

## 1. CALL TO ORDER

Call to Order by the Chair – 10:10

## 2. TERRITORIAL ACKNOWLEDGEMENT

We acknowledge that this meeting is being conducted on the unceded territories of the Coast Salish peoples; which, to the current knowledge of the Society include the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

## 3. ROLL CALL OF ATTENDANCE

### 3.1 COMMITTEE COMPOSITION

- |   |                                 |
|---|---------------------------------|
| 1. Vice President Student Life (chair): | Deepak Sharma                   |
| 2. President (ex officio)               | Enoch Weng                      |
| 3. Board of Directors Member            | Larissa Chen                    |
| 4. Board of Directors Member            | Hangue Kim                      |
| 5. Board of Directors Member            | Curtis Pooghkay                 |
| 6. Board of Directors Member            | Shipra Sharma                   |
| 7. Councillor                           | Pardeep Barn arrived at 10:25am |
| 8. Councillor                           | Erwin Kwok left at              |
| 9. Student At-Large                     | Ibrahim Hafeez                  |
| 10. Student At-Large                    | Stephanie Ly                    |
| 11. Student At-Large                    | Tatum Miller                    |

### 3.3 GUESTS

Ryan Ackerman

### 3.4 REGRETS

12. Student At-Large: Kevin Kumar

### 3.5 ABSENT

13. Board of Directors Member: Larissa Chen

## 4. ADOPTION OF THE AGENDA

### **MOTION EPCOM 2015-12-01:01**

**Shipra / Curtis**

Be it resolved that the agenda be adopted as amended.

### **CARRIED AS AMENDED**

*Discussion*

Hangue to add a motion: BIRT to approve up to 1241 from 817/20

Strike Holiday Breakfast and move to New Business  
Strike Angel Tree  
January 21<sup>st</sup> event – not January 12<sup>th</sup>  
Move New Business to before Discussion  
Move New Year's Pub night to New Business to add a new motion.

## 5. RATIFICATION OF REGRETS

### **MOTION EPCOM 2015-12-01:02**

**Curtis/Tatum**

Be it resolved to ratify regrets from Kevin Kumar (academic requirements)

**CARRIED**

## 6. MATTERS ARISING FROM THE MINUTES

### **MOTION EPCOM 2015-12-01:03**

**Shipra/Ibrahim**

Be it resolved to approve the minutes of 2015-11-24 as presented.

**CARRIED**

## 7. UPDATES

- **BUDGET**
  - Healthy in 816/20 and 817/20
  - As of November 24<sup>th</sup> current status of 817/20 \$5,235.11 since may – leaving with \$14,764.89 left in the budget
  - Remaining budget in line item 816/20 is \$33,934.73.
  
- **INTERNATIONAL FESTIVAL**
  - Shipra had a meeting with her team yesterday to go over the marketing plan, club contacts and a fashion show.
  - Eight clubs have confirmed with the other three clubs still waiting to confirm.
  - Shipra will be meeting with all club heads this Friday.
  - Meeting with production team – Tatum and Par regarding production
  - There are no expenditures to date and are not expected until the New Year.
  - Shipra has requested help with the external for the event.
  
- **JANUARY 21<sup>st</sup> EVENT**
  - There is a meeting on Friday to develop marketing plan with the goal to have everything ready by the end of the year. This would include the name of the event and when to market it.

- The team will submit a work order to Sindhu once it's ready to be uploaded to the social media sites.
- Now that the funds have been approved, Blueprint can now start looking for talent on behalf of the SFSS. A list of talent options is expected to come within the next couple of weeks.
- There are no expenditures to date but a small fee is expected to go towards Blueprint.
- The funds will be taken from line item 817 for now. If the event is in line with becoming a larger scale event then it will be taken from line 816.

## **8. NEW BUSINESS**

### **7.1 SEASON OF GIVING EVENT**

#### **MOTION EPCOM 2015-12-01:04**

##### **Curtis/Shipra**

Be it resolved that Events and Promotions Committee allocate up to \$546.00 towards security services from line 817/20 for the December 4<sup>th</sup> "Season of Giving" event at the Highland Pub. (Attachment)

##### **CARRIED AS AMENDED**

###### *DISCUSSION*

- The Fraternities and Sororities of SFU have been working together since November 14<sup>th</sup> doing a food drive.
- They will be hosting a charitable pub night event on December 4<sup>th</sup> for a charitable pub night.
- This is the group's opportunity to give back to the community.
- The event will not be making a profit from the event, as they will be asking for a food or monetary donation to a charity.
- Therefore they are out of pocket for the security cost of \$546. The group missed the deadline to submit a motion to EPCOM for the last meeting.
- It was agreed that even though the group is not officially a club it's a good opportunity for the SFSS to sponsor the event and engage with the membership.

Ryan Ackerman left at 10:23am

### **7.2 HOLIDAY PANCAKE BREAKFAST**

#### **MOTION EPCOM 2015-12-01:05**

##### **Shipra/Stephanie as amended by Curtis/Shipra**

Be it resolved to approve up to \$471 for the holiday pancake breakfast for line item 817/20

##### **CARRIED as AMENDED**

###### *DISCUSSION*

- The proposal was presented to advocacy however they requested a more detailed proposal with an in depth budget.
- Advocacy has shown willingness to reimburse the Events Committee for half of the rental costs once the proposal was revised.
- Hangue will present it to the Advocacy committee again on Thursday, November 3<sup>rd</sup>.
- Next Steps – Marketing. Posters will be posted on the Facebook and Twitter pages.
- A suggestion was made to link up with the SFU International Group. The committee was advised that the deadline to request sponsorship from them has passed however the group has expressed interest in sponsoring future SFSS events in the New Year.
- The SFSS will be partnering with Angel Tree and Hi-Five to collect donations.

### 7.3 NEW YEAR'S PUB NIGHT

#### **MOTION EPCOM 2015-12-01:06**

#### **Shipra/Pardeep**

Be it resolved to approve up to \$1000 for the New Year's Pub night event on January 3<sup>rd</sup> from the line item 817/20.

Be it further resolved to appoint Shipra Sharma as event lead.

#### **CARRIED**

#### DISCUSSION

- The current New Year's budget has been reduced.
- It was agreed amongst the members that the pub night should go forward, as it is a good opportunity to provide a New Years event to the membership.
- It was discussed that the Production Line could be reduced to \$150-\$200 and the Security Line be raised to \$550.
- Shipra will send the updated budget to Carmela.

## **9. DISCUSSION**

- **EVENT SUMMARY REPORT FROM MOVEMBER KICKOFF EVENT**
  - Pie in the face event on November 5<sup>th</sup> was successful and was held by two different groups.
  - External groups will be presenting event summary reports after their events going forward.
  - This shows that the SFSS continues to support external groups.
- **FRONT HOUSE OPERATION PROPOSAL**
  - The SFSS will be hosting some big events in the New Year.
  - Working on a brief proposal regarding how to operate the front house operations.

- Requesting feedback from the committee members:
  - Suggested cut off time for 10:30pm - 11pm for ticket holders, as is similar to the practice of other venues.
  - There is currently no access list.
  - Opportunity to allow complimentary tickets, current board members, current committee members, and any individuals who have worked on the project.
  - There is concern over ticket stub errors. There is a need to create a system for individuals who bring bags. It was suggested to use stickers for bags.
  - A sign needs to be posted at the entrance.
  - A suggestion was made to change the policy of one ticket stub per item to prevent heavy items weighing down the hangers and potentially falling off.
  - Another suggestion was made to rope off the entrance to prevent attendees from gaining access without providing a ticket.
- Deepak will engage the pub staff to discuss other options.
- SANTA SUIT
  - Brooked Events would like to have a SFU Themed photobooth at their next event on December 20<sup>th</sup>.
  - As part of their photobooth they would like to offer pictures with Santa.
  - Brooked Events would like to borrow the Santa suit from the SFSS for their event.
  - There is no current process for lending out supplies and a waiver would potentially need to be drafted up.
  - Tatum has confirmed that the group is willing to pay a deposit for borrowing the suit.

## 10. ANNOUNCEMENTS

- Spring semester meeting time
  - Send in course schedules to Deepak.
  - Confirmed Day will be announced this week.
- Reconnect
  - The colouring project was very successful for the Burnaby campus on November 17th.
  - Outreach will start again in the new year
- PADS
  - More events this week.

- Suggestion to do outreach?
- 11-1 tomorrow in Burnaby.
- Erwin has volunteered to help out.
- Next Meeting
  - There will be another meeting before the year ends. Please check your emails for the confirmed date and time.

## **10. ADJOURNMENT**

Adjournment – at *11:12*

# **SFSS New Year's Welcome Back Pub Night**

**Thursday Jan 7th, 2016**

**Presented by: Shipra Sharma**

## **Goals:**

- Promote SFSS Pub nights
- Engage membership through advertising and execution of the plan
- Great way for community building in the beginning of year

## **Target Audience**

- Students over the age of 19
- Students that often look forward to SFSS Pub Nights

## **Plan:**

The objective is to create a fun environment for students to enjoy the New Year period.

- Kickstart Spring 2016 semester
- Execute marketing plan for promotions
- Ticket sales and posters to spread the word
- Ticket price will be \$5 as it is about welcoming students from the winter break.
- Price is kept at an affordable range for everyone

## **Stakeholder and Metrics:**

- Our membership are the stakeholders.
- Regarding the metrics, it'll be measured based on the number of tickets sold for the event.
- Sales will be used as a measurable.

## **Overview:**

The SFSS Pub nights takes place on a regular basis. This is a great time to host a New Year's Pub night which welcomes students to kick-start their new semester. The event will take place from 8:30 pm to 1:00 am in the Highland Pub. Below is the timeline that'll explain the execution of the event.

## **Timeline:**

- Tue Dec 1st Present to EPCOM
- Wed Dec 2nd Artists confirmed
- Thu Dec 3<sup>rd</sup> FB event created
- Fri Dec 4<sup>th</sup> Tickets and Posters ready
- Jan 3<sup>rd</sup> Volunteers secured
- Jan 7<sup>th</sup> Main event

## **Marketing, Volunteers and Production**

The marketing plan will be the regular one where tickets will be available at the general office. Posters will be put on campus and tabling in AQ and residence. There will be about 6-10 volunteers from board, epcom or membership. The estimated budget for this would be approximately \$350, this includes speakers, lights and DJ booth to create a fun-filled atmosphere.



**Budget:**

**Costs**

<b>Item</b>	<b>Cost</b>
Artists	\$150
Production	\$350
Security	\$400
Miscellaneous	\$100
<b>Total</b>	<b>\$1000</b>

**Revenue**

<b>Item</b>	<b>Revenue</b>
\$5 x 220 (Qty.)	\$1100
<b>Total Revenue</b>	<b>\$1100</b>

**Revenue:** Estimated attendance 220

**Net Profit:** \$100



# [SFSS Pancake Breakfast Proposal]

Presented by: Hangu Kim

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# Executive Summary

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The purpose of today’s meeting is to present a proposal for the “SFSS Pancake Breakfast” hosted by the Simon Fraser Student Society (SFSS). The purpose of this event is engage with our membership and help spread awareness of the mental issues faced by students during the holiday seasons.

## Objectives

The reason for this initiative is to continue to promote the SFSS branding by showing appreciation to our membership with a non-ticketed event. This initiative will be used to spread awareness of mental health issues to students with its partnerships within the SFU community. We will be partnering with other members/stakeholders of the university to collaborate to put on this event. We also will be setting up a donations table which will be used to collect canned goods that will be donated to local food banks. This initiative will focus on engaging as many students as possible through the distribution of pancakes and coffee in the central hub of campus.

## Mission Statement

To host an event that supports and spreads awareness of the mental health issues faced by students during the holiday seasons.

# Description of Event

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This event will be used to kick off finals season through celebration and community engagement. We will be using the entire venue of Convocation mall for the event. This event will serve as an opportunity for the SFSS to engage with more students and garner support for future events. We are also adding a charity aspect to the event and collecting canned goods which will be donated to local food drives in the community. The event will also be used to address and spread the awareness of mental health issues and the depression faced by students during the holiday seasons.

## Location

Simon Fraser University Burnaby Campus in Convocation Mall. 8888 University Drive, V5A 1S6. The primary reason for choosing this location was because of its low costs and because the location is at the heart of campus, where there is the most traffic of students.

## Hours of Pancake Breakfast

The event will be taking place at 9:00am-12:00pm. The choice of this time is based on how the event is a pancake breakfast and that we will be serving breakfast food.

## Products and Services

We will be serving pancakes, bananas and coffee to our membership. It will also give the opportunity to outreach and show face of the SFSS with our Board Members, Staff and other stakeholders who are involved. We will have 5 grills that will be used to cook the pancakes. We will have 17 tables used for students to eat on, the preparation of food, and outreach to promote our sponsors and ourselves. We will have volunteers from

the Events and Promotions Committee, Board Members, SFSS Staff and general volunteers who will help with various tasks. We will also have table for coffee and music playing in the background from our speakers.

## **Stakeholders**

The event will be partnering with multiple groups within the SFU community that will support the event through funding, volunteers and in-kind donations. These stakeholders include the Graduate Student Society, Nester's Market, Spirit Bear Coffee, Hi FIVE and SFU's Document Solutions. All these stakeholders are important players in supporting community our event. They have proven their dedication with their previous involvements in events hosted by our membership.

- The Graduate Student Society will be providing \$300 in support
- Nester's will be covering a portion of the food and utensil costs around \$500
- Spirit Bear Coffee will be providing in-kind support with coffee
- Hi Five will be supporting the event with volunteers and spreading awareness of mental health issues
- SFU Document Solutions will be covering the facilities and AV costs at \$540
- The most important stakeholder, the students.

## **Management/Team**

The event will be lead by Hangu Kim, Curtis Pooghkay and Larissa Chen. The team will be focused on securing sponsors, the vendors, the location and engaging the students to come to the event. We will work with our volunteers and sponsors before and on the day of the event and make sure that the logistics are set a week prior to the Pancake Breakfast.

## **Target Audience**

The event will be targeted towards undergraduate and graduate students at Simon Fraser University. This event will also be focused on spreading awareness about mental health issues faced by students, which is the main reason for collaboration with Hi FIVE. We hope to target and serve around 500 students.

## **Marketing**

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The marketing plan will be executed by Larissa Chen and will be primarily focused on creating online posts that generate engagement and interest in the event.

## **Market Analysis/Strategy**

The marketing plan will be focused on engaging students through online social media. The posters and posts will be made and distributed through our social media sites, including Facebook and Twitter. We will create posts on Facebook page that speak about our event and its attachment to spreading mental health issues faced by students.

## **Appendices:**

### **Budget**



**Simon Fraser Student Society's  
Pancake Breakfast**

**Budget (Expenses for Rentals) for the proposed date of December 7th, 2015**

<b>Production Expenditures</b>	<b>Quantity</b>	<b>Budget</b>	<b>Budget Remaining</b>
TANK: 20LB PROPANE TANK, FILLED	5	\$30	\$150
HOOD AND BLACK BAG	4	\$0	\$0
TANK: 20LB PROPANE TANK, FILLED	4	\$30	\$120
GRILL- 2'X3', BIG JOHN	5	\$80	\$402
HEATER Zubri Patio 40, 000 BTU (50% non refundable deposit due at registration)	4	\$72	\$289
Delivery/ Pickup Burnaby	1	\$80	\$80
Delivery/ Pickup Burnaby	1	\$50	\$50
Sales Charge + Taxes (PST and GST)			\$400
Discount (15% not including delivery and sales)			<b>-\$150</b>
<b>Total Production Expenditures</b>			<b>\$1,341</b>

**Simon Fraser Student Society's  
Pancake Breakfast**

**Budget (Expenses for Facilities) for the proposed date of December 7th, 2015**

<b>Equipment</b>	<b>Quantity</b>	<b>Cost Per unit</b>	<b>Subtotal</b>
Table, rolling board, easel or whiteboard (1-5 items)	5	\$30	\$150
Table, rolling board, easel or whiteboard (over 5 items)	17	\$15	\$255
Power connection (1st)	1	\$60	\$60
AV (speakers)	1	\$75	\$75
<b>Total Facilities Expenditure</b>			<b>\$540</b>

**Simon Fraser Student Society's  
Pancake Breakfast**

**Total Budget (Expenses and Revenues) for the proposed date of December 7th, 2015**

<b>Expenses</b>	
Rental Units	\$1,341
Facilities	\$540
Miscellaneous (plastic cutlery, decorations, promotional material, etc)	\$200
<b>Total Expenses</b>	<b>\$2,081</b>

**Revenue**

Events and Promotions Committee (used for rental units and miscellaneous)	\$620
Advocacy Committee (used for rental units and miscellaneous)	\$620
Simon Fraser University Document Solutions (covering facilities)	\$540
Graduate Student Society	\$300
<b>Total Revenue</b>	<b>\$2,080</b>