

## 1. CALL TO ORDER

Call to Order – 12:32 pm

## 2. TERRITORIAL ACKNOWLEDGEMENT

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

President..... Enoch Weng

VP External Relations..... Kathleen Yang

VP Finance .....Barbara Szymczyk

VP Student Life .....Deepak Sharma arrived at 12:44pm

VP Student Services..... Darwin Binesh

VP University Relations..... Brady Yano

At-Large Representative..... Curtis Pooghkay

At-Large Representative..... Shipra Sharma

Faculty Representative (Applied Sciences) ..... Corbett Gildersleve

Faculty Representative (Arts & Social Sciences) .....Arr Farah

Faculty Representative (Business) ..... Hangué Kim

Faculty Representative (Communication, Art & Technology) ..... Salathiel R. Wells

Faculty Representative (Education) ..... Melissa Lee

Faculty Representative (Health Sciences)..... Larissa Chen

Faculty Representative (Science) ..... Jas Hans

**Society Staff**

Build SFU General Manager ..... Marc Fontaine

Executive Director ..... Martin Wyant

Minute Taker ..... Carmela Frouws

3.1 Regrets

Faculty Representative (Environment) ..... Christine Dyson

Faculty Representative (Communication, Art & Technology) ..... Salathiel R.Wells

VP Finance ..... Barbara Szymczyk

3.2 Guests

Council Liaison ..... Karen Abramson

## 4. RATIFICATION OF REGRETS

**MOTION BOD 2015-12-04:01**

**Shipra/Arr**

Be it resolved to ratify regrets from: Christine Dyson and Salathiel Wells and Barbara Szymczyk

**CARRIED AS AMENDED**

*Discussion – Academic leave and sick*

## 5. ADOPTION OF THE AGENDA

**MOTION BOD 2015-12-04:02**

**Larissa/Shipra**

Be it resolved to adopt the agenda as amended.

**CARRIED AS AMENDED**

New Business

- Add motions 8.3 Build SFU Financing, 8.4 SUB Lease, 8.5 construction services agreement and 8.6 Delegation of authority, 8.7 Additional Principal Payments

Discussion

- Strike ~~AFTER PARTY~~ – add “CONCERT”
- Add Board Reporting Structure

Fix numbering for titles.

## 6. MATTERS ARISING FROM THE MINUTES

### **MOTION BOD 2015-12-04:03**

#### **Brady/Curtis**

Be it resolved to receive and file the following minutes:

- BoardOfDirectors\_2015-11-20.pdf
- AdvocacyCommittee\_2015-11-12.pdf
- EventsCommittee\_11-10-2015.pdf
- EventsCommittee\_11-24-2015.pdf
- ExecutiveCommittee\_2015-09-29.pdf
- ExecutiveCommittee\_2015-11-24.pdf
- GrantingCommittee\_2015-11-17.pdf
- GrantingCommittee\_2015-11-24.pdf

### **CARRIED AS AMENDED**

#### **Abstentions - Arr**

Discussion – A concern was expressed regarding the Events Committee minutes. Motions have been passed without sufficient details. It was requested that all future motions contain the specific date, line item being used and clarity of details.

## 7. REPORTS FROM SOCIETY

### 7.1 Good News Stories

- Shout out to Surrey – they held a very successful week of de-stressing. Conducted outreach
- Shout out to Marc and Barbara in regards to financing, their work is appreciated.
- Thanks to Melissa for keeping everyone on track with the Board report reminders, sending out meeting reminders and keeping everything organized.
- Shout out to the Communications Office, Marelle is very nice and welcoming.
- The Women’s Centre hosted a nice memorial.
- Thanks to everyone on the Board for their hard work and involvement and continued commitment

### 7.2 Report from Committees

#### Strategic Planning Committee

- To date, the Survey has generated 1674 answers and almost 600 unique comments on how to improve and help the students more.
- This is the last week to push outreach.
- The committee plans to meet again to discuss the next steps with outreach.

#### SCC

- The week of de-stress was very successful.
- It was a good turnout and people were overall very happy and thankful for the event.

#### AFAC

- The Accessibility fund will be meeting.
- Passed and advisory committee.
- No transit contract update yet.

#### EPCOM

- Discussed the holiday breakfast event for December 7<sup>th</sup>.
- Discussed updates for pub nights on January 7<sup>th</sup> and 21<sup>st</sup>.
- Working alongside with Reconnect with an email update to come in January.

#### ADVOCACY

- The committee had a lengthy discussion regarding the Fraser library hours as well as zero waste.
- They also had an in depth discussion about Schools building schools and are in the process of preparing a report for board. The report will include the next referendum and their request to revoke the schools building schools levy.

#### GOVERNANCE

- Have not met yet, their next meeting will be on December 10<sup>th</sup>.
- Arr will send report to the board about the meeting with a recommendation to come in January.

#### GRANTING

- The Granting committee had their last meeting of the semester this past week.
- The budget is in financially good standing and the committee managed to stay within the budget.
- There was increased activity with General office events.
- Corbett is looking forward to the next term.

## EXECUTIVE

- An advertising agreement with ESSS was brought forward to sign an agreement regarding the executive handbooks.
- The members found the agreement to be unreliable and did not give the SFSS enough control.
- The agreement allowed the ESSS final say in publication and therefore the SFSS was not comfortable in signing it unless there were clear conditions laid out prior to signing.
- The agreement has not been signed.
- IEC process – Enoch, Pierre, Martin and Sabiha had a meeting to look at streamlining the policies and how to make people more accountable.
- They will be consulting with counsel and will follow up once more information is received.

## 8.3 Report from the CEO

- In regards to staff involvement with Governance, Pierre will be taking Antonio's place and the two will be meeting to arrange the transition.
- Meeting with Ed and Pierre talking about the call between SCC and governance. They are working on how to differentiate between what the staff roles are and what the board member roles are while still offering support to the SCC. Enoch and Arr and Deepak.
- A meeting was held yesterday regarding funding for staff and board. What is the process? They are working on a new concept: committee level, staff level, academic, health and well being, social and financial.
- The staff offices will be closing on December 21<sup>st</sup> and the following week. It's typically a dead week.

## Council Update

- The Council has met on December 1.
- There is a recommendation to board to freeze the catering prices.
- Bringing more resources to the council.
- The Council passed a motion to form an agreement for council to meet at least once per month.
- Next meeting will be in January.
- There is no confirmed date for the recommendation from the Council.
- Council minutes will be sent to the Board members going forward.

## BOARD REPORTS

### **Motion BOD 2015-12-04:04**

**Kathleen / Curtis**

Be it resolved to file and receive the board reports from November 27th and December 4<sup>th</sup>.

**CARRIED**

## 8. NEW BUSINESS

### 8.1 IN CAMERA

**Motion BOD 2015-12-04:05**

**Darwin /Brady**

*Be it resolved* to move meeting to in-camera

**CARRIED**

### 8.2 EX CAMERA

**Motion BOD 2015-12-04:06**

**Brady / arr**

Be it resolved to move meeting to ex camera

**CARRIED**

### 8.3 BUILD SFU FINANCING

**Motion BOD 2015-12-04:07**

**Brady/Hangue**

Whereas:

A. The Build SFU project (the "Project") requires financing in order to proceed with construction of the student union building;

B. At the SFSS Annual General Meeting held on September 22, 2015, the SFSS membership authorized the Board of Directors of the SFSS ("Board") by way of special resolution to obtain financing for the Project on the best available terms, and to issue a debenture (including the granting of security as may be required) in respect thereof;

C. The Bank of Nova Scotia ("Lender") has delivered to the SFSS a Commitment Letter dated December 3, 2015 ("Commitment Letter") offering to make available to the SFSS certain credit facilities in order to finance the Project ("Credit Facilities"), which include term overdraft borrowing not to exceed \$1,000,000, term borrowing not to exceed \$44,300,000, and an option to enter into interest rate swap transactions, on certain security and conditions as set out in the Commitment Letter;

D. The Board believes that it is in the best interests of the SFSS to accept the financing terms offered by the Lender in the Commitment Letter, the terms of which have been presented to and reviewed by the Board.

Be it resolved that:

1. The SFSS is hereby authorized to establish the Credit Facilities and borrow monies from the Lender upon such terms and conditions required by the Lender pursuant to the Commitment Letter, including the payment of interest to the Lender on the monies borrowed.
2. The SFSS enter into the Commitment Letter and the entering into, execution and delivery of the Commitment Letter to the Lender and the performance of its obligations thereunder is hereby authorized, approved, ratified and confirmed.
3. The SFSS President, and SFSS Chief Executive Officer are authorized to sign the Commitment Letter for and on behalf of the SFSS.

**CARRIED**

*DISCUSSION: task the communications office with update coverage.*

#### **8.4 STUDENT UNION BUILDING LEASE**

**Motion BOD 2015-12-04:08**

**Curtis/Jas**

Be it resolved that the SFSS enter into the Lease, including its Tripartite Agreement, for the Student Union Building;

Be it further resolved that the SFSS President and SFSS Chief Executive Officer is hereby authorized to review and approve a final version of the document upon insertion of Schedules A and B, and addition of addresses, dates and similar details;

Be it further resolved that the SFSS President and SFSS Chief Executive Officer are hereby authorized to sign the Lease and the Tripartite Agreement for and on behalf of the SFSS.

**CARRIED**

#### **8.5 CONSTRUCTION SERVICES AGREEMENT**

**Motion BOD 2015-12-04:09**

**Brady/Deepak**

Whereas the "Construction Services Agreement" means the Construction and Development Phase Cost Control, Indemnity and Construction Agreement;

Be it resolved that the SFSS enter into the Construction Services Agreement Construction and Development Phase Cost Control, Indemnity and Construction Agreement for the Student Union Building;

Be it further resolved that the SFSS President and SFSS Chief Executive Officer are hereby authorized to sign the Construction Services Agreement Construction and Development Phase Cost Control, Indemnity and Construction Agreement for and on behalf of the SFSS.

**CARRIED**

#### **8.6 BUILD SFU FINANCING - DELEGATION OF AUTHORITY TO THE EXECUTIVE COMMITTEE**

**Motion BOD 2015-12-04:10**

**Deepak / Larissa**

Be it resolved that the Board of Directors delegate its authority to the Executive Committee for the review and approval of documents associated with the financing of the Student Union Building;

Be it further resolved that these documents may include a revised Commitment Letter as well as other documents, which contain such terms and conditions as may be required by the lender;

Be it further resolved that each approval granted by the Executive Committee shall be reported at the subsequent meeting of the Board of Directors;

Be it further resolved that this delegation of authority shall cease as the first quorate Board meeting of the Spring 2016 semester.

**CARRIED**

**8.7 ADDITIONAL PRINCIPAL PAYMENTS**

**Motion BOD 2015-12-04:11**

**Larissa/Arr**

Be it resolved that the Board of Directors proceed with interest rate swap transactions and set up additional principal payment options equal to approximately 70% of excess levy collection from year 8 through to the termination of the term loan.

**CARRIED AS AMENDED**

## 9. DISCUSSION ITEMS

### COUNCIL UPDATE

- Darwin's work during Deepak's absence was noted and appreciated.
- Darwin presented a Board update at the last Council meeting.
- Council has a budget working group and are looking at options on how to spend the budget.
- The Council passed a motion regarding the SFSS catering and have tasked Darwin to share the debrief food and beverage report with them once it has been completed however there is no date attached to the motion.
- Council also passed a motion regarding Student Information System and have requested that Brady follow up with the school administration on the presentation regarding possible improvements to SFU's Student Information System.
- There has been a lot of conversation regarding the Council and what the process is moving forward.
- There have been a lot of people helping out with Council requests. Melissa, Darwin and Deepak were thanked as well as the Council chair.
- The Council will be working on communications moving forward and Pierre will be taking over the staff role for the Council.

- It was suggested that the BOD agenda be shared with the Council and the Council minutes be shared with the Board of Directors.
- The Council will be moving towards having a structured set meeting time.

## 9.1 MEETING EXTENSION

### Motion BOD 2015-12-04:12

Arr/Kathleen

Be it resolved to extend the meeting to 3:50PM

**CARRIED**

## FALL KICK OFF CONCERT

- The event surplus is currently sitting at \$13,943.88 and is projected to be \$10,500 once all accounts are closed
- The event had the largest number of ticket sales in comparison to previous large scale events hosted by the SFSS and had the highest
- The project started in May 2015 and was approved on June 9<sup>th</sup>. The team had to revise the budget and had limited resources however the team still forged ahead with the event.
- The biggest recommendation is to look into hiring an events coordinator going forward, and looking into the feasibility of an infrastructure for volunteer database.
- Erwin took charge of the 94 volunteers that were tasked to help out at the event. (122 volunteers applied, 104 attended the volunteer session)
- Larissa took on the creative side of the event by handling the marketing and social media aspect of things and developed a calendar.
  - The role was challenged with having limited graphic experience and limited social media presence though they were still able to meet the attendance goals.
- Kevin was the Director of marketing
  - The role was challenged with getting the event posters up in time.
- Curtis was the Director of Production and was the liaison between Blueprint and the SFSS. He assisted with the set up and the take down of the production lights and equipment.
  - The role was challenged with the lack of information sharing between the team members.
- The call was made three hours prior to the event to not have the beverage garden.
- The liquor license was not received until the day of the event.
- Due to a lack of communication, SFU made the decision to pull the liquor license.
- Overall the event met their corporate sponsor goals and made over \$28,000 from the sponsors.
- The event generated the highest traffic on social media pages and had the highest student attendance to date for events held of the campus.

## 9.2 MEETING EXTENSION

### Motion BOD 2015-12-04:13

**Jas/Melissa**

Be it resolved to extend the meeting to 4:00PM

**CARRIED**

## 11. ATTACHMENTS

## 12. ADJOURNMENT

Adjournment – *4:00pm*



# 2015 Fall Kickoff Report

Project Start Date: May 2015

Project End Date: December 2015

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Hosted by: Simon Fraser Student Society

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# Overview

The 3rd annual Fall Kickoff was held on September 25th 2015, the project led to the *largest* event the SFSS has hosted to date. The main event was followed up with an after party at the SFSS Highland Pub immediately after the main event ended. The project was spearheaded by a student led organizing committee, and financed by the SFSS Events and Promotions committee.

## *Specifications:*

- Venue: Convocation Mall at SFU Burnaby Campus
- Start time: 5:00 PM
- End time: 10:00 PM
- Maximum capacity: 2,500
- Projected attendance: 2,000
- Actual attendance: 2001

## Message from the Project Manager

In this message I'll be providing feedback on the challenges that came with my role and the successes that came with my role as Project Manager for the 3rd annual Fall Kickoff. Further I'll be providing recommendations to my successor, even though this event was very successful there is always opportunity to improve the efficiency of this event.

This event was following an event which took place in March 2015 that faced a deficit of \$50,000 plus. Due to the 2015 Fall Kickoff following up such an unstable event; it's understandable why it'd make members who do not have any prior knowledge on large scale events feel uneasy about hosting another one. However due to my previous experience in working as organizer for all the large scale events the SFSS has hosted, it was very evident on how the 2015 Fall Kickoff would not face any challenges similar to the one's the March 2015 event faced. Further due to my experience organizing committee members I was very confident that we as team would be able to host the largest event held by the SFSS. As you will be seeing further in the report it's very evident as that's what exactly took place.

The first draft proposal for the event was completed by me in May and after consultation with the Events & Promotions Committee, in addition to our communication coordinator at the time my proposal was approved on June 9th 2015. However surprisingly unlike any other event in the past, the approval of the event did not mean I can go ahead with my project as approved due to resistance from members of the Board. However to ensure that all members of the Board were satisfied and comfortable with moving ahead with the project a revised budget was presented to the Board on June 26th 2015. At the time of revision it was made very clear by the organizing committee that this event unlike any other event will be making limited use of society resources due to the organizational

priority and even the Events Committee priority being the Build SFU campaign taking place.

Further the challenges that did come forward with this commitment were unique to all other large scale events, however due my knowledge and experience in addition to my organizing committee's knowledge and experience I was still confident with the event itself.

The success that came forward with this event was done in a very unprecedented manner, however if you look at the way this event was approved was quite unprecedented as well. However the biggest notable successes for this event was that a new found volunteer database was created with over 100 members who are going through a retention system with our new found partnership with the SFU my involvement program. I created a partnership with the largest talent and production company in Western Canada. We engaged our membership at a scale that hasn't been done before which should be noted as success, given the the constraints the did come alongside the event.

A list of recommendations will be provided at request, however the overall recommendation is that the SFSS take note on how a project can be very successful even with an ample amount of constraint and resistance. This speaks to the potential this organization has to engage with the membership through the Fall Kickoff brand that has been continually gaining momentum and striking new found milestones.

Sincerely,

Deepak Sharma  
Project Manager- Fall Kickoff 2015

## Message from the Director of Marketing:

This message documents both the successful strategies of Fall Kickoff 2015 as well as recommendations to continue the success of the marketing team for following large-scale events.

Our main strategies included strong face-to-face marketing and online social media. Our face-to-face marketing included a promotional booth as well as posters placed all around campus. Our promotional booth included a total of 13 volunteers which operated every school day from Sept 8<sup>nd</sup> to the day of the event on the 25<sup>th</sup>. These volunteers spoke with students, handed out fliers and walked around campus informing students about the event. At our booth in the south AQ our volunteers conducted themselves in a very relaxed manner, not overbearing or forceful, but encouraged volunteers to come at it with an entertaining perspective as we found most students were travelling between classes and a large amount did not want to be bothered. Main focus of this location was to increase initial awareness of the event with a low amount of students first finding out about the event, then purchasing on the spot. Compared to our second booth set up on staggered days from 4-6:30 outside of the residence Dining hall, in which our volunteers conducted themselves in a much more direct and hard sales manner. We would directly ask students if they have bought their ticket yet and if they said no, we would pressure them to purchase the ticket on the spot, with an ATM located inside the residence hall. Because of the more relaxed, engaging and talkative nature of residence students the response was strong, where large amounts of students would find out about the event and purchase this on the spot. During the first week back to school the majority of students were interested and took time to stop and speak with us, but as the weeks progressed students were more reserved and less receptive to speaking with our volunteers.

Major recommendations for next year include increased street team volunteers, postering including large posters in conjunction with our smaller ones. But due to a delay in overall artwork completion this reduced our ability to do so. Mainly getting our street team and print materials going at a sooner timeframe than what was completed this year. Other recommendations for next year would be completion of additional videos, online contests and images as well as utilization of partner organizations and email lists for promotional emails.

Overall we noticed a massive increase in overall event awareness in comparison to the previous year's events, in part due to the success of past events and our print strategy and live presence.

## Message from the Director of Creative:

My role in the Fall Kickoff 2015 was the Creative Director and I worked closely alongside the Director of Marketing (Kevin Kumar) and the previous SFSS Communications Coordinator.

In regards to challenges I faced, the ambiguity regarding outsourcing unionized work was an obstacle of how efficient we could be in regards to promoting the event; whether it be through social media, physical signage or the creation of the promotional poster itself. There must be clarity in terms of roles as soon as discussions ensue; articulating these responsibilities allows the SFSS Communications Dept. to know what is expected and allows my successor to be efficient in working alongside the SFSS Communications Dept. & other stakeholders.

Based on a lack of graphics experience in the SFSS Communications Dept. at the time of planning and organization, initial plans to post regularly with graphics, videos and competitions were not adhered to. Additionally, the promotions and preparations took place during one of the largest SFSS campaigns pertaining to SFSS BuildSFU levy approval (at the Sept 22, 2015 AGM); this was problematic because it was the board-established priority and hold more weight in promotions. After multiple discussions with various stakeholders, we established a process where it would allow the SFSS Communications Department to do their work, but also allow us to relay critical information in a timely manner. One of the greatest successes is the development of an editorial calendar; I strongly recommend this for future members involved with concert planning. This editorial calendar was a proposed layout and timeline to be utilized by the SFSS Communications Dept. and gave more than adequate amount of pre-planned posts to be utilized during promotions.

Another recommendation I would make to my successor in this role would be to

get feedback, however, in order to adhere to tight deadlines, *be confident in making the final executive decision*. It is not worthwhile to significantly delay the promotional timeline in order to gain consensus from individuals who may not be directly involved. It is understandable that one would like the promotional materials to be approved by as many people as possible; however, based on my experience, such a goal can inhibit successful promotions and delay the timeline.

Another key concern I had with this year's process was communications with the Director of Sponsorship and Director of Marketing. The respective individuals did an amazing job in completing their responsibilities in a timely manner, but due to a lack of consistent messaging between us, certain sponsors deserving of promotions were not recognized. When sponsors contribute in-kind or monetary donations, it is an agreement which must be respected by both parties. In this case, my successor will need to remain updated with those two respective directors to protect the relationship with our sponsors, including past, current and incoming.

To address potential recommendations to Board in hindsight, I believe that there needs to be complete buy-in on behalf of the Board. Even if individual Board members may not be as interested in being actively involved in the organization and logistics process, showing their support through their networks and personal connections is a key element to promote and support the event. Additionally, support and awareness from all front-line staff is encouraged so that they're able to promote the event in everyday interactions with the general SFSS membership.

## Message from Director of Human Resources

Prior to reading further, please remember that this report is in relation to Human Resources, as in volunteers and therefore does not provide a holistic understanding of the concert and its degree of organization. With respect to my role, I was appointed early July, prior to which I had begun researching and acquiring knowledge on previous concerts, their strengths, weaknesses, and patterns. This is because I was initially supposed to be a volunteer coordinator, not the Director. My position as the Director of Human Resources required me to compile all previous document, of which is held on Google Drive with approximately 40% missing. Alterations were made to ensure volunteer attendance records are kept. Likewise, I was expected to handle all matters pertaining to volunteers were prepared beforehand, right from volunteer acquisition to this exit report. Typically, this position requires two Volunteer Coordinators as support to the Human Resources Director, or in the case of the last Kickoff, two individuals.

For this concert, all files were developed and managed solely by me until approximately 3 weeks prior to the concert whereby permission was granted from Deepak Sharma to appoint Stephanie Ly of EPCOM as my Volunteer Coordinator. In the last week I individually trained Stephanie as to what her role is during the concert and what work would be involved as well as specific tasks to which she performed excellently.

Human resource handling went exceptionally well as a result of well-organized strategic planning and multiple scenarios being considered. Our meetings were twofold: Both on whatsapp and in person weekly or bi-weekly. Deepak also took the time to meet with us at least once every two weeks individually to follow-up on

logistical changes and administrative duties. I am currently working on establishing some form of registry for volunteer information and also speaking with Lehoa from SFU Administration with Enoch and Deepak for the volunteers to retroactively gain co-curricular hours, pending presentation of appropriate documentation. As far as SFU is concerned, it seems they are not against the idea of future SFSS event volunteer listings being posted on SFU platforms as a consequence of the quality of volunteer experience and professionalism that the SFSS has demonstrated in the Fall Kickoff 2015 concert. Furthermore, due to the innumerable achievements and high volunteer turn-out, I believe that future concerts, if they are to occur, will necessitate dedication to volunteer management, adaptability to changes, and higher-level engagement on part of the Human Resources Director.

## Message from Director of Production:

### Main Responsibilities:

- To review and make adjustments if needed to the itemized list of production for the stage during the main event and the pub during the after party.
- To assist with the set up and take down of the production for the after party.
- To be the liaison between the SFSS and Blueprint events in regards to artist management and artist hospitality.
- To be in charge of the fencing and main stage production of the venue.

### Other Roles Associated with the Concert:

- Event lead of the SFSS Fall Kickoff After Party
- Helped with the selection of artists for the main event

### Day of the Concert Overview:

The director of production was a challenging role that had most of its responsibilities associated with the day prior and the day of the event. This was a fast paced position with the requirement of assisting blueprint events with artist management and hospitality. This was a very rewarding endeavour but was quite hectic during the event. Some of the tasks I completed during the concert were the transporting of artists to our hospitality room, the acquisition of ridership supplies for the hospitality room, relaying of messaging from Blueprint's artist management to our event manager, stage check in's to ensure everything was taken care of during the night of and the set up and take down of the production pieces for the fall kickoff after party. One of the additional tasks that was assigned to me was the facilitation of moduloc fencing while it was being put up.

### Challenges of the Position:

Some of the challenges I personally faced during the concert was the lack of

information sharing that made it hard to know my role. This was one of the challenges of the team environment that I hope we can improve on in coming years. One of the other challenges was working with the production company and their preferred production provider. This led to the day off the event being quite stressful as most of the role's tasks were from requests popping up from the high level blueprint staff. There also was a car accident that put everything behind schedule. One of the most challenging events is when the hospitality area got shut down by SFU security with no warning. I hope that this can be discussed for our next concert.

#### Conclusion

Overall I was quite content with the production of the concert and after party. I am also content with the amount of revenue that we produced as a team. This is a new role and I hope that it can continue to be of use for years to come.

## Message from the Director of Finance:

The role of being the Director of Finance for the 2015 Fall Kickoff concert was a rewarding experience but it was not without its challenges. The role of finance was to ensure that the concert was reaching financial targets as well as ensuring costs were staying relatively within our budget. It was my role to advise the management team of the financial state of the event at any given time during the process of the event. Other roles included working with the Financial Coordinator by creating financial documents for ticketing procedures, ticket seller training documents, financial tracking sheets, waiver forms and more.

The biggest challenge I faced was the lack of communication between the different departments. Overall the operations ran smoothly but at times, I felt that my role would have been easier if there was effective communication across all the departments, instead of being siloed.

The biggest success in my department was the amount of tickets that were sold according to our tier system. We were able to sell 2000 tickets according to our tiers and reach all of our financial targets. We also minimized the amount of tickets lost to 0 by keeping our ticket selling team small but effective. Each seller was able to sell between 60-80 tickets. Another big contributor to the success of the finance department was the partnerships with clubs. We were able to give clubs discount tickets and this led to bulk purchases for the event. We also provided the clubs with an opportunity to fundraise for their groups by allowing them to sell their tickets at a higher price, the feedback on this process was positive from the student groups.

I recommend to the future person in my role to consistently communicate with each of the departments, as well as the staff who are involved in the event. The staff are extremely important and vital to the success of the concert. They are the ones who collect the money, track it and make sure that students receive their

tickets. So be nice to them.

During the concert we had around 4 Board Members who were actively involved in the management of the concert. I recommend having this amount or even less Board involvement. I recommend searching for other students who are not on the Board because it allows our Board to focus on other projects and initiatives. It also allows other students who want to be involved get to be a part of the management team. We had two members who were not Board on our management team and they did an incredible job.





# 2015 Fall Kickoff Conc

## Event Budget for 2015 Fall Kickoff Concert: INC

Tickets			Estimated	Actual	Income Comparison
<b>Estimated</b>	<b>Actual</b>				
600	461	Discount	\$20.00	\$12,000.00	\$9,220.00
350	515	Presale	\$25.00	\$8,750.00	\$12,875.00
350	209	Early Bird	\$30.00	\$10,500.00	\$6,270.00
300	773	Regular	\$35.00	\$10,500.00	\$27,055.00
50	43	Door	\$40.00	\$2,000.00	\$1,720.00
				<b>\$43,750.00</b>	<b>\$57,140.00</b>
After Party Revenue			Estimated	Actual	
<b>Estimated</b>	<b>Actual</b>				
250	290	Ticket Price	\$10.00	\$2,500.00	\$2,900.00
				<b>\$2,500.00</b>	<b>\$2,900.00</b>
Sponsorship			Estimated	Actual	
<b>Estimated</b>	<b>Actual</b>				
25000	28750	Monetary @	\$1.00	\$25,000.00	\$28,750.00
				<b>\$25,000.00</b>	<b>\$28,750.00</b>
Concession			Estimated	Actual	
<b>Estimated</b>	<b>Actual</b>				
500	750	Items @	\$1.00	\$500.00	\$750.00
				<b>\$500.00</b>	<b>\$750.00</b>
<b>Total Income</b>			Estimated	Actual	
				<b>\$71,750.00</b>	<b>\$89,540.00</b>

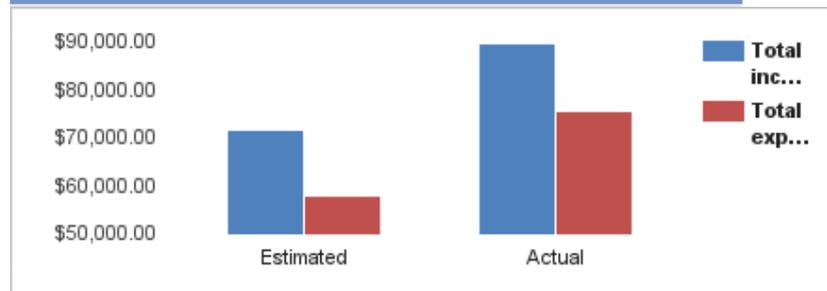
# 2015 Fall Kickoff Concert

## Event Budget for 2015 Fall Kickoff Concert: PROFIT/LOSS SUMM

	Estimated	Actual
Total income	\$71,750.00	\$89,540.00
Total expenses	\$58,000.00	\$75,564.05

Total profit (or loss)			
	<table border="1"> <tr> <td>\$13,750.00</td> <td>\$13,975.95</td> </tr> </table>	\$13,750.00	\$13,975.95
\$13,750.00	\$13,975.95		

Profit vs. Loss



\*Also note that we did not include the in-kind sponsorship received from our sponsors. The total value was close to \$14, 000 dollars.