

Call to Order – 2:43 pm November 19, 2014 | Build SFU Think Tank

### 1. Roll Call of Attendance

#### Committee Composition

Vice President Student Life (*chair*) ..... Kayode Fatoba  
Board of Directors Member..... Shadnam Khan  
Board of Directors Member..... Katie Bell  
Board of Directors Member..... Jeremy Pearce  
Board of Directors Member..... Rebecca Langmead  
Councilor ..... Erwin Kwok  
Student At-Large ..... Kevin Kumar

#### Society Staff

Organiser ..... Antonio Daling

#### Guests

Vice President Student Services..... Zied Masmoudi  
Vice President External ..... Darwin Binesh

#### Regrets

Student At-Large ..... Baqar Hassan

### 2. Adoption of the Agenda

#### MOTION ECOM 2014-11-21:01

Khan/Amend Pierce

*Be it resolved to adopt the agenda as presented*

*Move new business to the top order of business with the following order*

1. *Spring concert*
2. *Speaker Series: Marc Emery*
3. *Comedy Night*
4. *Santa's Winter Wonderland*
5. *Vancouver Giant's Midnight Madness*

**CARRIED**

### 3. Ratification of Regrets

#### MOTION ECOM 2014-11-21:02

Pierce

*Be it resolved to ratify regrets from: Baqar Hassan*

**CARRIED**

### 4. New Business

#### a. Spring Concert

#### MOTION ECOM 2014-11-21:03

Bell

*Be it resolved to approve the Spring Concert as per the proposal attached,*

*Be it further resolved to strike a working group for the project,*

*Be it further resolved to appoint Zied Masmoudi as the project lead*

Masmoudi elaborated on the spring concert details. Mentioned that the date was confirmed scheduled for March 20, 2015. Mentioned that the event would be similar to the fall concert

but stressed that tickets would be cheaper based on three tier structure. Meontioned that the event would not generate reveueand stressed his intention to seek more sponsorships as cost recovery. Organizers will be appointed in spring. There would be direct rreporting from the organizers and the concert working group to the events committee. Event would cost the SFSS eighty one thousand dollars and the projected deficit was twelve thousand dollars. VP Finance had been consulted and he approved the budget.

**CARRIED**

**b. Speaker Series: Marc Emery**  
**MOTION ECOM 2014-11-21:04**

Khan

*Be it resolved to host Marc Emery lecture on January 28, 2015*

The speaker was scheduled to present at the Burnaby and Vancouver campuses but the Vancouver venue had not been approved. Speaker would speak on the issue of marijuana legalization in Canada. Looking into the events committee to take the lead as organizer. Needed someone to look into booking venue, audiovisuals and catering. VP finance had been consulted with regards to the cost of the event and the contract had been forwarded to legal counsel for review. The overall cost was estimated at \$4,500 plus GST, which was cheaper than usual. Binesh reported that advocacy committee was willing to take on the event but felt that it should be an events committee project. A member asked if Surrey was taken it consideration. Khan suggested that the event to be referred back to Advocacy and Bell suggested that it be postponed to a later date. Kumar stated that he was against postponing the event further but suggested that the Binesh provided event details to the committee and the organizers be appointed at the next events committee meeting.

**CARRIED**

**c. Comedy for a Cause**  
**MOTION ECOM 2014-11-21:05**

Bell/Amend Khan

*Be it resolved to approve up to \$2300 for a comedy event to be held in February 2015.*

*Be it further resolved to amend the budget to increase to \$2800*

*Be it further resolved to strike a working group*

Pearce asked for a budget increase, and mentioned that the event would target specifically for clubs and DSUS. Since the project was for charity, Pierce was convinced that sponsorship would not be difficult to obtain and expressed that greater internal collaboration within the committee was being sought in the planning of events. Khan expressed that while he was very much in support of the initiative, he expressed his reservation on the sponsorship piece and was concerned that the initiative would take away the potential sponsorship for the concert. The committee agreed in principle to task the SFSS general office to distribute the tickets.

**CARRIED**

**Action Item:** SFSS general office would be tasked to distribute the Comedy for a Cause tickets

**d. Santa's Winter Wonderland**

**MOTION ECOM 2014-11-21:06**

Khan/ Amend Langmead

*Be it resolved to* appoint Katie Bell as project lead on the Photos with Santa event and approve the event as presented,

*Be it further resolved to* approve up to \$500 for Santa suit (100), food/drinks (100) and miscellaneous (100)

*Be it further resolved to* work with the Angel Tree project in conjunction with the Advocacy Committee

**CARRIED**

**5. Vancouver Giants Midnight Madness**

SFSS received 3 sets of 2 free tickets from Vancouver Giants and Events Committee wanted the organizations' events be promoted on the SFSS website as a show of goodwill.

**MOTION ECOM 2014-11-21:07**

Pierce

*Be it resolved to* promote Vancouver Giants Midnight madness on the SFSS social media

**CARRIED**

**6. Discussion**

**a. Student Life Award**

The chair expressed his intent to raise the profile of volunteers and groups within the Student Society who have been contributing to community at SFU and proposed to have two awards presented per week. Sponsors would be sought to provide prizes, either internal to the SFSS or external organizations and businesses. Proposal was presented at Council but the members of Council wanted details be presented on how it would be executed. It was agreed that the Community builder award under Build SFU would be integrated to support the project. Pierce motioned that the topic be escalated to the exec committee for further discussion.

**MOTION ECOM 2014-11-21:08**

Pierce

*Be it resolved to* refer the Student life award discussion to execs committee

**CARRIED**

**b. Process for Events Consideration and Funding**

Issue was raised by the general office coordinator on event consideration processes and funding. The chair indicated that the committee was asked to provide a framework and guideline to such

processes. Pierce and Khan disagreed to such processes and it may not work with the committee. Both reiterated that the Events served a different mandate, than the Granting committee. Khan asked if the general office coordinator could clarify on the issue further and invited them to speak at the next Events committee meeting.

### **c. SFSS Social and Networking Night**

Discussion on de-stressing bowling events and how to distribute tickets equitably to members. Khan suggested that the committee gave the tickets out as vouchers rather than having the committee planned the event but Kumar disagreed and stressed that the event was meant for networking opportunity students.

## **7. Attachments**

Blackout- project proposal.pdf  
ComedyforaCauseProjectProposal.pdf  
ProposalSantasWonderland.pdf  
StudentLifeAward.pdf

## **8. Adjournment**

Meeting adjourned at 3:34

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DC /CUPE 3338

## **Student Life Award**

Given the vast scope of my portfolio and the interdependence of the student population in helping to achieve this vision towards improving and optimizing student life at our university. I would like to develop a Student Life award, which is a weekly award that features amazing members at large that are doing great things within our community to make it a more exciting place. The project has already received interest from Humans of SFU who have shared sentiments of being able to interview these community leaders, The peak who feature members within their community section also see it as a vital opportunity. Our social media would thus allow to integrate the amazing work that is being done by a number of clubs. This slowly moves and starts promotion towards the SFSS Appreciation Gala, which is an organization wide event with more organization committee around.

### **Selection**

Selection will be done by the events committee, which will be based on individuals sending a **50 word response** with the individual to VP Student Life, who already signs off on the certificates already. Events hear out the nominees and votes, winners are messaged, photographed and promoted on our social media.

### **Effect**

- It makes Clubs and DSU's feel much more appreciated as they are part of the community building process of the SFSS
- It allows more traffic on our social media page and cross markets us with other platforms
- It gives us relevance in providing much more than certificates that are available to everyone in the organization
- It advertises the organization as being complex in it's process of promoting and advocating for the community. It shows that each and every individual is part of the process of advocating for the organization.
- It gives ownership to individuals who are working at a grassroots level on behalf of the organization.

**Goal:** To promote the diverse range of initiatives our members are taking each day to make the Student Society continue to reach it's diverse and extremely complex membership.

**Selection:** Done every 2 weeks to prevent from effecting or taking away from our Social Media. Potentially housed under the communications department as an outreach initiative, with GO as well as Resource office nominating individuals based on feedback from general events and activities that happen from Clubs, DSU's and constituency groups.

### **Summary**

- Selection will be biweekly.
- Organization offices will nominate names to VP Student Life who brings it to the events committee table.
- Selection by votes and contacted for their award and picture for social media.

## Proposal: Santa's Winter Wonderland

When: December 1st

Where: Convo Mall

Time: 12-3pm

### **Logistics**

This event would be a end of semester fun way of giving back to students. There would be free coffee/hot chocolate supplied for students to stop in. In addition, there would be a photo booth for students to take pictures with Santa. The photos with Santa would be by donation where the money would go to foodbank/angel tree project.

This would also be a way to promote SFSS services, events committee, and the angel tree project. My plan would be to promote the angel tree project put on through Advocacy and the Womens Centre.

### **Timeline**

11-12: Setup

12-3pm: Free hot chocolate/coffee and snacks by drop in basis

12:30-2:30: Photos with Santa by donation

2:30-3:30: Take down

### **Budget**

Items	Proposed	Budget
Santa Suit	\$75	\$100
Coffee/Hot Chocolate	Sponsored (Nesters)	\$50
Food (cookies/candy canes)	Sponsored (Nesters)	\$50
Facilities (tables/rolling boards/garbage cans)	--	--
Miscellaneous (decorations)	\$100	\$100

### **TOTAL: Up to \$400**

\*This event would be a give back to students with no charges and would not be a revenue making event

### **Smart Template**

Goal: To provide a positive atmosphere and event for students to destress before the exam period. Enhance the transparency of the SFSS/Events committee by holding a free event.

Specific	<ul style="list-style-type: none"> <li>● To give back to the membership as a destresser before exams</li> <li>● In conjunction with the angel tree project</li> <li>● Free hot chocolate and snacks</li> <li>● Photos with santa by donation with money going to food bank/angel tree</li> <li>● Way of de stressing and improving mental health of students before exams</li> </ul>
Measurable	<ul style="list-style-type: none"> <li>● Measured by amount of students in attendance</li> <li>● Amount of donations received</li> <li>● Feedback from committee as well as from students</li> </ul>
Achievable	<ul style="list-style-type: none"> <li>● Realistic goal</li> <li>● Dont see any obstacles in hosting this event</li> </ul>
Results	<ul style="list-style-type: none"> <li>● Positive feedback from students</li> <li>● Good documentation</li> <li>● Not a breakeven event (more of a give back to students)</li> </ul>
Time-Bound	<ul style="list-style-type: none"> <li>● Have 2 + 1/2 weeks for the event</li> <li>● Small event to organize, is feasible in the time frame</li> </ul>

Stijn's comments in green

# COMEDY FOR A CAUSE 2014

## **Executive Summary**

Comedy for a Cause aims to foster a sense of community within SFU through a stand-up comedy show on Burnaby Campus' SFU Theatre on February 25th 2015. All proceeds will go towards various charities while providing a fun and exciting atmosphere for students through laughter and community engagement.

This would be the 3rd Annual event. In the past the event has gathered a great response with over 300 attendees last year and a donation of over \$8000 made. The event has great potential to grow this year with the SFSS support, proper documentation, and the potential to work with various SFSS stakeholders in helping them achieve their own goals.

This year, the event aims to truly engage our membership. Each Club / DSU will have an opportunity to fundraise through this event for the charitable organization of their choice. This will be executed through two different avenues.

**TICKET SALES** - Each comedy event ticket that a CLUB / DSU sells they will receive \$5 from that sale to be donated to the charitable organization of their choice.

**SPONSORSHIP** - Each sponsor that a CLUB / DSU brings in to the event (cut off date of January 21st) they will receive 50% of that sponsors contribution to be donated to the charitable organization of their choice.

## **Event Details**

**Date:** February 25th 2015

**Location:** SFU Theatre

After-party- Highland Pub

**Time:** Doors at 6PM

Show begins at 7PM -

After-party 9:30PM-1AM

**Expected Attendance:** 300-400 attendees

## **Positions:**

Project Officer: Responsible for overseeing the project in its entirety

### After-Party Officer

- Responsible for executing the after-party
- Booking Highland Pub
- Working with sales coordinator to track tickets efficiently
- Working with marketing coordinator to promote the event.
- Booking after-party entertainment
- Creating a volunteer plan for execution by volunteer coordinator

### Marketing Officer

- Creating promotional materials with communication office
- Creating tickets with communication office
- Distributing tickets to various stakeholders to sell their own tickets

### Sales Officer

- Responsible for the accurate tracking of ticket sales
- Responsible for the accurate tracking of stakeholder disbursements.

### Sponsorship

- Responsible for overseeing the event sponsorship plan
- Responsible for ensuring that sponsor benefits are fulfilled

## **Sponsorship**

**Last year's sponsors:** Destination Slope and Surf Outfitters, ACE Equipment, Nesters Market, Quesada Burritos, and several businesses that donated raffle prizes.

**Goal:** The goal for sponsorship for Comedy for a Cause is to raise as much money as possible following our corporate affiliations policy (AP - 15). By raising as much money as possible, it will lower the amount of student fees spent on the event. Students will be able to attend an event executed efficiently and in a financially responsible manner. More sponsorship equals saving students money.

Sponsorship revenue will have great potential for increase this year. This year I would like to engage members of Clubs and DSUs to raise money for whatever non-profit or charitable organization they personally are passionate about. Sponsorship programs will be provided to interested Clubs and DSUs. Whatever sponsorship each Club or DSU personally brings in they will receive 50% of that sponsors revenue for the charity of their choice. For example, if UNICEF would like to participate; they sign up Business XYZ for \$250 - they would receive \$125 to donate to their non-profit / charitable organizations.

**Outcome:** Sponsorship tracked through signed contracts and effective management

## **Potential Sponsorship Package**

**\*\*Subject to change - just a sample \*\* waiting on quotes from Copy Centre**

**Silent Auction Donors:** Recognition in event program . Large in-kind donations will be considered at 50% of their retail value if the sponsor desires one of the listed packages. below

\*CLUBS / DSUS that bring in silent auction donations will keep 50% of the amount that the item receives.

### **Bronze Package - \$150**

- Recognition in event program

### **Silver Package - \$250**

- Recognition in event program
- Logo on Comedy event posters / flyers

### **Gold Package - \$600**

- Recognition in event program
- Logo on comedy event posters / flyers
- Logo on after-party event posters / flyers
- Recognition on SFSS Social media.
- On stage banner

### **Platinum Package - \$1200**

- Business name in event title.
- Recognition on SFSS Social media.
- On stage banner
- Recognition in event program
- Logo on comedy event posters / flyers
- Logo on after-party event posters / flyers

## **Marketing**

**Marketing Channels: Clubs / DSUS, Social media, campus postering, media support**

**Goal: Sell out both events**

**Print: Tickets, posters, flyers**

**Strategic Marketing plan to be created by Communications Officer**

## Execution

**Venue and Equipment:** SFU Theatre - Microphone and Projector needed

**Talent: Comedian & DJ - NBD** \*\*\*Gender Equity will be strived for amongst entertainment\*\*\*

## Finances

**Ticket Tracking: Executed by Sales Officer**

**Budget Considerations:**

<b>Expenses*:</b>	<b>\$</b>	<b>Notes</b>
SFU Theatre Rental and Audio Visual	\$700	Theatre rental and microphone / projector
Comedians / DJ	\$1000	Estimated on high end based on prospect of some fairly well known local comedians being available. Will also cover cost of 2 DJS
SFU Highland Pub Rental / Security	\$700	
Advertising / Promotion	\$400	Posters, Tickets, Flyers and Program night of for Comedy attendees
Miscellaneous		
<b>Total Expenses</b>	<b>\$2800</b>	
<b>Revenues:</b>		
Comedy Tier-1 Tickets	\$10 (\$5 to CLUB/ DSU)	50 available = \$250
Comedy Tier-2 Tickets	\$15 (\$5 to CLUB / DSU)	200 available = \$2000
Comedy Tier-3/Door Tickets	\$20 (\$5 to CLUB / DSU)	150 available = \$2250
After party Tickets	\$5 in advance \$10 at the door (half of sale to applicable CLUB / DSU)	400 available = too much math! (if sold out at \$5= \$1000
Other/Sponsorship		
<b>Total Revenue</b>	<b>\$5500</b>	





**Presents:**

# **BLACKOUT**

Project Proposal

Prepared by: Zied Masmoudi

# EVENT PLAN

Hosted by the Simon Fraser Student Society in cooperation with Simon Fraser University

Tentative Date: March 20, 2015

Time: 6PM – 11PM

Location: Convocation Mall

Expected Attendance: 1800-2000

Fencing setup time: Thursday March 19th, 5:00pm

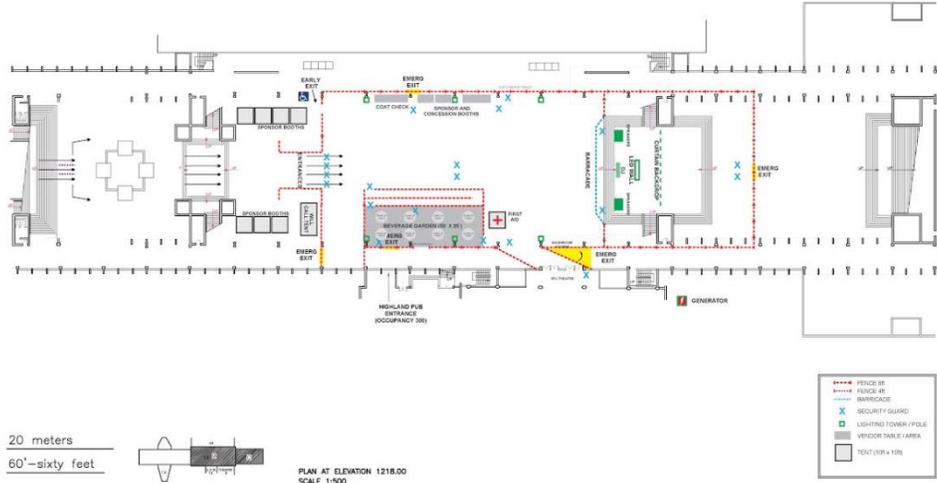
Event set up start time: Friday March 20th 6:00am



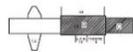
# Floor Plan

simon fraser student society | sfss.ca

## MBC 2000 Level



20 meters  
60'-sixty feet



PLAN AT ELEVATION 1218.00  
SCALE 1:500

# Working Group

While the working group is open to all undergraduate students, certain tasks need to be distributed among individuals with responsibilities. The working group weekly meeting time will be announced to the public and students are welcome to join the group. A “Management” team will work closely with the project manager on every aspect of the show and each individual in this team will be responsible for a different facet of the project.

The composition of the management team is as follows:

Project Manager

Financial Manager

Production Manager

Sponsorship Manager

Marketing Manager

Volunteer Team Captains (2)

General Captains (2)

# Events Committee

The working group will be reporting directly to the events committee.

The Project Manager should act as a liaison between the working group and the committee.

Relationship between the WG and the committee should include the following:

- 1- Regular updates on the advancement of the project
- 2- Approval of expenditures should take place at the committee level (except for contracts since they require Board’s approval)

# Stakeholders

Simon Fraser Student Society

Simon Fraser University

SFU Facilities

SFU Security

SFU Parking Services

Student Services

Meeting, Events and Conference Services (MECS)

Campus Security and Risk Management

# Finances

Given the proven effectiveness of the current tracking system and given that the Finance office coordinator is comfortable working on the current format; the Financial Manager will use the same documents used in the Fall Kickoff. A sample of these documents can be provided upon request.

A ticket distribution plan should be presented before ticket sales start.

# Budget

## SFSS presents: **BLACKOUT**

Revenue Streams	Price	Expected	Total	Notes
Discounted tickets	\$ 20.00	300	\$ 6,000.00	Student groups special discount
Tier 2 Ticket Sales	\$ 30.00	1300	\$ 39,000.00	
Door tickets	\$ 40.00	200	\$ 8,000.00	
<b>Ticket Sales Total</b>			<b>\$ 53,000.00</b>	
After Party			\$ 1,000.00	
Concession			\$ 500.00	
Other			\$ -	
<b>Total Beverage Sales</b>			<b>\$ 1,500.00</b>	
<b>Sponsorship</b>			<b>\$ 15,000.00</b>	In-kind and Monetary
<b>Total Expected Revenue</b>			<b>\$ 69,500.00</b>	
Expenses	Price	Quantity	Total	Notes
Production Logistics				
Talent		1	\$ 40,000.00	
Production		1	\$ 20,000.00	
Fencing		1	\$ 5,000.00	
Misc			\$ 4,000.00	Wristbands, Swag, gas, parking,...
Security			\$ 5,000.00	
Facilities			\$ 5,000.00	
Photography/Videography			\$ 1,000.00	
Printing			\$ 1,500.00	
<b>Total Expected Cost</b>			<b>\$ 81,500.00</b>	