

1. CALL TO ORDER

Call to Order – 12:30 PM

2. TERRITORIAL ACKNOWLEDGMENT

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

VP Student Life (<i>Chair</i>)	Tawanda Masawi
At-Large Representative	Mohammed Ali (via phone)
Board of Directors Representative	Natasha Birdi
Board of Directors Representative	<i>Vacant</i>
Board of Directors Representative	Jessica Nguyen
Student At-Large	Maneet Aujla
Student At-Large	Hattie Luo
Student At-Large	Reza Mardan
Student At-Large	Rayhaan Khan
Student At-Large	Christina Lee
Student At-Large	Graham Campbell

3.2 Society Staff

Administrative Assistant	Zoya Nari
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3.3 Regrets

Student At-Large	Christina Lee
Student At-Large	Graham Campbell

3.4 Guests

VP Student Services	Samer Rihani
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4. RATIFICATIONS OF REGRETS

4.1 MOTION EVENTS 2018-09-20:01

Jessica/Reza

Be it resolved to ratify regrets from Christina Lee and Graham Campbell.

CARRIED

5. ADOPTION OF THE AGENDA

5.1 MOTION EVENTS 2018-09-20:02

Jessica/Reza

Be it resolved to adopt the agenda as presented.

CARRIED

6. MATTERS ARISING FROM THE MINUTES

6.1 MOTION EVENTS 2018-09-20:03

Natasha/Reza

Be it resolved to receive and file the following minutes:

- Events Committee 2018-07-18

CARRIED

7. NEW BUSINESS

7.1 Portside Pub Night Marketing – MOTION EVENTS 2018-09-20:04

Natasha/Rayhaan

Whereas the Board of Directors has approved the agreement between the SFSS and Portside Pub;

Be it resolved to approve up to \$300 from line item 817/20 for marketing expenses for the Portside Pub Night.

CARRIED AS AMENDED

- Friendly amendment: change x to \$300, change “marketing and buses expenses” to “marketing expenses”
- Refer to the attachment

Hattie Luo arrived 12:34 PM

8. DISCUSSION ITEMS

8.1 Portside Pub Night Roles

- Committee members are encouraged to meet with the Chair to go over the event logistics
- Historically, majority of ticket sales are from students on residence
 - However, it is best to hit the hot spots that are open to all students since events are now off-campus
- There are 350 paper tickets with a few hundred soft copy tickets for online sales
- Suggestion:
 - Students who purchase x number of ticket sales to possibly get 1 free ticket
- The pub will be paying for the 2 buses to bring students from on-campus to the Pub
- Coat check will be by donation

8.2 Mental Health Day Proposal from SFU

- Committee to follow-up with the Women’s Centre and Out On Campus on ways the committee can support them for similar running events
- Resources, snacks, and activities are being requested by SFU

8.3 Fan Expo Proposal

- To possibly create an activation in Convocation Mall or West Mall Centre
- Potentially have Marvel based activities
- Committee members are in favour of the proposal

8.4 SFSS Plus and SFSS Nights

- Further brainstorming on this will continue later in the Board term

8.5 SAAC x SFSS Student Engagement Initiatives

- Refer to attachment
- Competitions, sales, etc. are examples to increase engagement between general members and athletics
- To possibly partner with on-campus stores where students can win prizes towards them
- Concern:
 - Sports events are typically promoted at the gym, where only students who go to the gym are aware of the event

Mohammed Ali left the conversation 1:18 PM

8.6 Halloween Ideas

- Suggestions:
 - To hand out candy to individuals who wear costumes on Halloween Day
 - To host an event on Thursday
 - Haunted Houses on campus
 - Partner with SFU for the week of Halloween to offer hot chocolate, activities, etc.
 - Social media competitions
- Committee to create a working group to brainstorm event ideas
- Concern:
 - There is an event occurring the weekend before Halloween which may reduce the number of possible attendees

9. ATTACHMENTS

- FXV 18 - Activation Backgrounder
- SFU and Portside Agreement
- World Mental Health Day @ SFU
- SAAC x SFSS Student Engagement

10. ADJOURNMENT

MOTION EVENTS 2018-09-20:05

Jessica/Hattie

Be it resolved to adjourn the meeting at 1:31 PM.

CARRIED



ACTIVATION BACKGROUNDER

Vancouver University Campuses

DATE | Monday, October 8, 2018, 11:30 a.m. - 1:30 p.m.
Wednesday, October 10, 2018, 11:30 a.m. - 1:30 p.m.

LOCATION | Simon Fraser University // Downtown Campus - 515 W Hastings St. Vancouver BC
Simon Fraser University // Burnaby Campus - 8888 University Dr, Burnaby BC

CONTACT | **FAN EXPO Vancouver**

- Alex Kingcott, Public Relations, alex@shareworthy.ca, 403-554-7368
- Brienne Biblow, Public Relations, brienne@shareworthy.ca, 403-978-8409

CONCEPT | FAN EXPO Street Team will set up a 'FAN EXPO Vancouver Nerd Lounge' on campus in partnership with Simon Fraser Student Society. The Lounge will consist of furniture (couches, chairs), pull up banners, TVs and tables for pre-packaged snacks and drinks. It will encourage students to take a break and relax before, after or between classes. TVs will be airing pre-taped panels with popular media guests hosted at various FAN EXPO's and have old-school video games. FAN EXPO Street Team will be providing general information as well as giving away merch and tickets to students to attend the EXPO.

- Contest: Enter to win the ultimate nerd package to FXV18 by posting a picture of the FAN EXPO Vancouver Nerd Lounge on Instagram & Twitter, tag @fanexpovancouver, use #FXV18, and tag two friends you want to go with. Hourly draws for single-day tickets will also occur.
- Crew team and cosplayers (Stormtroopers, Superman, etc.) distribute SWAG & FXV18 promo cards to pedestrians passing by.

Vancouver FAN EXPO™ is a pop culture convention for fans of comics, sci-fi, horror, anime, cosplay, authors and gaming. The three-day extravaganza is packed with exciting family-friendly activities, programs, attractions and celebrities. This year's highlights include celebrity guest appearances by **Jason Momoa** (Game of Thrones, Aquaman), **Pom Klementieff** (Guardians of the Galaxy), **Ron Pearlman** (Hellboy, Sons of Anarchy), **Kristy Swanson** (Buffy The Vampire Slayer) and more! This year's show takes place at the Vancouver Convention Center, from October 12 - 13, 2018. **For more information:** www.fanexpovancouver.com

SAAC x SFSS Student Engagement Initiatives

Ongoing Engagement Initiatives:

The following initiatives could be used for every home game (or simply the more significant ones), and once they have been put in place will require minimal to moderate effort to maintain.

Sales for Students on Game Days: Sales can be at Nesters (or businesses like Uncle Fatih's or BCL if Nesters falls through) on specific items such as game food, bbq food, snacks. Sale could be 10-20% off when showing student card on game day, right up until the game ends. Could also see if Nesters is willing to sell at least a few items at cost. To make sure students know it's connected with SFU Clan games, sale price tags would have to include Clan logo ("sale courtesy of SFU Clan", or "SFU CLAN Game day special") so that they associate the sale with Clan events.

Goal: Getting students excited about games and encouraging them to have get together with friends before during and after games (community building)

Action:

Bookstore Initiative: Work out an initiative with the bookstore to get students to buy more SFU gear and where it the the game. Students could be rewarded with a voucher to another business, entry for a prize, or a discount on their next purchase if they spend 35\$ or more on SFU apparel on game day (or on select days leading up to game day).

Goal: Getting students to engage in more team spirit and wear SFU gear to games

Action:

SFU Cheer X Athletes Outreach: SFU Cheer and athletes have a table in convo mall, or walk around campus giving candy, doughnuts, treats etc. to students "supporting the Clan" by wearing SFU gear. Students wearing SFU gear on game day could be entirely coincidental, but it could still help create a buzz.

Goal: Get students excited about game day, spread the word, and encourage "team spirit". Chance for athletes to engage with students

Action:

Social Media Initiatives:

The following initiatives could be used for every home game (or simply the more significant ones), and once they have been put in place will require minimal to moderate effort to maintain.

Snapchat Filters: Can use these on game day, and to count down to big games.

- Eg. "Mountain Madness in 3 days, swipe up to learn more"

Goal: Informing students about games, and having a stronger social media presence.

Action:

Photo Backdrop: Create a backdrop for photos that promote Clan events (large Clan poster). Can set up an iPad for students to use, or simply use their own phones.

- *Have a photographer there so we can use some photos for promotional purposes

Goal: Fun activity to used to get a stronger social media presence. Students showing their participating at these events

Action:

Photo with an Athlete: If there are athletes interested, have students find designated athletes at sporting events (the can wear a shirt) and have them post a picture with the athlete and tag SFU Clan, the sports team they are on, and the SFSS, to get entered to win a prize

Goal: Get students interacting with athletes, and having a stronger social media presence.

Action:

****For all social media initiatives above, we can run a contest so that when game day photos are posted, and SFU Clan, the sport team they are attending, and the SFSS are all tagged, they get entered to win a prize****

The following social media initiatives would likely only be used at specific sporting events because of a larger time and cost commitment:

Photo Booth: Can order one in and design a promotional frame.

Goal: Fun activity which could contribute to a stronger social media presence.

Action:

Post Game Day Vlog: Have a student or athlete do a game day vlog, and post it on both SFSS and SFU Clan sites for promotional material and so students can look back and see how fun game days are.

** SFSS wouldn't be able to post until at least a few days after because of employee and union policies.

Goal: A promotional video to show how fun game days are and to encourage more students to come.

Action:

Event Specific Initiatives:

The following initiatives would only be used for games that are projected to have the largest following or attendance. They will require a significant amount of time and resources.

Makes a wish Foundation: Incorporate Make a wish foundation initiatives through Mountain Madness (already on the other mountain madness doc)

Goal: Incorporate Make a Wish Foundation into sporting events.

Action:

Carnival: Incorporate carnival games before sporting events, entry by donation to raise funds for MAWF. Can include activities like "dunk your SFSS Rep or Athlete"

Goal: Have a fun event to draw in a lot of students, opportunity to incorporate fundraiser in a fun way

Action:

Beer Garden: Should be organised on the SFSS end, hosted in conjunction with carnival. Open before game and all the way through if possible, or only reopened at halftime.

Goal: Draw in more students to participate

Action:

Food Trucks: Invite food trucks to come up for before and during the game, hosted near the beer garden and carnival

Goal:

Action:

Businesses w/ freebies: Can invite businesses to have tents near the carnival to give out freebies (think week of welcome booth)

Goal:

Action:

Poster Contest/Station: Have a station for students to make posters, with a prize for students with the best poster.

Goal:

Action:

Downtown Pub Night after the Game: Host a pub night downtown (similar to the upcoming Portside Pub night, if it goes well). Market it as a post game night celebration. Students that attend the game get a bus ride down? Make SFU gear/colours the theme.

Goal: Increase attendance, incentive to stay for the whole game.

Action:

Brainstorming Section

***sales @ Nesters/Uncle Fatih**s, etc. on specific items (think: game food, bbq food, snacks) could give at 10-20% off when showing student card on game day, right up until the game ends or sell select items at cost ("better" for the business than giving out free food and there's still the potential they will buy stuff not on sale)

Talk to Eric Olson

Let's make this a thing for all "big" games

In return:

shops get revenue

Students get discounted food ----> enter a draw "if you spend over x amount" or win a shirt?

Athletes get advertising.

If you spend x amount at the Bookstore (\$35) and wear it to the game? You can get a discount elsewhere

Mountain Madness: Carnival

Get hype on the Make a Wish Foundation through the whole school

Beer garden in carnival: sign making @ beer garden

→ Best sign wins something (custom game shirt)

Donate to be in the carnival: dunk your sfss rep/athlete

Social media related stuff:

- Snapchat filter day of
- Snapchat filter countdown (eg. mountain madness in 3 days, swipe up to learn more)

Day of: photo booth or photo backdrop, post to social media and tag sfss, saac, sfu clan (whatever tags or combination of tags or want) get entered to win exclusive merch or prize

OR take a photo with an athlete (have athletes designated for that) tag them or sfu clan and get entered to win
(could change this to follow and tag x, y, z pages)
OR photo booth with promotional frame (but likely more \$\$,)

Get someone to do a vlog of event because USC's was so entertaining ;) process, do a "flashback" to mountain madness, so that we don't step on CMNS toes.

Live music? could reach out to peak frequency or even student groups that are interested to make event more inclusive.

Have our events (tailgate etc.) at a women's team game and ask women's centre to come out with table or activity

On game day: have sfu cheer team (in costume) and athletes handing out prizes (could be just candy or doughnuts) to people wearing sfu gear on game day and "showing support". (most are probably wearing it as a coincidence but it can potentially still create a buzz)

Have food trucks up near the sports complex and businesses giving out freebies (when businesses like telus give out sunglasses, or water bottles, like we saw in week of welcome)

Post-game:

Pub nights → take advantage of buses already going to portside etc.

Sources, news clips, videos, examples from other universities

<https://www.youtube.com/watch?v=KCT-LNjK6t4>

This agreement is dated for reference August 30th, 2018

BETWEEN

The Portside Pub
7 Alexander Street
Vancouver BC
V6B 1R4

And

Simon Frasier Student Society MBC
2250-8888 University Center
Burnaby BC
V5A 1S6

REPRESENTATIONS AND WARRANTIES

1. The Pub represents and warrants the following:
 - (a) That it has a valid Liquor Licence and any other permits required to hold the Event (whatever the regime is)
 - (b) That it has insurance sufficient to cover any losses or damages that might arise from the event (talk to insurer)

THE PUB'S OBLIGATIONS

2. The Pub agrees that the SFSS, its members and guests will have use of the Pub between 10:00 pm on 27 September 2018 and 1:00 am
3. The pub will provide:
 - (a) The venue of The Portside Pub
 - (b) The sound system and DJ
 - (c) Sufficient staff to serve and host approximately 350 people
 - (d) A food kitchen from 10:00 pm to 11:00pm and bar sales from 10:00 pm to 2:00 am

- (e) Bus to the location
- (f) Drink specials
- (g) Security

SFSS OBLIGATIONS

1. Sell tickets to the event
2. Provide a coat check person or pay a \$300 fee for us to supply one.

GENERAL

This Agreement shall be governed by and construed under the Laws of British Columbia and the provision of this Agreement shall be construed as a whole according to their common meaning and not strictly for or against the SFSS or the Pub.

Should any dispute arise between the parties with respect to any matter pertaining to this Agreement, its terms, its conditions or its implementation, both parties must make every reasonable effort to resolve the dispute. If the parties are not able to resolve any dispute they agree to submit the matter to arbitration under the *Commercial Arbitration Act*, R.S.B.C. 1996, c. 55, and amendments thereto. The decision of the arbitrator shall be final and binding on both parties.

LIABILITY

The Pub shall indemnify, defend and hold the SFSS and SFSS's, directors, agents and employees harmless from any losses, claims, damages or judgments, including legal fees, directly or indirectly resulting from the hosting of the Event, including but not limited to those arising out of any injury or death to any person or persons or damage to any property of any kind whatsoever, unless they are caused by SFSS's negligence or failure to fulfill its obligations under this Agreement.

The Pub and SFSS shall not be responsible for any losses or damages to the other occasioned by delays in the performance or non-performance of any of said party's obligations when caused by Acts of God, strikes, lock-outs, acts of war or any other cause beyond the reasonable control of said party.



Tawanda Masawi <vpstudentlife@sfss.ca>

World Mental Health Day @ SFU

5 messages

msa165 <msa165@sfu.ca>
To: "vpstudentlife@sfss.ca" <vpstudentlife@sfss.ca>
Cc: "vpsservices@sfu.ca" <vpsservices@sfu.ca>

Mon, Sep 17, 2018 at 10:21 AM

Hello Tawanda & Samer,

My name is Monique Sekhon and I am currently working with SFU Health & Counseling Services to organize SFU's 1st World Mental Health Day event on October 10th, 2018.

I am emailing you today as I would like to ask if the SFSS can get involved in this event and support the initiative, and if so, in what capacity would their involvement be.

Our request from the SFSS would be funding in order to provide students with resources, snacks, and activities. This event will also be showcasing mySSP, which is a resource for students that came about in partnership with HCS and the SFSS.

Thank you for taking the time to read this email and we look forward to hearing from you soon.

Sincerely,

Monique Sekhon :)

Past Lead | Student Health Advisory Committee (SHAC)

msa165@sfu.ca

Tawanda Masawi <vpstudentlife@sfss.ca>
To: msa165 <msa165@sfu.ca>
Cc: "vpsservices@sfu.ca" <vpsservices@sfu.ca>

Mon, Sep 17, 2018 at 1:32 PM

Hi Monique,

This is definitely something the SFSS would be interested in can we set up a meeting early this week. My events committee meeting is on Thursday so I would like to present this idea to them.

Best,

[Quoted text hidden]

--

Tawanda Masawi

VP Student Life • Simon Fraser Student Society

Tel. 778-859-8433 • vpstudentlife@sfss.casfss.ca

Mail Delivery Subsystem <mailer-daemon@googlemail.com>
To: vpstudentlife@sfss.ca

Mon, Sep 17, 2018 at 1:32 PM



Address not found

Your message wasn't delivered to vpervices@sfu.ca because the address couldn't be found, or is unable to receive mail.

The response from the remote server was:

550 5.1.1 User Unknown

Final-Recipient: rfc822; vpervices@sfu.ca

Action: failed

Status: 5.1.1

Remote-MTA: dns; proofpoint2.sfu.ca. (142.58.100.84, the server for the domain sfu.ca.)

Diagnostic-Code: smtp; 550 5.1.1 User Unknown

Last-Attempt-Date: Mon, 17 Sep 2018 13:32:27 -0700 (PDT)

----- Forwarded message -----

From: Tawanda Masawi <vpstudentlife@sfss.ca>

To: [msa165 <msa165@sfu.ca>](mailto:msa165@sfu.ca)

Cc: "vpervices@sfu.ca" <vpervices@sfu.ca>

Bcc:

Date: Mon, 17 Sep 2018 13:32:13 -0700

Subject: Re: World Mental Health Day @ SFU

Hi Monique,

This is definety something the SFSS would be interested in can we set up a meeting early this week. My events committee meeting is on Thursday so I would like to present this idea to them.

Best,

On Mon, Sep 17, 2018 at 10:21 [msa165 <msa165@sfu.ca>](mailto:msa165@sfu.ca) wrote:

Hello Tawanda & Samer,

My name is Monique Sekhon and I am currently working with SFU Health & Counseling Services to organize SFU's 1st World Mental Health Day event on October 10th, 2018.

I am emailing you today as I would like to ask if the SFSS can get involved in this event and support the initiative, and if so, in what capacity would their involvement be.

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Thank you for taking the time to read this email and we look forward to hearing from you soon.

Sincerely,

Monique Sekhon :)

Past Lead | Student Health Advisory Committee (SHAC)

msa165@sfu.ca

--

Tawanda Masawi

VP Student Life<span st ----- Message truncated -----

msa165 <msa165@sfu.ca>

To: Tawanda Masawi <vpstudentlife@sfss.ca>

Mon, Sep 17, 2018 at 2:24 PM

Hi Tawanda,

Sounds good, it would have to be a phone call meeting however as I am currently on co-op in Victoria. I am available tomorrow 11:30AM - 12:30PM or 4:00PM - 4:30PM. You can call me at 250-588-9210.

I can also provide you with a general project plan if you would like!

Sincerely,

Monique Sekhon :)

From: Tawanda Masawi <vpstudentlife@sfss.ca>
Sent: Monday, September 17, 2018 1:32:13 PM
To: msa165
Cc: vpsservices@sfu.ca
Subject: Re: World Mental Health Day @ SFU

[Quoted text hidden]

Tawanda Masawi <vpstudentlife@sfss.ca>
To: msa165 <msa165@sfu.ca>

Mon, Sep 17, 2018 at 4:35 PM

Sounds Good 4 - 4:30pm works well for me. If you could send me any more information proposals etc that would be great.

Best,
T

Tawanda Masawi
VP Student Life • Simon Fraser Student Society
Tel. 778-859-8433 • vpstudentlife@sfss.ca



[Quoted text hidden]