

Call to Order – 12:35 pm February 4, 2015 | Build SFU Think Tank

The Events and Promotions Committee acknowledged that the meeting was being conducted on Unceded Coast Salish Territories, which included the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people to the current knowledge of the Society.

### 1. Roll Call of Attendance

#### Committee Composition

Vice President Student Life (*chair*) ..... Kayode Fatoba  
Board of Directors Member ..... Katie Bell  
Board of Directors Member ..... Rebecca Langmead (*late-BOD*)  
Board of Directors Member ..... Shadnam Khan  
Board of Directors Member .....  
Councilor .....  
Councilor ..... Erwin Kwok  
Student At-Large ..... Anson Wong (*late*)  
Student At-Large .....  
Student At-Large .....  
Student At-Large .....

#### Society Staff

FBS Promotions Coordinator ..... *vacant*  
General Office Coordinator ..... Lawrence Jones  
General Office Coordinator ..... Rena Hood-Lundrie  
Minute Taker ..... Dion Chong

#### Guests

Board of Directors Member ..... Deepak Sharma  
SFU Relay for Life..... Manal Masud  
Wild Salmon Warrior Day..... Tsatia Adzich

#### Regrets

### 2. Adoption of the Agenda

#### MOTION EPCOM 2015-02-04:01

Langmead

*Be it resolved to adopt the agenda as presented*

#### CARRIED

### 3. Ratification of Regrets

At-Large Representative Pearce has left the committee.

### 4. Updates

#### Taste of Trance – March 5<sup>th</sup>

- Facebook event will be up by Friday
- Communications office has produced posters and video
- DJ Confirmed
- Production costs have been reduced significantly

**5. New Business**

**6. Discussion**

**a. Relay for Life - [www.relayforlife.com/sfu](http://www.relayforlife.com/sfu)**

SFU Relay for Life has collaborated with the SFSS for a number of years, raising funds for the BC Cancer Society. The event was originally focused on Residences, but has expanded to the community. In the previous year, \$50,000 was raised, with 43 teams and 386 participants. The EPCOM held a BBQ in the past, and is requesting that EPCOM host a BBQ or a pub night to raise awareness and funds for the event. Additionally, funding and promotion through SFSS was requested. In return, the SFSS logo could be on Relay For Life materials, and the events and initiatives of the SFSS could be promoted throughout the 12 hours of the event.

A team has already been established for the SFSS Board of Directors, which could integrate with any EPCOM members interested in joining.

The group could not register as a club as the General Office considered the application too similar to an existing club. Club for a Cure exclusively supports one charity and was unwilling to partner with Relay for Life to access SFSS resources through the club platform. In the future, the organizers may consider establishing a working group under the SFSS EPCOM.

After the event, the group conducts recruitment, fundraising, executive training with other universities etc.

The Relay for Life representative would provide a budget in the future, and the EPCOM would consider covering some costs for initiatives.

*Wong entered*

**MOTION EPCOM 2015-02-04:02**

Khan

*Be it resolved to partner with SFU Relay for Life taking place from March 6 to March 7.*

The committee was reminded follow the request format provided to the BOD when requesting Communications Office promotion.

**CARRIED**

**b. Concert Working Group**

**Updates**

- Facebook group updated to show artists – please invite friends
- Meeting marketing team soon – At-Large Representative can update members
- Artists and venue confirmed.
- Tickets will be printed soon, and distribution system is being finalized.
- Sponsorship was still being sought.
- Production was ready
- Volunteer recruitment has begun

**c. Chinese New Year**

CSSA spoke at Granting Committee today. It was requested that they were integrating other groups. They requested promotion on the Society's page.

The committee was provided with an overview of the funding decision and considerations made by the Granting Committee at GC 2015-02-04. This included issues relating to the proportion of

volunteers compared to attendees, the high costs of the event, the timeline, and the history of fiscal issues relating to the club's event planning. It was expressed that the GC typically does not reduce grant request amounts to the degree of what was done for this group. While EPCOM could support the event if the club could prove that their event would benefit the greater SFSS membership, the short timeline and the lack of representatives at the meeting impacted the ability of the EPCOM to assist.

**d. Food Safe Update**

\$100 was allocated to Foodsafe. The Health Sciences Representative and the Vice President Student Life now have Foodsafe certification.

**e. SFU's Got Talent**

- Nearly 200 tickets have been sold
- Planning – Pianos were being brought in, along with guest performers
- The SFSS has rented out a section of the parking lot and providing it for free to finalists and guest performers.
- Board of Directors are given access without a guest pass
- Afterparty tickets are being sold at the door
- Budgetarily, the event is within the allocated amount.

Committee was reminded that there should only be one individual of the working group requesting staff assistance.

**f. The Examination – March 21**

- Cast is being recruited – first reading is being conducted today, with rehearsal on Friday
- Concern was raised with people being tired after the Spring concert being conducted on March 20<sup>th</sup>
  - A concrete date was being sought from the organizer
- Theatre washrooms are being used during the concert, and thus the theatre may not be available on March 21<sup>st</sup>

**g. Wild Salmon Warrior Day – March 27**

Wild Salmon Warrior is focused on enhancing community appreciation of salmon, with focus on indigenous value and culture in relation to salmon. At the event conducted at the Burnaby campus, a number of activities were conducted, including speakers series, performers, food, and a party at the Highland.

The event organizer, Jay Peachy, was an SFU alumnus who was seeking support for the event, with a desire to expand the programming to Surrey and eventually to Vancouver on an annual basis.

As the CJSF director was not an undergraduate student, it was necessary for the Vice President Student Life to assist with the Convocation Mall booking. There was a desire for the EPCOM to assist in enhancing the indigenous community on campus.

Major costs for the event:

- Indigenous performer \$150 each x 4
- Salmon \$600-\$700

**MOTION EPCOM 2015-02-04:03**

Langmead/Amended Khan

*Be it resolved to approve up to \$1400 for the Wild Salmon Warrior event on March 26 or March 27 taking place on the Surrey Campus, with \$700 for performers and \$700 for indigenous lunch and food giveaway, contingent upon receipt of an event proposal and budget.*

Be it further resolved to appoint Tsatia Adzich as project lead.

No information was available at present for any other costs related to the event. As SFU Surrey was relatively open, the drumming performance may have to take place outdoors which would not require any venue costs.

Concern was raised that the entire event was currently under the liability of the SFSS Events and Promotions Committee, as opposed to other events where EPCOM has simply partnered and therefore did not incur the same legal liability.

While the committee was comfortable with funding the event, details were still sought to the same standard of documentation demanded of clubs and student unions.

The following information was sought from the event organizers:

- Whether or not the event was an EPCOM initiative or if EPCOM was simply partnering with another organization and covering some costs
- Detailed budget with justification
- Risk mitigation
  - Includes foodsafe certification and application, if space can be used to serve food etc.

**POSTPONED TO NEXT EPCOM**

Bell

**7. Adjournment 1:20pm**

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DC /CUPE 3338



CELEBRATE

REMEMBER

FIGHT BACK

### **What is Relay For Life?**

The Canadian Cancer Society *Relay For Life* is an inspiring event that brings together more than 200,000 people throughout Canada to celebrate the lives of those who have battled cancer, remember loved ones lost, and empower individuals and communities to fight back against cancer. It is the largest special event conducted worldwide in over 600 communities in 21 countries.

*Relay* brings people together who have a common goal of fighting cancer. [Join us in this inspirational, non-competitive, 12-hour event.](#)

### **Relay For Life at SFU**

*Relay for Life* has been the largest event held by SFU Residence, and last year marked the first time it was ran by an SFU "club".

SFU is often labeled as a commuter school where student come to class and then go home. Overnight events such a *Relay For Life* make it possible for students to experience the life beyond classrooms at SFU.

SFU was the first post-secondary institution in British Columbia to host a *Relay for Life* event and every year, we seek to maintain our lead as the top fundraiser per person in the youth category across BC/ Yukon.

### **SFU Relay For Life 2014**

43 Teams, 386 Participants, \$50,870 Raised

Support from SFSS was a huge contributing factor to our success.

### **SFSS support**

We want to work together with SFSS to make our 2015 event a success. Here are some ways you can help us:

- -Register an SFSS Events Team at [www.relayforlife.ca/sfu](http://www.relayforlife.ca/sfu).
  - Registering for Relay For Life shows your commitment and allows you to receive updates about the event. Last year SFSS events team registered 4 members and fundraised \$385 by organizing a BBQ.
- Help us organize a BBQ OR Pub night fundraiser
- Provide a grant or funding for AV equipment rental, or other event costs
- Promote our event through the SFSS website, on Facebook, Twitter, and Instagram, and by sending out emails to campus clubs

### **What we can do for SFSS**

- Display the SFSS logo on our sponsorship banners, event program, marketing, social media channels, and the Relay For Life website
- Promote SFSS events and advocacy campaigns during Relay For Life.
- Sell tickets to the spring kick off concert.
- Have a Build SFU booth at Relay; this 12-hour event will provide ample opportunities for students to stop during laps to chat about the project.