

1. CALL TO ORDER

Call to Order by the Chair – 10:35 am

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): Curtis Pooghkay
2. Interim President & VP Student Services Larissa Chen
3. Board of Directors Member Mudi Bwakura
4. Board of Directors Member Blossom Malhan
5. Board of Directors Member Pritesh Pachchigar
6. Board of Directors Member Vacant
7. Student At-Large Simryn Atwal
8. Student At-Large Nina Savkovic
9. Student At-Large Vacant
10. Student At-Large Drake Henry
11. Student At-Large Kevin Kumar
12. Student At-Large Panteya Niazi

3.2 SOCIETY STAFF

13. Student Union Organiser Antonio Daling
14. Administrative Assistant..... Mandeep Aujla
15. Administrative Supervisor..... Karen Atara

3.3 REGRETS

16. Student at-large..... Nina Savkovic

3.4 Absents

17. Student at-large..... Kevin Kumar

3.5 GUESTS

4. ADOPTION OF THE AGENDA

MOTION EVENTS 2016-07-04:01

Mudi/Blossom

Be it resolved to adopt the agenda as amended to remove 'Fall kickoff week' from Discussions.

CARRIED AS AMENDED

5. RATIFICATION OF REGRETS

MOTION EVENTS 2016-07-04:02

Mudi/Blossom

Be it resolved to ratify regrets from Nina Savkovic.

CARRIED

MOTION EVENTS 2016-07-04:03

Mudi/Blossom

Be it further resolved to ratify regrets from Kevin Kumar.

Discussion:

- Kevin sent in his regrets to the chair at 7:30 am that morning.

NOT CARRIED

6. MATTERS ARISING FROM THE MINUTES

MOTION EVENTS 2016-07-04:04

Mudi/Pritesh

Be it resolved to receive and file the following minutes:

EventsCommittee2016-06-13

Discussion:

- Friendly amendment: To add Panteya's name on the minutes.

CARRIED

** Drake arrived at 10:42 am

7. NEW BUSINESS

MOTION EVENTS 2016-07-04:05

Mudi/Blossom

Be it resolved to approve up to \$1200 for the summer semester pub.

Discussion:

- This event was discussed two weeks ago at the Events Committee meeting; Curtis further discussed it with Jon to see if it feasible and it was decided that the event could be done.
- Since the pub hasn't operated all summer, John will have to bring in temporary staff for the event.
- Logistics of the event will be as follows:

- Free of cost, no coat check, and no stamping (attendees can go in and out as they desire with valid I.D.).
- The Event will run from approximately 6 pm to 9 pm, food will be provided by SFSS catering services, and there will be a beach theme, as there is remaining equipment existing for that from last year.
- There has been \$500.00 validated for roughly 3 security guards.
- Based on last year's event of a similar format, there is expected to be approximately 300 attendees.
- In terms of entertainment, the committee can discuss hiring a DJ, and setting up some lights.
- Timeline for the event: Today the proposal will be drafted, Thursday July 7th the Committee will put forth a formal motion at the Board meeting, Friday July 8th the event planning will begin (all the information is in the attachment).
- Mudi volunteered himself to take on the role of project lead (formal motion to be put forward at the next Board meeting).
- Friendly amendment: *Be it further resolved to appoint Mudi Bwakura as project lead.*

CARRIED AS AMENDED

8. DISCUSSION

- Fall Kick-off Concert
 - Finalizing a production company for the concert is underway; there will be a final decision on Friday July 8th, until which no further planning for this concert can be done.
 - There is a deadline for the production companies to put forth their proposals, and the committee chair is expecting about three proposals to choose from.
 - The roles of the concert volunteers are as follows:
 - Director of Marketing: Mudi Bwakura.
 - Director of Sponsorship: Paul Hans.
 - Finance: Pritesh Pachchigar.
 - Production: Drake Henry with Mudi Bwakura as support.
 - HR: Blossom Malhan and Mudi Bwakura.
 - Managing director [in support of Curtis]: Kevin Kumar.
 - Note: Every role on the directorial level has been filled.
 - Note: It has been decided that there is no conflict of interest for Kevin Kumar to act as the managing director; Curtis had a meeting with him to clarify what his relationship with Blueprint Productions is, in the event that it is chosen as the production company.
- ~~Fall Kick off week~~
- ~~Summer Pub Night~~

- Speaker Expenditure
 - Due to the committee's past issues with obtaining speakers for events, it has been advised that there be an expenditure in place for speakers.
 - The cost for two speakers with good stands is approximately \$960.00 for each (total of roughly \$2,000).
 - At the next Events Committee meeting, the chair will provide more details regarding the speakers.
 - It was noted that buying speakers is more cost effective over renting speakers, as delivery charges in the past have been costly.
 - Roughly paid 54 cents per km over a 40km trip, totalling \$20.00 on delivery charges.
 - Due to this expenditure coming out of the Events Committee line item, the Events Committee will have first priority over the usage of the speakers.
 - **[Action item] Curtis:** Will follow up with Marc regarding where the speakers will be stored.

- Fall Kick-off after Party
 - This event is typically done through EPCOM, mainly with EPCOM handling the logistical portion of it.
 - This year it is suggested that the after party be handled in a concert perspective as last year it was managed by EPCOM and concert volunteers collectively, which led to confusion.
 - There were some issues last year with artist management, therefore for this year the chair believes clearer procedures around this matter are necessary.
 - The after party drink tickets will already be accounted for this year.
 - After some discussion, the committee agreed that the after party would be handled by EPCOM and planned through this committee.
 - Curtis will be sending out a schedule of the events to the committee once finalized.

9. ANNOUNCEMENTS

- There will be no EPCOM meeting for two weeks & Curtis will be away for 11 days.

10. ATTACHMENTS

- Throwback Thursday-2000s Pub Night Proposal.pdf

11. ADJOURNMENT

Adjournment – 11:16 am

#ThrowbackThursday: 2000s Pub Night

March 24, 2016

To: Events and Promotions Committee

From: Melissa Lee, Nina Savkovic, and Hangu Kim

Re: Throwback 2000s Night with good music and even better friends!

This is a proposal for the “#ThrowbackThursday: 2000s Pub Night” by the Events and Promotions Committee (EPCOM) of Simon Fraser Student Society (SFSS). The purpose of this event is to throw it back to the 2000s with the biggest hits of the decade. The theme should have a wide appeal, as students enjoy feeling nostalgic about their childhood and teenage years.

The event will be taking place at the **SFSS 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. The event will include 2000s music, decorations, and DJs who will be spinning all the old tunes. The proposed date of the event is **Thursday, March 24th, 2016** from **9:00pm-1:00am**.

The event lead for this event will be Melissa Lee, and supported by Nina Savkovic and Hangu Kim.

Promotions will include creating a Facebook event page and posters to promote all around campus, as well as advertising through our social media channels and tabling.

This event will serve as an opportunity for the SFSS to engage with more students and garner support for future events. It is a theme that the Events and Promotions Committee has not explored before. March 24th could be an ideal date to encourage attendance, as it is a Thursday night before the March long weekend, and hopefully will build off the momentum of the consistent pub nights occurring during the month of March.

Budget

The projected expenditure is **\$1,600**.

Based on a projected attendance of **350** attendees, the projected revenue is **\$2,800**.

Please refer to attached budget for a detailed budget breakdown.

Tickets

In order to keep it affordable for students and encourage attendance, 150 early bird tickets will be sold at **\$5** each.

For the next tier, 175 tickets will be sold at **\$10**.

25 (this quantity is subject to pub capacity) tickets will be sold at the door for **\$12**. The projection of 350 attendees allows for more door tickets to be sold if there is a demand.

Metrics

Number of tickets sold

Number of people in the pub

Promotions

Posters and tickets will be designed to reflect a 2000s theme.

A Facebook event page will be created by the SFSS and promoted through our various social media channels (Facebook, Twitter, and our recently created Instagram).

Social media posts will engage students through posts about 2000s music, movies, TV shows, celebrities, fashion, technology, and other trends.

A social media contest could also be an effective way to engage students and gain traction for the event, given that the event name, #ThrowbackThursday, is a popular social media hashtag. Students can post photos of their memories or things that make them nostalgic about the decade of the 2000s, using the hashtag #SFSSThrowbackThursday, on Facebook, Twitter, or Instagram, and the chosen winner +1 can receive free entry to the pub night.

Tabling around campus could reach students that may not be otherwise engaged with the SFSS and encourage students to buy tickets, with favourite music from the 2000s playing to draw students in. Ticket sellers are another avenue that could potentially be utilized to make buying tickets more accessible.

Production

Artists will be four local SFU DJs, who will be playing memorable songs from the 2000s that students will recognize and be able to sing and dance along to. Production will include renting the necessary equipment. This is to ensure that the costs will be minimal, given that the focus of the night is on the 2000s theme. Decorations will be important for creating a nostalgic 2000s-themed environment.

Other

A photographer and a 2000s-themed drink special will be looked into, as they would be valuable additions to the night.

A volunteer sign-up form will be sent out a week in advance to ensure that there will be enough front-of-house help on the night of. A follow-up email will be sent the day before the pub night with a volunteer schedule and important information.

Timeline

March 9	Event proposal to EPCOM Submit Communications Work Order Pub booking and security form
March 10	Finalize artists Book production equipment
March 14	Facebook event page and graphics complete Posters and tickets printed
March 15	Begin selling tickets

	Start social media contest
March 15 - 24	Tabling
	Social media posts
March 18	Volunteer sign-up
March 21	Finalize decorations
March 22	Announce social media contest winner
March 23	Follow-up volunteer email
	Pick up production equipment
March 24	EVENT DATE

Simon Fraser Student Society (Events and Promotions Committee)

2000s Night

Expenses for March 24, 2016

Production Expenditures	Description	Budget	Budget Remaining
Decorations	Decorations will be for the 2000s theme	\$100	\$100
Promotions	Promotions costs will cover the poster and ticket costs of the event	\$100	\$100
Entertainment	Entertainment will include 4 DJ's who will be spinning 2000s music	\$250	\$250
Security	Security	\$700	\$700
Production	Including rentals of music equipment, speakers, etc	\$250	\$250
Photographer	Photos for the pub night	\$100	\$100
Miscellaneous	Costs for miscellaneous expenses that may come up	\$100	\$100
Total Expenditures		\$1,600	\$1,600

Simon Fraser Student Society (Events and Promotions Committee)

2000s Night

Revenue for March 24, 2016

Revenue	Quantity	Price	Total
Early Bird	150	\$5	\$750
Regular	175	\$10	\$1,750
Door	25	\$12	\$300
Total	350		\$2,800