

Call to Order – 11:00 am July 28, 2015 | MBC 2296

1. Territorial Acknowledgement

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

2. Roll Call of Attendance

Committee Composition

Vice President Student Life (*chair*) Deepak Sharma
President (*ex officio*)..... Enoch Weng (*late*)
Board of Directors Member Larissa Chen
Board of Directors Member Hangue Kim
Board of Directors Member Curtis Pooghkay
Councilor Pardeep Barn
Councilor Erwin Kwok
Student At-Large
Student At-Large
Student At-Large Kevin Kumar (*late*)
Student At-Large Stephanie Ly

Society Staff

Communications Coordinator Irma Arkus
FBS Promotions Coordinator *vacant*
General Office Coordinator Adrienne Marino
Minute Taker Dion Chong

Guests

TEDxSFU Rahul Rajanala
TEDxSFU Ibrahim Hafeez
First Nations Student Association Tsatia Adzich

Regrets

Leave of Absence

Board of Directors Member Shipra Sharma

The seat of Student At-Large Saad was declared abandoned.

3. Adoption of the Agenda

The Vice President Student Life informed the committee that they were involved in TEDxSFU and would therefore be leaving the room for the duration of the discussion item.

MOTION EPCOM 2015-07-28:01

Barn

Be it resolved to adopt the agenda as presented

CARRIED

4. Matters Arising from the Minutes

MOTION EPCOM 2015-07-28:02

Barn

Be it resolved to approve the minutes of 2015-07-14

CARRIED

5. Guest Presentations

a. First Nations Student Association—Indigenous Day | 2015-09-24| 10AM to 4PM | Convocation Mall

Over the last number of months, the FNSA have been planning the second annual indigenous day. Over 80 to 100 FN vendors, performers, musicians etc. would be in attendance.

Kumar entered 1t 11:06am

Support of the SFSS was requested through media promotions and financial support for the reservation of an entire parking lot (\$400 for the day—the Directors and the General Office could assist in negotiations). Given the number of elders and children attending the event the General Office assistance would be appreciated.

The Communications Office indicated that it had attempted to get in contact with the FNSA on numerous occasions. The representative indicated that summer semester was a low season and few FNSA members were on campus.

The FNSA was asked to provide a communications plan in association with the Communications Coordinator. A proposed budget and draft printed material was also requested to allow for omnibus approval of the project.

Adzich left after presentation

6. Updates

a. SFSS Merchandise

A number of Directors and members have been asking about SFSS 'swag'. It was expressed that notebooks, lanyards, and other products that have been successful in the past would be ordered. The Communications Office and the Vice President Student Life would proceed with obtaining quotes and ordering materials.

7. Guest Presentations Continued

a. TEDxSFU

Rajanalala provided an overview of the TED model. TEDxSFU was hosted by a number of SFU students, and has been hosted for two years thus far. The event is not only for students but for the wider community as well. The model this year focused on the theme of 'connecting the dots', with a desire to spark unconventional conversation and celebrating new ideas and innovation.

Different sponsorship tier options were provided to the committee, including its relevant perks. The committee was informed of the flexibility of sponsorship packages available. The desire was for the TEDxSFU to lower the cost barrier for students to attend via sponsorship.

Question was raised around the tangible benefit to students who may attend the conference and its relation to SFU students. It was expressed that the conference provides opportunities for students to network with community leaders, as well as exposure to TED talks with inspiring stories on making connections and the road to success. In particular, it celebrates successes. During the afterparty, there is also opportunity for one on one interactions with the speakers.

Marketing strategy to the undergraduate was unavailable as the representative was not the marketing manager.

- Event would be taking place on 2015-11-16 at the Vancouver Playhouse
- Most of the audience would be SFU students as they were the focus of the organizers. In the previous year, there were 400+ attendees, with between 40 to 50% SFU student attendance.
- TEDxSFU is independently organized, rather than being organized through an individual student.
- Volunteer applications have been open for some time, open to both SFU students and the wider communities.

Rajanala left at 11:38am

8. New Business

a. End of Summer Pub Night

MOTION EPCOM 2015-07-28:03

Kim, Amended Pooghkay

Be it resolved to approve up to \$950 from line item 817/20 Events—Committee for the July 31st End of the Summer pub night

The beach-themed event was designed to end off the semester before exams begin. Venue cost was free, and \$500 would be provided for finger foods. No alcohol would be provided, but drink specials would be available. 100 event capacity was projected, but the Facebook page has over 160 have clicked yes. Additionally, there would be free DJs and artists performing.

An additional of \$300 was requested just in case additional security was necessary if the expected attendance was exceeded. Typically pub events were drop-in in nature, and thus the committee was informed that it should be expecting more attendees. FBS has expressed that if business was successful, the pub hours could be extended to 1AM.

The pub kitchen closes at 4pm and the cost for the Society would be higher if the kitchen was kept open, thus cost efficiency was sought and the event would be catered. Food breakdown was similar to the Club Executive Meet and Greet, in consultation with the Food and Beverage Services Catering Manager and the General Manager

The pub night was starting earlier than usual which may cause issues of limited attendance, and question was raised around the necessity of food particularly given the cost of security already increasing.

Food costs would be capped at \$500, which would be used to draw in students earlier. Food would also contribute to a meet and greet environment. This could even be reduced if necessary. The desire was for the event to be a day event rather than a traditional pub night and therefore the food could contribute well to the desire type of event. The event would bring in additional traffic to the Highland Pub given the limited student presence during the summer, particularly on the Friday.

In the future, a fully developed communications plan was requested from event planners.

The EPCOM was reminded that it had a role to play in developing unique events on campus that otherwise could not exist. In this case, the provision of food would provide for an enjoyable atmosphere for students beyond club and student union membership confines.

The committee was reminded that the budget was only half the cost of a typical Fall semester pub night.

The Committee was reminded to involve residences given resident presence on campus throughout the summer.

The committee discussed the funding allocations. Business Representative Kim was provided with the latitude to determine the amount of funding necessary for the various expenditure areas.

CARRIED AS AMENDED

b. Club Executive Appreciation Night

MOTION EPCOM 2015-07-28:04

Barn

Be it resolved to approve up to \$400 from line item 817/20 Events—Committee for the Club Executive appreciation night.

A proposal was put forth for an appreciation night. The event was designed to appreciate the work of club executives, as well as a cross-promotion opportunity for the Food and Beverage Services Belly program. This would cater to the need of club executives, highlight completed events, and kickstart events of the next semester. A structured series of ice breakers and mingling time would allow for networking opportunities—building connections and opportunities for skill sharing. This would also provide opportunities to collect club executive feedback. The SFU 50th Anniversary Celebration manager would also be present to discuss 50th Anniversary programming to consider coordination with events planned.

The Food and Beverage Services has become a partner with the Belly loyalty program, with points collected which can be redeemed towards free coffee at Higher Grounds and free entrees at the Highland Pub. FBS has tentatively agreed to match EPCOM funding to the event, and providing a small alcoholic and nonalcoholic beverage to entice members. As the event was at the Highland, the event would only be open to those 19+. Most club executives have been at SFU over 1 year and therefore were over 19. In the future, for a larger event, there may be opportunities for more expensive venues (other venues were substantially more expensive). In the invitation, the age requirement should be reflected.

Compared to previous events, this event would be more focused on recapping events of the semester and preparing student leaders for Fall semester event and initiative development, as well as enabling earlier opportunities for collaboration. The event would also align with the Board priorities for Build SFU.

Hafeez left at 12:03pm

Questions was raised around why the event was limited to the club executives and therefore neglecting a substantial number of student leaders in the student union system, particularly in the loss of opportunities for club/student union collaborations. It was raised that the original target audience was clubs as they have been historically underserved and underconnected with the Student Society, compared to the connections and events for student unions. The Student Union Resource Office was in the process of developing a parallel event for student union executives.

In the future it may be desirable to consolidate appreciation events for all SFSS volunteers. Given proximity to final seasons, it was expected that there would be 60 to 80 attendees, with date based upon findings of the club meet and greet.

CARRIED

9. Announcements

Committee members were asked to provide their availability for the summer exam season as well as the Fall semester.

10. Attachments

ProposalforClubExecutiveAppreciationNight.pdf

Summer Semester Pub Night Proposal.pdf

11. Adjournment 12:09pm

DC /CUPE 3338

Summer Semester Pub Night

July 22nd/2015

To: Events and Promotions Committee

From: Hangue Kim, Business Faculty Representative

Re: Pub Night to celebrate the end of the semester

The purpose of today's meeting is to present a proposal for the "End of the semester Pub Night" by the Simon Fraser Student Society (SFSS). The purpose of this event is to allow students from different faculties and members from different groups to network with one another over finger foods and jam out to music.

The event will be taking place at the **Highland Pub** at the Simon Fraser University, Burnaby Campus. We decided to choose this location due to the low cost of the venue and because the location is ideal for students and faculty staff. The event will include music, food and fun activities that allow members to get to know each other. The proposed date of the event will be on **July 31st, 2015** from **5:00pm-10:00pm**.

This event will be used to end off the summer semester through celebration and community engagement. We will be using the lower part of the pub with the pool tables, dart boards and the dance floor for students to have fun.

This event will serve as an opportunity for the SFSS to engage with more students and garner support for future events. It will also be used as a kick off and a stepping stone for our future Pub Nights.

Beedie School of Business and the Simon Fraser Student Society
Charity and Member's Appreciation Night
Budget
For the proposed date of August 20th/2015

	Actual	Budget	Budget Remaining
Production Expenditures			
Decorations		\$50	\$50
Entertainment		\$100	\$100
Food		\$500	\$500
Total Production Expenditures		\$650	\$650

Proposal for Club Executive Appreciation Night



By: Enoch Weng and Curtis Pooghkay

SFSS Club Executive Appreciation Event

Overview

Project Managers

Enoch Weng, Curtis Pooghkay

Overview

This is an event designed to appreciate all the work done by our various club executives and to recognize their commitment to bettering the sfu community through student led engagement. This event is also a partner event with SFSS Food and Beverage Services to target promotion of the new Belly Loyalty Program to club executives and the membership that they engage.

Audience

An invitation will be sent out to each Club President or main point of contact. This is a pilot project that hopes to encourage community building within the club structure. We have limited it to just Club Executives in order to limit our scope within feasibility, and also to effectively target the “campus movers” so to speak. We hope to have a sizeable crowd of around 60 participants.

Activities

Intro and Collaborative Activities

The beginning will be more of an “open-networking” session, and we aim to have our event out on the patio deck. Following that, we will be guiding attendees to tables, and encouraging members to sit at tables outside of their own circles.

As the event will be more formal than the meet&greet, we will be having more sit-down table icebreakers, such as “Club Bingo” (see appendix 1).

We will also be having pamphlets and info brochures on each table, as well as a short questionnaire for all members to fill out - the best way to gather information about SFSS and the needs of students!

As one of the major focuses is on inter-club collaboration, we will be having some brainstorming sessions. Facilitated session will primarily be focused on forming small groups between club executives, and having question prompts - to which the groups will brainstorm and work together and coming up with answers. We will be handing out sheets of paper and pens to write on (see appendix 1).

Following the brainstorming and collaboration, we will regroup and offer each group the chance to share and learn from each other

Presentations

50th Anniversary - Adam Brayford (to be confirmed)

SFSS (President and GO office)

Build SFU + Kickoff

Belly Loyalty Program

Event Planning Session

The highlight of this night will be to focus forward - on Fall planning. We will be working on a calendar and timeline for fall, and will give members updates to important dates (AGM and Kickoff for example).

On a larger calendar, we can record dates of events for clubs in attendance, and allow for the planning of events (to avoid overlap) as well as offer help and suggestions between clubs.

Invitations

As we are only a week away, the communications office will be creating simple graphics, whereupon we will email out to the Club Presidents (and by extension their executive members).

Belly Loyalty Program

Part of the reason the pub is partnering with us on this event is to promote the new loyalty program called Belly. Belly like most loyalty programs is operated through the acquisition of points based on buying food and beverage products. Some examples of things that can be redeemed are a free coffee at higher grounds to a free entree at the Highland Pub. This is something food and beverage would like to use to entice people to come back to redeem these points.

Dates

Proposed date: Wednesday, August 5th

Time:

3:30 - 6:30pm

Budget

\$400 from events (For appetizers)

\$400 matched from sfss pub (Tentatively confirmed by John Flipse)

Free drink to all attendees (Coronitas on the deck provided at no charge to events committee, courtesy of food and beverage)

Appendix 1.

Icebreaker Activities

“Club Bingo”

A bingo sheet where members find other people who fit the statement, and get their signature on the sheet. We will be playing black-out rules, which means that first person(s) to fill out the bingo sheet win prizes.

Sample items on Club Bingo:

Find a club that has hosted a musical event

Find a club that is less than 2 years old

Find a club that is 5 years or older

Find a club that has collaborated with other clubs

Etc. This is meant as a fun activity to get to know other executives/clubs

“Brainstorming activity”

Groups will engage in discussions and record thoughts down on large sheet of paper, and may present to the larger group later.

Sample question prompts:

“What events have gone well in your club? Which not so well?”

“What are some ways that your clubs can collaborate on..”

“What are some challenges your clubs are facing?”

“How has SFSS helped your clubs? How can SFSS improve on?”