire amount of payment(s) solely for this work.

Client is solely responsible for securing the rights to the use of any and all content(s) to be used in the work(s), and not limited to, logo(s), trademark(s), photograph(s), title(s), and name(s) that are associated with Client.

Further, that Ballistic Arts is responsible only for the production of the work(s) as requested by Client and that this is the full and complete relationship between Ballistic Arts Media Studios Incorporated and Client.

The work(s) are created in accordance to the specification(s) provided by Client and hereby releases Ballistic Arts Media Studios Incorporated from any further consideration(s) and action(s) relating to the works) and its content(s).



Client approval initials here:

INDEMNITY AGREEMENT

Client indemnifies and holds Ballistic Arts Media Studios Incorporated harmless for any actions or statements on the part of Client to any party whomsoever.

Client further agrees to indemnify and hold harmless Ballistic Arts Media Studios Incorporated for claims of any nature whatsoever pertaining to the services and goods provided. This includes the loss of customer furnished proofs and materials, missing projected deadlines set for the completion of work, and loss of any information stored in Ballistic Arts Media Studio Incorporated's computers. Additionally, this Indemnity Agreement includes claims relating to any software or other copyrightable materials furnished by Client, and from any and all copyright claims and/or misappropriations of trade secrets and/or any claim of theft of proprietary information.

PROOFS

A proof form will be supplied with the proof and must be initialed by Client. In the case that the proof was delivered electronically a return electronic mail will be considered a confirmation from Client. If revised proof(s) are desired, request must be made when proof(s) are returned. The maximum number of additional requests for proof(s) is 2 on top of the first delivered and can push back the delivery date of the final product. A reasonable variation in colour between colour proofs and the completed job shall constitute acceptable delivery. Ballistic Arts Media Studios Incorporated cannot be held responsible for errors under either or both of the following conditions: if Client has failed to return proof(s) with indication of changes or if Client has instructed Ballistic Arts Media Studios Incorporated to proceed without submission of proof(s).

BUDGET

The budget provided by Ballistic Arts Media Studios Incorporated will detail all expenses to be reimbursed by Client for the purpose of completing this assignment. Any changes required to the budget must be written, this including electronic mail, and submitted to Ballistic Arts Media Studios Incorporated 15 (fifteen) days prior to the completion of the assignment or the use of the material(s) and/or labour directly affected by the change required. Ballistic Arts Media Studios Incorporated reserves the right to reject any change(s) by Client to the original budget if the change(s) affect work already completed by Ballistic Arts Media Studios Incorporated. Any changes required by Ballistic Arts Media Studios Incorporated to the budget must be written and submitted to Client, this including electronic mail, 15 (fifteen) days prior to the completion of the Project Plan. Client reserves the right to reject any change(s) to the original contract except for material cost(s). Before any work is to begin on the part of Ballistic Arts Media Studios Incorporated the first payment is required and Client hereby agrees that the first payment is non-refundable. For material costs over \$100.00 (one hundred dollars) a down payment of 50% is required.

PAYMENT TERMS

Deposit invoices must be paid immediately prior to the commencement of a Project Plan. All other invoices shall be paid immediately upon receipt. Claims for defects, damages, or shortages must be made by Client in writing within a period of 30 (thirty) days after delivery of all or any part of the order. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission that they fully comply with terms, conditions, and specifications.



Client approval initials here:

THIRD PARTY SHIPPING

In the event any material necessary for the production of Client order must be shipped to a third party for additional work, Ballistic Arts Media Studios Incorporated will incur no liability for losses incurred in transit or due to the delay of the shipper of the third party.

Client has read and accepts the Policies, Ownership Agreement, and Terms and Conditions of this Contract. In witness whereof the parties hereto have agreed to and execute this agreement as of this _____ day of _____, 20__.



Ballistic Arts Media Studios Inc.
ted LAU
CEO & Creative Principal

Simon Fraser Student Society
Sindhu Dharmarajah

Client approval initials here: