

Call to Order – 2:32 pm August 5, 2014 | MBC 2292

1. Roll Call of Attendance

Committee Composition

Vice President Student Life (*chair*) Kayode Fatoba
President (*ex-officio*) Chardaye Bueckert
Board of Directors Member Shadnam Khan
Board of Directors Member Rebecca Langmead
Board of Directors Member Jeremy Pearce
Student At-Large Stephanie Munez
Student At-Large Kevin Kumar
Student At-Large Lukas Grajauskas (*late*)
Student At-Large Baqar Hassan (*late*)

Society Staff

FBS Promotions Coordinator *vacant*
General Office Coordinator Rena Hood-Lundrie
DSU Outreach Worker Katie Mai

Guests

President Chardaye Bueckert

Regrets

Board of Directors Member Katie Bell
Councilor Michelle Baillet

Absent

Councilor Bianca Ng

2. Adoption of the Agenda

MOTION ECOM 2014-08-05:01

Pearce

Be it resolved to adopt the agenda as presented

CARRIED

3. Ratification of Regrets

MOTION ECOM 2014-08-05:02

Pearce

Be it resolved to postpone the ratification of regrets until the August 12th meeting as the Minute Taker is absent and regrets from other committee members may not have been communicated to the committee.

CARRIED

4. Updates

a. Big Fair Involvement

The Events and Promotions Committee has decided not to have a presence at the Big Fair.

b. ECOM Composition Dismissed

The Events and Promotions Committee has decided against continuing with this initiative in the interest of maximizing efficiency.

c. SFU Appreciation Gala

The Student Union Organiser was previously tasked to develop this project. However, it's been communicated that it is a bigger task than he is capable of. It was recommended that a proposal for the event go to the SFSS Board, where it can become a Board event. Current status of the project: proposal is being developed, which will be escalated to Board based on the Student Union Organiser's recommendation.

Grajauskas entered at 2:34pm.

5. Matters Arising from the Minutes

a. Outdoor Movie Night

Hassan entered at 2:36pm.

Budget has yet to be finalized. The Events Committee budget will be used. Suggested to organize an outdoor movie night following Clubs Days, for example the last day of Clubs Days. This would allow the EPCOM to advertise the event during Clubs Days.

Suggested locations include the hill by the field. ResLife was contacted and it was confirmed that the SFSS can borrow their outdoor movie screen. Suggested to sell popcorn and soda pop for \$1 each, which would allow the event to break even. Free popcorn is also an option as the SFSS owns a popcorn machine. Thus, the primary cost would be the licensing fee, which may be higher as it is an outdoor event.

Other suggestions included hosting this event on the pub patio, and looking into getting a special event liquor license.

Action item: Project leads to create a budget and finalize immediate logistics.

b. Events Prioritization Final Draft

Recommendations from the previous Member Services Officer were visited. Current EPCOM tasked to look at previous events and prioritize what this year's committee wants. Last year's events are listed and were voted on by committee members.

It was suggested that last year's events be used as a framework for the committee. As there are currently no project leads for the initiatives, it can be decided later on which ones the committee would like to take on.

Currently, dates are tentatively set on proposed initiatives based on last year. This is a good indication of what the committee can start with.

6. Discussion

a. Sponsorship Campaign

Idea is to develop a general sponsorship proposal package to approach businesses with to benefit our clubs and DSUs. For example, at SFU Surrey, many businesses at Central City give discounts to SFU students. Currently, the Student Union Resource Office is also offering discounted movie tickets for student groups. It would be helpful for the Society to pave the way for our student groups to enhance their sponsorship opportunities.

Another idea is to develop a sponsorship workshop to assist clubs and DSUs in developing their skills in seeking sponsors. Currently working with the Resource Office on this project.

Concern raised around the difficulty in approaching businesses as a Student Society on behalf of our clubs and DSUs because each club has a different mandate and goal. Responded that it would be helpful to approach certain businesses. For example, if the SFSS were to approach a t-shirt printing or equipment rental company, we can seek a sponsorship as a group with 300 clubs and DSUs.

The VP External reminded the committee that if there is something specific that the EPCOM wants to look into regarding sponsorship, they could direct these questions to him as it is in his mandate.

MOTION ECOM 2014-08-05:03

Bueckert

Be it resolved to task the VP External Relations and the VP Student Life to develop a proposal for a consolidated sponsorship package

The package should focus on a few types of businesses, including equipment rentals, t-shirt printing companies, and barbecue materials.

CARRIED

b. Club Days Involvement

Many groups and individuals have approached the EPCOM requesting the committee partner with them in Clubs Days. For example, earlier it was proposed to host an outdoor movie night on the last day of Clubs Days, to be advertised during Clubs Days. The SFSS table would also help promote the Fall Kickoff Concert, offer volunteer opportunities for the different committees, etc.

In the past, the SFSS has occupied one table, the Concert has occupied one table, and the Rotunda groups and Build have occupied the remaining tables. It has always been very valuable for outreach purposes, but the issue was always having people present at the table from 10am to 3pm.

General consensus was to circulate a Doodle poll among committee members if they are interested in helping out at the SFSS Clubs Days table.

Action item: VP Student Life to set up a Doodle poll for Clubs Days availability.

c. Fall KickOff Concert

Discussed how the Events and Promotions Committee can be involved with the Fall Kickoff Concert. The Marketing committee in the Concert Working Group is currently seeking volunteers. If anyone interested, please contact Rebecca Langmead and Kevin Kumar.

One large way in that the EPCOM can be involved is selling tickets. There was a general consensus that the committee is interested in this task. The committee was reminded to respond to Rebecca Langmead's email regarding the Concert ASAP.

7. New Business

a. TEDXSFU Feedback

Discussed the possibility of having the Events and Promotions Committee sponsor TedxSFU. The EPCOM was involved in sponsoring the event last year. If interest around the topic is found, committee member Deepak Sharma can approach the organizing team about presenting at the next EPCOM meeting.

Concern was raised around how sponsoring this event would benefit SFU students, as the location is no longer at SFU Burnaby, but on Granville Island. Responded that the TedxSFU team can speak to this when they present, and the purpose of this discussion item is to gauge interest in having them facilitate a pitch at the next meeting.

Action item: Deepak Sharma tasked to invite the TedxSFU team to speak at the next Events and Promotions Committee Meeting.

b. Promotions

MOTION ECOM 2014-08-05:04

Fatoba/Amended Pearce

Be it resolved to task the VP Student Life to create a schedule with 4 dates in Fall 2014 where the SFSS could book a table in the AQ and use it as a channel to promote SFSS initiatives.

It was suggested that the EPCOM book a table in the AQ for an extended period of time in the interest of having a consistent presence on campus. SFSS initiatives and events can be presented at this table over the year as they come up. If implemented, a volunteer schedule would be created to man the table.

Concern was raised around redundancy when groups can book tables based on their own need. Clarified that the purpose is for the Society to have a regular and consistent presence at tables, for example, at least once a month instead of ad hoc. This avenue can be used for all SFSS projects, including the Concert, Advocacy initiatives, pub nights, etc. In doing this, the SFSS can maximize its output regarding the campaigns, events and services offered.

Concern was raised around whether there are enough tables in the AQ to allow for this. Concluded that that conversation will be revisited at another time.

In moving forward, it was suggested a proposed schedule be drafted for having a table presence.

CARRIED

d. Welcome Back Pub Night

Binesh and Bueckert left at 3:21pm.

Planning a Welcome Back pub night tentatively booked for Thursday, September 4th. Ideas for the event include inviting external DJs, opening the upper deck as a dance floor, and allowing the first 200 attendees free entrance. Some DJs have already been contacted.

Kooner left at 3:22pm.

The benefit of allowing free entrance for the first 200 students includes exposure for the SFSS and bringing in 200 people early on in the night. Next step is to determine how much the EPCOM is willing to lose in order to accommodate 200 free covers.

Action item: Project leads to create a SMART template for the August 12th EPCOM meeting.

8. Adjournment 3:25pm

KM /CUPE 3338