

Call to Order – 1:35 pm November 20, 2014 | Build SFU Think Tank

**1. Roll Call of Attendance**

**Committee Members**

Board of Directors Member (*chair*).....Zied Masmoudi  
Vice President Finance ..... Adam Potvin  
Board of Directors Member ..... Darwin Binesh  
Board of Directors Member ..... Brady Wallace  
Board of Directors Member ..... Shadnam Khan  
Councilor ..... Charles Turo  
Councilor .....  
Councilor .....  
Student-At-Large .....

**Society Staff**

FBS General Manager ..... John Flipse  
Finance Coordinator..... Vanessa Kwong  
FBS Promotional Coordinator ..... *vacant*  
Minute Taker ..... Dion Chong

**Guests**

Board of Directors Member ..... Kayode Fatoba  
Board of Directors Member ..... Deepak Sharma

**Regrets**

Board of Directors Member ..... Ben Rogers  
Board of Directors Member ..... Jeremy Pearce  
Student-At-Large ..... Baqar Hassan

**Absence**

**2. Adoption of the Agenda**

**MOTION CSC 2014-11-20:01**

Turo  
*Be it resolved that the agenda be adopted*

**CARRIED**

**3. Ratification of Regrets**

**MOTION CSC 2014-11-20:02**

Wallace  
*Be it resolved to ratify regrets from:*

Board of Directors Member ..... Ben Rogers (*mandatory lab*)  
Board of Directors Member ..... Jeremy Pearce (*AFAC matter*)  
Student-At-Large ..... Baqar Hassan (*class conflict*)

**CARRIED**

**4. Discussion**

**a. Highland Pub Name Change (Highland Tavern, Highland)**

Community members have been moving professional events to Club Ilia as a result of connotations around the Highland Pub name. There were opportunities to simply change the

name, as the space itself was suitable for professional events. Food and Beverage Services had also been considering such measures. As most students refer to “Highland”, it may be best to harmonize with colloquial usage, and avoid issues of repetition, such as referencing an event at the “The Highland”.

While the Highland was a well-loved space, there was a desire to cater to both those seeking the pub experience and those seeking to book professional events in spaces, the latter of which have thusfar considered the Highland as a pub only and have this opted to hold events in alternate spaces such as the Diamond Alumni Centre, Halpern Centre etc.

The space had been designated the Highland Pub for many years after an extensive naming competition. Food and Beverage Services had already been pushing advertising with events being hosted “At The Highland”. Given the long association of the space with the name, it was not desirable to change the name significantly. The Highland Tavern would continue to have an association with drinking, thus would not provide any measurable improvement from the current name. There were some costs associated with changes regardless of the degree of change.

Student union and clubs events often still refer to the Highland Pub, and thus any change would have to be communicated with the Student Union Resource Office and the General Office.

The name change offered an opportunity for a greater rebranding of the Highland to bring attention to other changes at Food and Beverage Services. However, the current board could simply change the name and market such changes without a total rebrand.

In the original budget for the Communications Office in the current fiscal year, \$10,000 was allocated for a total Food and Beverage Services rebranding, although it was cut from the budget due to fiscal constraints at the time. In order to ensure total service consistency, rebranding require some investment into Communications and Food and Beverage Services.

The committee could recommend to the Executive Committee that a rebrand be prioritized with a year-long timeline.

The committee was largely in favour of retaining the current name, although the marketing of “at the Highland” would continue.

The FBS General Manager indicated that they preferred “the Highland” as the name of the space. They further recommended the Board to invest in and prioritize rebranding into the future.

#### **b. Feasibility of Highland Pub Transition to Food Primary License**

A significant number of student events had been shifted to other campus spaces which were food primary and thus open to all ages. Thus there was a desire to transition the Highland to a Food Primary license ensure that the Highland could increase its traffic by catering to underage students and thus increase the amount of business flowing into the space, offsetting the costs associated with operating the space.

Confusion was expressed around the issue, considering that a minority of members would be underage and could not access the space. 13.5% of SFU students were under 19. Such numbers do not include FIC students. However, the committee was reminded that FIC students were not SFSS members and therefore those student should not factor in the discussion. For the majority of their years at the university, students could access the service.

Additionally, a number of concerns were raised around the impact on space usage and the types of events that could be accommodated by the Highland in the future. While changes to the food primary license now allows for individuals to enter spaces specifically for liquor purchases, the

space could only remain open should a selection of food items be on offer, which was financial problematic given the high costs of operating the FBS kitchen. Hours of operation would have to be reduced to accommodate such a change. Further, as SFU owns the license, it was likely that the SFSS would never be able to apply for a liquor primary license again. This would impact the ability of the pub to only serve liquor, charge admission, have a dance floor etc. Further, liquor sales have been higher than food sales for nearly every year of the past 6 years, which may impact the success of any application.

It was indicated that the underage students were disgruntled in that they could not access a service they contribute towards. York University had converted into The Underground in order to service the greater community. SFSS members can continue to access all other SFSS Food and Beverage Services, and any deficit in FBS was attributed to all services, not solely to the Highland.

The committee was requested to consider the practical ramifications of integrating Food and Beverage menu items at the Pub. There are opportunities for service debt to be consolidated through the changes to the food primary licenses.

A director indicated that FBS staff were being paid higher than other similar services. A director expressed interest in consolidating services and debt. The committee was reminded to ensure that respectful language was used in references to employees of the Student Society.

The committee was in agreement that the advantages of the liquor license outweighed that of the food primary license. A director expressed gratitude for discussions on the operations of Food and Beverage Services, given concerns expressed by the membership on the state of FBS.

### **c. FBS Financial Statement to September 30, 2014**

The Finance Coordinator provided a financial update on Food and Beverage Services.

- It was indicated FBS had been largely on target, aside from the month of September. September sales were significantly lower than expected (attributed largely to the closure of the lower bus loop which limited the number of students around the Convocation Mall area), which have impacted year to date performance, although all months until August were largely on target. Operating costs were largely on target and well managed.
- Liquor was largely on target, although greater losses were experienced at Higher Grounds, the Ladle, and catering. Catering drop was largely attributed to external customers, since SFSS internal orders (including club and student unions) have increased. Despite significant work to increase efficiency in food costs, demand for food has seen significant drops over the last number of years.
- After reviewing numbers, Food and Beverage Services would begin to twin services between the Ladle and Higher Grounds, where additional services would be added. This would require some time for applications to change floor plans and install new equipment to allow for services such as grilled sandwiches.
- Staff scheduling was largely on target. Positions have been reduced in some cases to reduce costs, however demand was the larger issue.

*Khan left at 2:26pm*

The Finance Coordinator was recognized for their work on the documentation on service trends as provided to the committee.

Discussions continued on the potential to divest services.

**5. Attachments**

*Unaudited financial statements were provided to the committee. These documents are redacted.*

**6. Adjournment 2:34pm**

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DC /CUPE 3338