

Call to Order – 2:32 pm August 12, 2014|MBC 2292

**1. Roll Call of Attendance**

**Committee Composition**

Vice President Student Life (MSO *pro tem*) (*chair*) ..... Kayode Fatoba  
President (*ex officio*) ..... Chardaye Bueckert  
Board of Directors Member ..... Shadnam Khan  
Board of Directors Member ..... Jeremy Pearce  
Councillor ..... Bianca Ng  
Student At-Large ..... Stephanie Munez  
Student At-Large ..... Kevin Kumar  
Student At-Large ..... Lukas Grajauskas  
Student At-Large ..... Baqar Hassan

**Society Staff**

FBS Promotions Coordinator ..... *vacant*  
General Office Coordinator ..... Rena Hood-Lundrie  
Minute Taker ..... Katie Mai

**Guests**

Board of Directors Member ..... Darwin Binesh  
Board of Directors Member ..... Shirin Escarcha  
Board of Directors Member ..... Deepak Sharma  
Board of Directors Member ..... Shadnma Kham  
Board of Directors Member ..... Ayla Kooner  
TedxSFU ..... Siv Padhy

**Regrets**

Board of Directors Member ..... Rebecca Langmead  
Board of Directors Member ..... Katie Bell

**Absent**

Councillor ..... Michelle Baillet

**2. Adoption of the Agenda**

MOTION ECOM 2014-08-12:01

Hassan

*Be it resolved to adopt the agenda as amended*

Moved some items around.

Added ice cream outreach agenda item.

CARRIED

**3. Ratification of Regrets**

MOTION ECOM 2014-08-12:02

Bueckert

*Be it resolved to ratify regrets from:*

Board of Directors Member ..... Rebecca Langmead

Board of Directors Member ..... Katie Bell

CARRIED

#### 4. Matters Arising from the Minutes

MOTION ECOM 2014-08-12:03

Bueckert

*Be it resolved to approve the minutes of 2014-08-05*

CARRIED

#### 5. Updates

##### a. Sponsorship Package Developments

VP Student Life and VP External Relations were tasked to draft a proposal. The bottom of the document outlines industries that the SFSS can target. The second part is a letter from the President of McGill who had decided to take on sponsorship from a higher level.

Noted that the current draft of the document does not contain any contribution from the VP External though he was originally tasked.

The Events and Promotions Committee agreed to add an extension.

##### b. Tabling Schedule

The Committee looked into the possibility of being present at one table in the AQ shift per month. However, after speaking to some individuals, suggested looking into possibility of doing every other Monday (8 shifts per semester).

Pros: Able to incorporate the spontaneous projects that come up.

Cons: Not enough human resources.

President recommends to start with 4 shifts per semester and go from there. Better to under-commit and over-perform than to over-commit and under-perform.

VP Student Life will return to the committee with proposed dates.

#### 6. Unfinished Business

##### c. Outdoor Movie Night

MOTION ECOM 2014-08-12:04

Bueckert/Amended Khan

*Be it resolved to allocate up to \$800 from 817/20 Events – Committee for the Outdoor Movie Night*

Good idea for a Fall event because it is all-ages and inclusive. The primary cost is licensing. Depending on the movie, the license will cost around \$450. Will not be charging admission, and will screen a classic movie.

Popcorn will be served. May charge \$1 for drinks for the purpose of breaking even.

CARRIED

## 7. New Business

### a. Welcome Back Pub Night

MOTION ECOM 2014-08-12:05

Hassan

*Be it resolved to allocate up to \$2,500 from 817/20 Events – Committee for the Welcome Pub Night.*

The first pub night of the year is often the busiest and will sell out. The time is set from 8 PM – 1 AM. The outside deck will be opened as a dance floor. The organizers set the cost of equipment at \$800, however this was over-budgeted as we don't expect to spend that amount. This includes lights, lasers, etc. Security is budgeted for \$600. Artists are budgeted for \$800. The first 200 people will be allowed free entry to encourage students to come early. The next 100 will pay \$5, and the next 100 will pay \$10.

Suggestion raised to make the first pub night be free for everyone, then break even for subsequent ones.

Suggestion raised to charge \$2 tickets to reduce the risk as a \$2,500 loss is too much.

The risk of organizing a free show is that people may not want to go because setting the price too low, it de-values the event. Having price tiers is good.

Suggested making the event free or cheaper for SFU students somehow to encourage higher attendance from the membership.

CARRIED

### b. Volunteers

MOTION ECOM 2014-08-12:06

Pearce/Amended Khan

*Be it resolved to task VP Student life to look into the feasibility of creating a volunteer program with the SFSS.*

Proposing that the EPCOM create a system to recruit volunteers. Also suggested looking into creating co-op and internship opportunities within the SFSS.

Responded that implementing a volunteer program is a great idea but it will be difficult to incorporate co-op and internship opportunities because the SFSS employs unionized staff.

CARRIED

### c. TedxSFU

TedxSFU is hoping to have as many SFU organizations on board as possible, and would really like support from the SFSS. It is understood that unfortunately, TedxSFU rules do not

match up with what the SFSS is looking for in order to give sponsorship, thus representatives are attending the meeting today for the purpose of coming to an agreement.

The barrier is that TedxSFU cannot give money, but can give social media exposure, brand alignment, etc. Also, TedxSFU does not allow funds to be moved outside of the organization, which includes having third parties sell TedxSFU tickets (cannot sell tickets in the General Office).

Everyone on the TedxSFU organizing team is either a student or an alumnus/alumna.

Concern raised regarding the committee's mandate, as it is to spend money for the benefit of the membership. Sponsorship should be contingent on the number of tickets that will go out to SFSS members.

It is noted that last year, there was not enough time to advertise the event. This year, more students will be targeted.

The benefit of TedxSFU for students: the speakers' message is directed to students. The event is open to the public, but would like as many SFU students to come as possible as the event is catered towards students.

**Action item:** Look into the TedxSFU sponsorship package and how it pertains to the SFSS.

MOTION ECOM 2014-08-12:07

Bueckert

*Be it resolved to* task Kevin Kumar and Shadnam Khan to follow up with Deepak Sharma regarding a customized proposal for the SFSS to sponsor TedxSFU.

CARRIED

d. Clubs Days Ice Cream Outreach Event

MOTION ECOM 2014-08-12:08

Bueckert/Amended Hassan

*Be it resolved to* approve up to \$400.00 from 817/20 Events-Committee for the Ice Cream Outreach Initiative for Fall Clubs Days from Sept 7-9.

Purpose of event: To make Clubs Days more interactive. Event will consist of trivia questions about clubs, DSUs, and the SFSS Board. Upon answering correctly, individuals will receive free ice cream. Upon answering incorrectly, individuals will be corrected and receive free ice cream. This initiative will reach out to the membership and raise awareness of clubs and DSUs that members can get involved with, as well as know more about the BOD who represents them.

Will take place Sept 9 and 10 for Burnaby Fall Clubs Days at the SFSS table.

Event budget: expenses include ice cream, cones, cups, banner paper, printing materials, scoops, and ice. Sources of funding are: the SURO line item (\$116), GO line item (\$116), and requesting from the EPCOM line item (\$116), to total \$348.

Suggested increasing the number to buy more ice cream and being present for all 3 days of Fall Clubs Days.

MOTION AMENDED

CARRIED

## **8. Discussion**

### **a. Athletic Road Trips**

Planning a road trip for SFU students down to Central Washington to watch an NCAA football game. Price of tickets for the game is \$10, but will receive 50% discount if purchased in bulk. Organizing buses to transport students to the game. Each bus holds 60 students, and prices are a range. The total cost of a 60-student bus would come down to \$13/head. If the SFSS charges \$20/student, we would gain \$7 revenue per ticket.

*Hassan left 3:19pm.*

Suggested making a few tickets free for students who may not be able to afford the \$20 ticket fee.

Requested amount will depend on the response of ticket sales (will return to EPCOM with a proposal).

### **b. Mature Undergraduate Students Welcome Event**

It has come to the FCAT Representative's attention that neither the SFSS nor SFU Student Services organize any events for mature undergraduate students. Other schools have mature student societies, thus the SFSS should make an effort to reach out to the mature membership.

Classification of mature students: Students who have been out of school for 2-3 years and are returning.

Noted that there used to be a mature student club, but unfortunately it is no longer active.

At this time, there is no exact proposal because there is no designated organizer, but the FCAT Representative would like to bring it to the EPCOM table for members to put under their radar.

The event could be as simple as offering free food at pub, organizing child care, and titling the event "Mature Student Mixer".

c. Meeting Breaks  
There will be EPCOM meeting next week (Aug 19, 2014).

**9. Attachments**

SMART Goals Movie Night.docx  
SMART Template Ice Cream.docx

**10. Adjournment 3:32pm**

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KM /CUPE 3338