

Call to Order – 11:13 am August 11, 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
Board of Directors Member Larissa Chen
Board of Directors Member Shipra Sharma
Board of Directors Member Hangue Kim
Board of Directors Member Curtis Pooghkay
Councilor Erwin Kwok
Student At-Large
Student At-Large
Student At-LargeStephanie Ly

Society Staff

Minute Taker Dion Chong

Guests

Regrets

Councilor Pardeep Barn
Student At-Large Kevin Kumar

3. Adoption of the Agenda

MOTION EPCOM 2015-08-11:01

Chen, Amended Pooghkay

Be it resolved to adopt the agenda as presented

Agenda items was not submitted on time, and therefore all items were added on the day of.

CARRIED AS AMENDED

4. Ratification of Regrets

MOTION EPCOM 2015-08-11:02

Pooghkay

Be it resolved to ratify regrets from:

Councilor Pardeep Barn (*out of town*)

Student At-Large Kevin Kumar (*illness*)

Kumar informed the chair at 8am regarding potential food-borne illness, while Barn was still out of town.

Question was raised around the process of regrets being sent in formally (via email). In future, it was requested that all regrets were reported with time received and explanation.

5. Matters Arising from the Minutes

MOTION EPCOM 2015-08-11:03

Kwok

Be it resolved to approve the minutes of 2015-07-28

CARRIED

6. New Business

a. FNSA

SFSS member Adzich has requested parking for Convocation Mall during the day of the event, as well as some funding for printing, as per the previous EPCOM meeting. The member was requested to bring back further correspondence from Parking Services, and a budget. The documentation requested would be brought to the subsequent EPCOM meeting.

b. SFSS Welcome Back Pub Night;

MOTION EPCOM 2015-08-11:03

Kim, Amended Pooghkay

Be it resolved to approve up to \$2000 from line item 817/20 Events—

Committee for the Welcome Back Pub night (Corona Beach Party) as per the approved budget, with \$200 allotted for miscellaneous costs.

Be it further resolved that EPCOM Member Curtis Pooghkay be appointed as EPCOM Lead for this event.

Each year, the SFSS hosts a sold out welcome back pub night. This event is targeted at the same audience as the Fall Kickoff, and therefore any member who has bought a Fall Kickoff ticket would have free access to the pub night. The timeline for the planning process was provided to the committee.

- DJ—tentative confirmation for all DJs has been received
- Equipment—insurance is necessary given the cost of the equipment
- Security—necessary for sold out events
- Incentive—The incentive was to be used to promote the Fall Kickoff, and promoting the pub night series that EPCOM would be hosting moving forward throughout the year.
 - At the last club/student union executive appreciation, food was a major incentive for participation. However, as there was no system, there were members who received substantial amounts of food while others were frustrated that there was no food towards the end.
 - The budget was therefore open to using the funds to subsidy a drink special as opposed to food, which would likely only be finger foods.
 - As the event was starting later in the event, food would likely not be a major draw for participation
 - This would only be accessible for the first 100 members.
 - This would also serve to draw in members earlier in the evening.

The event has an expected attendance of ~400 members, constrained only by the Highland capacity. The overall cost of the event was lower than the previous year, but the committee considered adding some contingency for unexpected costs and decorations.

Weng entered 11:33am

Concern was raised that, as a result of a staff meeting conflict, no other staff could be present at the meeting to assist in providing expertise and institutional memory to the analyses of the proposals. Pooghkay had been in contact with the Communications Coordinator to establish timelines for material.

Event was occurring the day after the SFU 50th Anniversary. The original idea was for the event to take place during the same day, however, it was felt that Wednesdays would sell out year round, and planning the pub night series for Thursdays would draw in additional crowds during less popular days.

CARRIED AS AMENDED

c. SFSS Outreach materials;
MOTION EPCOM 2015-08-11:03

Chen

Be it resolved that EPCOM approve up to \$1000 from line item 817/20 Events—Committee for outreach materials.

Conversations have been occurring around outreach materials and the Communications Office has been reviewing options. It was expressed that it may be premature to approve funding in advance without samples, but the Vice President Student Life could be tasked to inform the committee by email as quotes are received. Options being considered include totes, pens, lanyards etc.

It was expressed that EPCOM takes a major role in the general outreach of the organization and therefore outreach materials should be general rather than committee specific in order to contribute to the general awareness of the SFSS.

A director expressed a preference for polyester shirts.

The general consensus was that universal SFSS shirts should be purchased, as opposed to EPCOM specific shirts. It was expressed that both more expensive and less expensive t-shirts should be purchased, with the former being reserved for longer term volunteers.

A director agreed to the proposal of giving the longer term volunteers more comfortable shirts which were more likely to be worn out in public. The rationale of purchasing swag was continued promotion of the organization throughout the life of the product.

It was expressed that customized shirts quickly became expensive, even for less expensive shirts, and therefore should be avoided.

The committee would be updated on the option before the swag was ordered.

CARRIED

d. EPCOM events calendar
MOTION EPCOM 2015-08-11:03

Chen

Whereas SO-16 (Events & Promotion Committee) indicates EPCOM is to “Develop and coordinate Board events in the Highland Pub and promotions of the SFSS Food and Beverage Services”;

Be it resolved to adopt the EPCOM events calendar for the Highland Pub as presented.

Be it further resolved that EPCOM Chair Deepak Sharma be consulted prior to

any Board member or EPCOM member contacting FBS staff or management with events taking place at the Highland pub.

The idea of the calendar is to firmly set event dates and times well ahead of time. This would ensure that the community was aware of the commitment on the part of the Committee to continue supporting the Food and Beverage Services and to continue hosting high quality events on a regular basis. A process would move forward after September for a more systematic budget review process within the committee while hosting events for the campus community. Further, this would allow the Board to notify student organizations well in advance of the dates that the Board would be planning to host events. Lower cost pub nights were being pursued by the Vice President Student Life in order to allow for the space to pursue other Board priorities. The motion would only serve to establish the direction of the committee's event planning over the year. A budget would be presented for each individual event proposed.

Excitement was expressed around the longer term planning that this would initiate.

It was expressed that the proposed event titles should be struck just to enable different themes to be pursued.

Questions were raised around how binding the dates were. It was expressed that the committee would still have the flexibility to cancel proposed events. Each individual event within the calendar would still have to go through the same vetting process within the committee.

Opportunities continue to exist for external stakeholders to be involved in the event planning process as well, in response to concerns that event ideas may have already been taken by other groups.

Each event would cost approximately \$1000. The desire was for the event to have a \$2 to \$5 cover charge, with limited funding going to decorations. This may not allow the committee to take on other initiatives that are brought to the table. The goal of the calendar was simply to begin higher level strategic planning, but the planning could be done on a semesterly basis. Formal approval could occur on a semesterly basis, while the yearly planning document could be kept as an internal guideline document.

Semesterly planning may not allow for booking confirmations, which would damage the momentum of continued planning. However, the calendar may cause expectations around the events to be hosted by EPCOM even if EPCOM no longer has the funding to support such an event.

POSTPONED TO NEXT EPCOM

Chen

7. Old Business

a. End of Summer pub night report

Director Kim reported on the success of the pub night, which was under budget by \$300. The event provided the Highland with \$2300 in sales above the typical night.

It was recommended that food be circulated in timed intervals, starting the event at a later time, asking about drink specials, and using an online ticketing service. It was also expressed that in the future, buffet style food should be avoided to ensure more accessibility of food amongst more members.

The pub was busiest between 6pm to 9pm, with 8pm as the peak in sales. The event organizers were reminded that even if they sought to start the event later, they should still provide sufficient time for members to get comfortable within the space.

Time-limited drink specials could also be pursued during the evening to drive sales.

b. Student Union and Club Executive appreciation report

The event exceeded targets, with over 60 registered and 70 to 80 total attendance. There was a mixture of various student leaders and volunteers. 4 sets of presentations: SFU 50th Team and their initiatives with access to mobile app, FBS on the loyalty programme, SFSS/Build , and SFSS Fall Kickoff. Food was staggered through the evening, and the pub provided some drinks which were well received by the community.

Improvements: The pub isn't a space built for presentations. In the future, other venues may be valuable in order to include members who are not of age. Further, food always runs out—in the future food should be served to avoid issues of members overtaking at the expense of others. Also, a small feedback form could be circulated at the tables. Longer term planning should also be pursued by the committee, as the precedence has already been set for the event to be run. It was expressed that significant value was drawn from the \$400 invested by EPCOM into the event. EPCOM was implored to support the event more intensely moving forward, particularly if the event is being sought to be run on a semesterly basis.

c. SFSS pilot outreach program report

ITEM RETRACTED

d. AFRIKOMEDI debrief

Event was successful, with up to 80 participants.

8. Discussion

a. SFU Food Truck Festival—September 9, 1 to 4 pm

SFSS would be hosting the pancake breakfast in the morning, the SFU 50th Anniversary kickoff, as well as the evening Savour event. There were no events specific for undergraduate students. SFU Ancillary Services sought for the SFSS to host the food truck festival. Ancillary Services would manage all logistics of the food trucks.

The President and Vice President Student Life would be contacting Ancillary Services to determine the specifics of SFSS responsibilities for the event. It would likely involve hosting some entertainment, promoting the event, or providing space for clubs to provide entertainment.

Questions arose around the feasibility of the initiative, given that there may be limited traffic during the first week of classes.

9. Announcements

a. Fall Semester Meeting Time

Fall semester schedules were requested from the committee.

10. Attachments

End of the Summer Semester Pub Night Report [business documents within package redacted]

EventsCalendarHighlandPub15-16.pdf

SFSSWelcomeBackPubNightProposal.docx.pdf

11. Adjournment

SFSS Welcome Back Pub Night

Fall Kickoff Warmup event



8PM-1AM

September, 10th, 2015

Prepared By: Curtis Pooghkay

Goals and Objectives:

- To start off the year with a highly engaging social night for our membership
- To set the tone for the bi-weekly Thursday night pub event that the SFSS holds
- To promote the SFSS Fall Kickoff concert

Stakeholders:

- The SFSS membership
- The Fall Kickoff audience

Targeted Audience:

- SFSS members over the age of 19
- Individuals planning on going to the SFSS Fall Kickoff concert
- Engaged students who've express interested in being involved in our future events.

Messaging:

- This is the type of events you can expect all year from the SFSS.
- Promotion of the Fall Kickoff concert through dialogue as well as promotional materials such as posters, pamphlets and a perk for Kickoff ticket holders.

Strategy:

- The strategy would be to engage as many people at the first pub night as possible.
- The first 100 people through the door will receive a free drink special or finger foods
- Tickets past that point will be \$5 presale and \$10 at the door.

Tactics & Channels

- This is our first event of the year so promotion is key we want as many people in the pub as possible the goal is to sell it out.
- We will want this promoted on all SFSS channels such as the website, twitter, facebook and instagram.
- We would also like to do ticket promotions where you can win free tickets.

Metrics/Measurables

- How many individuals we get in the pub for that night
- Number of individuals that receive free entry with using their Fall Kickoff ticket.
- Traction of the Fall Kickoff concert with our membership in the pub

Timeline:

- August 1st to 15th: Confirm artists for the event.
- August 15th onwards start Facebook group and start promotions. Tickets should be available during this time. This is important to start creating hype.
- August 30th to 10th: Aggressive marketing push. Have ticket promotion as well as tabling for the Kickoff and welcome back pub night. It has to be stressed that this event is bundled with a purchase of the ticket. (*SFSS WELCOME BACK....Fall Kickoff warm up*)

Overview:

This event is typically a huge event for the SFSS. It attracts one of the bigger crowds we get in the pub all year with less marketing than we usually need to do. This event typically is a standard pub night with security and with DJ's. The idea is to have three DJs on from 9PM-1AM having sets that are approximately just over an hour in length.

Logistics:

The doors of the event will be opening at around 8PM. We can expect crowds to start showing up at around 9PM. We will need security guards in anticipation for a sold out event which is four. There will be a need for help for set up. Just to put up posters and different promotional materials. We all attempt to have bar sales taking place in multiple locations to ensure there is no long lineups.

Equipment:

We will need to rent to CDJ 2000 Nexus and a DJM 900 Mixer to accommodate the artists playing at our event. This is outlined in the budget below.

Ticket Sales

Tickets are going to be cheap running for \$5. EPCOM is not looking to make profit for this pub night. Presale will be \$5 and door will be \$10. First 50-100 people will get a free drink or finger food for the pub night.

Marketing

We will need to print posters to put on campus in high traffic areas to promote this event. We will need the tickets and poster to be designed by someone since the communications office is yet to have a graphic designer, the marketing will be in cross promotion of the Fall Kickoff will also be available at the Fall Kickoff ticket tables.

Budget:

DJs- \$400

Supporting DJ 1 Hour Set- \$50

Supporting DJ 1 Hour Set- \$100

Headliner DJ 1 Hour Set- \$250

Equipment Rental- \$200

- *Cdj 2000 Nexus x2= \$112*
- *Djm 900 Nexus Mixer= \$50*
- *Insurance= \$38*

Printing Costs- \$100

Pub Security- \$700

Incentive- \$400 (*Drinks or Finger Food for first people in pub*) *What will be provided depends on cost benefit analysis.*

Total Cost \$1800

Events Calendar for the Highland Pub 15-16

As indicated in the motion that is alongside this attachment, there is ample opportunity to revise this calendar upon consulting with the Events & Promotion committee chair. It is important to have concrete dates well ahead of time, in order to ensure a proper communications plan is developed. In addition this would allow for opportunity to set the persistent for pub night series.

Event Date/Time	Proposed Event Title	Rationale
September 9; 9pm-1am	<i>Welcome Back Party</i>	Self-explanatory
September 25; 10-1am	<i>Fall Kickoff After Party</i>	Self-explanatory
October 8; 9pm-1am	<i>Oktoberfest</i>	Prior to Thanksgiving
Week of Oct 12th (TBA)	<i>Get out the Vote!</i>	Debate viewing party
October 29; 9pm-1am	<i>Halloween</i>	Halloween
November 12; 9pm-1am	<i>The Thirst is REALLL</i>	Hip-hop thirst quenched
December 3; 6pm-10pm	<i>End of semester</i>	Celebrate with food specials
January 7; 9pm-1am	<i>90's night</i>	First event of semester
January 21; 9pm-1am	<i>Glow in the dark</i>	Self-explanatory
February 4; 9pm-1am	<i>Super Bowl Party (Tentative)</i>	Need to research this
February 18; 9pm-1am	<i>Valentines Party</i>	Let cupid do his magic
March 3; 9pm-1am	<i>Taste of Trance 2.0</i>	Follow up of last year
March 17; 9pm-1am	<i>St. Patricks Day</i>	"Rainbows"
March 31; 9pm-1am	<i>Toga Party</i>	Flexible on title
April 7; 6pm-10pm	<i>End of Semester</i>	Celebrate with food specials

End of the Summer Semester Pub Night Report (July 31st)

To: *Events and Promotions Committee (Simon Fraser Student Society)*

From: *Hangue Kim (Business Faculty Representative)*

CC: *Overall Event Report*

The End of the Summer Semester Pub Night that occurred on July 31st, 2015 at the Highland Pub was a success financially and logistically. The planned event began at 5:00pm and was expected to end at 10:00pm. However with the positive numbers in bar sales, we extended the night to 12:30am. Throughout the night we had approximately 200 people in attendance, much better compared to typical summer nights at the Pub.

This is a huge stepping stone and hopefully a start to more successful Pub Nights. The bar sales were \$2837.22, around \$2000 more than a typical Friday Night. We spent around \$500 on food for the students that was distributed 3 times throughout the night starting at 5:30pm and was distributed in 30 minute intervals till 6:30pm. The Events and Promotions Committee suggested that we lower the amount on food that was to be distributed, however after consulting with various stakeholders \$500 seemed the most feasible and we also had available funds from other line items. We spent \$0 on artists and decorations because the artists did not charge and we had decorations left over from a previous event.

Overall our projected budget was \$950 however we were able to save \$300 in costs, resulting in totals costs of around \$650. The event overall was a success, however for future Pub Nights, here are a few recommendations that should be considered.

1. Start the event at a later time around 7:00pm-8:00pm, starting the event at 5:00pm brought in students early but it was difficult to keep them in the Pub.
2. Ask the Pub Managers for deals on food and drinks to bring in more students. The attendees enjoyed the food but also wanted drink specials other than the ones that were usually given on a Friday night.
3. Use Eventbrite as a tracker for attendance but extending the limit. (instead of limiting the tickets and having a waitlist)

Product	Amount	Budget
Entertainment	\$0	\$100
Decorations	\$0	\$50
Food	\$498.21	\$500
Security	\$148.84	\$300



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Totals	\$647.05	\$950
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