

Call to Order – 4:04 pm July 9<sup>nd</sup>, 2014 | MBC 2292

## 1. Roll Call of Attendance

### Committee Composition

Vice President Student Life (MSO *pro tem*) (*chair*) ..... Kayode Fatoba  
Board of Directors Member ..... Shadnam Khan  
Board of Directors Member ..... Rebecca Langmead  
Councilor ..... Michelle Baillet  
Student At-Large ..... Stephanie Munez  
Student At-Large ..... Kevin Kumar  
Student At-Large ..... Lukas Grajauskas  
Student At-Large ..... Baqar Hassan

### Society Staff

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

### Guests

Sciences Representative ..... Deepak Sharma  
Member ..... Arjan Mundy  
Member ..... Charles Turo

### Regrets

Board of Directors Member ..... Katie Bell  
Board of Directors Member ..... Jeremy Pearce

### Absence

Councilor ..... Bianca Ng

## 2. Adoption of the Agenda

### MOTION ECOM 2014-07-09:01

Langmead

*Be it resolved that* the agenda as presented.

**CARRIED**

## 3. Ratification of Regrets

### MOTION ECOM 2014-07-09:02

Hassan

*Be it resolved to* ratify regrets from:

Board of Directors Member ..... Katie Bell

Board of Directors Member ..... Jeremy Pearce

Bell had employment conflicts, and Pearce had scheduled vacation. There were concerns of Councilor Ng missing a number of meetings, despite their previous regular attendance in the past year. Councillor Baillet and the Chair would follow up on the matter

**CARRIED**

## 4. Matters Arising from the Minutes

### MOTION ECOM 2014-07-09:03

Munez

*Be it resolved to approve the minutes of 2014-07-02*

**CARRIED**

**5. Updates**

**a. World Cup Madness Pub Night**

Volunteers were to meet at the SFSS Board Office at 7:30pm. The main task for the evening would be setup and manning ticket booth at the entrance.

Ticket sales figures were not yet available. Marketing efforts for the event were not as intense as possible. It was requested that individuals pull their individual networks to support the event as members of the Events and Promotions Committee.

**6. Unfinished Business**

**a. Residence Orientation Dance Collaboration**

**MOTION ECOM 2014-07-09:04**

Munez

*Be it resolved to contribute \$500 from 817/20 Events - Committee to put towards tech rentals (Galactic) and swag for the Residence Orientation Dance.*

Galactic provided delivery setup and takedown and was recommended by Student At-Large Hassan.

**CARRIED**

Residence Life met with SFU Meeting, Event, and Conference Services. Overtime-cleaning costs were necessary as the event was occurring during a long weekend, thus MECS recommended a smaller scale event that was limited to Residence Orientation participants. However, Events and Promotions Committee approved the motion based upon the dance being open to the SFSS membership who did not live on Residence, as well as those who did.

**Action item:** Munez was tasked to speak to Residence Life to determine whether the event would continued to be available to the SFSS membership.

**MOTION ECOM 2014-07-09:04**

Hassan

*Be it resolved to reconsider MOTION ECOM 2014-07-09:04*

**MOTION RECONSIDERED**

**POSPONED TO NEXT ECOM**

Khan

**b. Committee Composition Document**

There was a desire to heavily structure the committee in order to allow for greater efficiency, particularly as Events and Promotions Committee was the event planning and execution arm of the entire SFSS.

The working group may choose to select internally for various responsibilities, but the primary responsibilities would fall on the person whose position encompassed certain event tasks. However, a significant number of committee members expressed a desire to ensure that all members had the opportunity to develop experience in all areas. It was necessary provide flexibility for members in certain areas to take on events that they are passionate in, while allowing others who did not prefer certain types of events to step back. Structure was desired by the community, but with some leeway for change and development of experience. It may be possible to structure positions within certain categories of events, such as pub nights, BBQs etc. particularly in consideration of members who may not be of age.

The Committee was reminded that ECOM was a learning opportunity for individuals to bring experience back to clubs and student unions.

**Action item:** Vice President Student Life would refine the document in consultation with staff and departments, in view of the issues.

**c. General Office Orientation Q&A**

**POSTPONED TO NEXT ECOM**

**7. Discussion**

**8. Attachments**

EventsCommitteexkedit070714.docx.pdf

**9. Adjournment 4:33pm**

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DC /CUPE 3338

# Events and Promotions

## Committee

Welcome Package

2014/2015

By: Kayode Fatoba

## Introduction

Welcome to the Events and Promotions committee(ECOM), for those who do not know much about the events committee, I've provided this small document to help us navigate our way through the year. In connecting with the previous MSO to get an understanding of how ECOM had been coordinated in the past, my hopes is to keep the same routines, but have things run a tad bit differently. With your help of course.

## Terms of Reference

- Develop and coordinate events on behalf of the Board of Directors
- Develop and coordinate the promotional materials and promotional campaigns of the Society and its services
- Develop and coordinate Board events in the Highland Pub and promotions of the SFSS Food and Beverage Services
- The Committee may strike working groups to aid in the organization of any events and promotions.
- Upon request the Committee may assist Clubs, DSUs and constituency groups in the planning of events.
- Prepare the annual budget for events of the Board of Directors for consideration by the Finance and Administrative Services Committee

# Composition.

One thing I'd like to add to this committee is composition. What that means is that while we are all working towards specific agenda items, I am looking for individuals to take on certain responsibilities. These responsibilities will allow us to provide the best service to our membership and have the right products on the shelf. Our goal is to micromanage on behalf of the board and do our best to make sure we are able to serve the membership to the best of our ability.

- **Volunteer Officer** - Works with VP Student Life to compile a mailing list of individuals interested in getting involved in any initiatives of ECOM. Maintains Google spreadsheet and keeps it up to date for contacting volunteers about potential volunteering opportunities. This can range from ECOM organized events, to other committees (Who approach ECOM). This position will coordinate tabling of the AQ with VP Student Life periodically at specific locations of the school. This position would schedule the tabling times for individuals volunteer at this table and work with the VP Student Life to develop Volunteer Appreciation lists for recognition. (Volunteers would currently only be limited to events by ECOM and Board, a recommendation could be brought to board for the position )

I think that your proposal points very strongly to the need of the organization to develop a volunteer strategy. We could as previously discussed draw on the experience of the Women's Centre and Out on Campus. Given the number of times this has come up I would recommend that the Board identify this as a priority.

**Promotions Officer** - Responsible for working with ECOM to make sure events are marketed online. Develops an email list of contacts within the

community to make sure events are sent to the appropriate channels to help with promotions. Gets members to hype of Social Media, Sends messages to clubs and DSU for deals and promotions for the event. Works with Clubs and student unions to make sure they are using the events calendar and or develops ideas on how to increase marketing opportunity through collaboration with clubs and student union that have strong online presence like the Marketing Club, Social Media Club et.c. Posters the halls and recruits team responsible for having for postering.

- **Events/Logistics Coach - While** the (3e) of the terms of reference states that “Upon request, the committee may assist Clubs, DSU’s and constituency groups in the planning of events”. This position will be responsible for working with the VP Student Life to give his/her expertise to assist the General Office. This could be small things like getting sponsorship from places like Nesters, Insurance, budgeting, and much more. This position of ECOM deals with logistics and risk management, location surveillance and mapping e.t.c
- **Finance officer** - As we have numerous events and transaction, this position will work with VP Student Life(Executive Officer responsible to report to the Treasurer on the Events Committee budget) to make sure our budget is always up to date and communicated to the committee. Works with team on issues of budgeting and edits. Provides fiscal advice to keep the committee up to date on our financial overview.
- **Sponsorship Researcher** - The goal of this position is to advance the amount of sponsorship opportunities available to the SFSS as well as clubs and DSUs. Sponsorship is not often very specific, you usually have to tailor your packages to the type of events, activities, or initiatives being developed. Having a list of industries, contacts, and networks in line with the SFSS would help us increase the amount of sponsorship outreach we are able to generate, both for large scale initiatives as well as for clubs who come to us for sponsorship opportunities. This individual will work

with VP Student Life to grow this list as a resource for the events committee or any other individuals interested in gaining access to sponsors for their event.

- *Lets say this position researches tech companies in vancouver that are able to sponsor or avidly sponsors, this list can be provided to a club like "Vex-Robotics" who are getting media coverage but need assistance in gaining sponsorship for their outstanding club performance.*

- 1) I agree that we need to do some work on securing sponsorships, and perhaps amending the corporate affiliations policy that we have been working with.
- 2) We need to keep in mind the University's advertising policies and how they might affect our ability to advertise outside of SFSS spaces especially as relates to alcohol sponsors.

- **Decorations Officer** - Often times working groups are made for numerous events and within these working groups you start to look for individuals to take on specific positions. Having a decorations coordinator could potentially give the opportunity to work with logistics and purchase items needed to make the event "look and feel" like a professional SFSS event. This individual would schedule location visits as well as provide quotes to the team regarding the exact needs for budgeting and approval. They would work with VP Student Life as well as assist other groups wanting SFSS sponsorship and help for their events. This individual would be interested in decorations, interior design e.t.c. A lot of creativity help others as "experts" and help in decorating their event or ours at a great and cost effective fashion.

- 1) I agree that we need a concerted effort to locate, inventory and store decorations. Some discussion with Food and Bev and the General Office on finding suitable storage would be a good first start.

- **Tradition Outreach Researcher** - Rather than clubs having to come to the General Office and reapplying for grants annually or semi-annually, this position will research events that happen at SFU that could be part of our tradition. This position will work with the VP Student Life to make sure that the GO is able to advance the development of these events easily with added involvement from SFSS towards its development. The purpose of this position is to be affiliated with these group so that we can assist them and increase their profile through whatever support we can offer. Numerous events happen that could get more notoriety, help us market our presence to the community and connect us with a greater number of our membership. The problem is that there's currently no streamline process to magnify these events. This position would allow the SFSS to move from being "Sponsors" for example under the (AP-12 - 7A), to prominent partners.

#### 7. Recognition of Society Sponsorship

a. All club publications and/or promotional materials must include the phrase "sponsored by the Simon Fraser Student Society" in a prominent location

1) I like this idea as well, however I think that we have a huge source of data within the General Office and the Organizing office already such that we could create a document on the types and sizes of events, and repeat events. I would recommend sitting down with GO and SURO staff and seeing if they can collate the information.

2) Keeping in mind that the Events cttes role is to host events on behalf of the Board of Directors not clubs and dsus, that's the Organizing and General Office's role.