

Call to Order – 2:36 pm November 12, 2014 | MBC 2290

1. Roll Call of Attendance

Committee Composition

Vice President Student Life (*chair*)..... Kayode Fatoba
Board of Directors MemberShadnam Khan
Board of Directors Member Katie Bell
Board of Directors Member Jeremy Pearce
Councilor
Councilor Erwin Kwok
Student At-Large.....
Student At-Large..... Lukas Grajauskas
Student At-Large..... Kevin Kumar
Student At-Large Baqar Hassan (*late*)

Society Staff

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

Absence

Board of Directors Member Rebecca Langmead

2. Adoption of the Agenda

MOTION EPCOM 2014-11-12:01

Pearce/Amended Khan

Be it resolved to adopt the agenda as presented.

Comedy night motion adjusted.

CARRIED AS AMENDED

3. Ratification of Regrets

Student At-Large Grajauskas had indicated to the chair that they were unable to make the meeting time.

MOTION EPCOM 2014-11-12:02

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Be it resolved to ratify regrets from:

Student At-Large..... Lukas Grajauskas

4. Updates

a. Working Groups

Foodsafe

Issues arose with attempt to schedule a foodsafe workshop for the committee as a result of issues outside the control of the Student Union Resource Office, including capacity for training sessions and the availability of training staff from Fraser Health.

Student Union Organiser was awaiting a response from Fraser Health for workshops during the next semester.

The committee may wish to assist with the promotion of the trainings. Student unions and clubs typically have first priority for registration, but future sessions could potentially be open to the general public from the beginning to encourage more registration. The committee would await further details from Councilor Kwok and the Student Union Resource Office.

Business Speaking Competition

7 finalists have occurred. A large number of sponsorship was received and therefore EPCOM funding may not be necessary. However, the success of the events thusfar has been attributed to the support of SFSS social media.

I Moustache You to Dance

Society has provided some social media support to the event. The committee was invited to assist by attending and inviting friends to attend as well, as all proceeds would go to support prostate cancer research through the Canadian Cancer Society.

SFU Got Talent

Logistics volunteer has been reviewing the event proposal. Applications for the organizing team would open to the membership soon, and the first meeting for the working group would occur as of next week.

The Examination

The organizer was working on a SMART template to present to the committee.

b. Welcome Back Pub Night Report

A report was presented to the committee.

c. Halloween Pub Night Report and Document

A report had been circulated to the committee. All funds had been deposited via the Society Finance Office. It was expressed that previous events did not have such detailed reports and the organizers were credited for their thoroughness.

MOTION EPCOM 2014-11-12:03

Pearce

Be it resolved to provide \$1 from each ticket sold by SAAC and UNICEF SFU to the respective groups.

UNICEF sold tickets, and SAAC both sold tickets and assisted with coat check. Incorporating clubs was seen as a positive opportunity to include the community in EPCOM initiatives.

It was requested that followup be conducted with the Finance Office to avoid auditing issues related to ticket revenue.

It was requested that the revenue split be discussed and approved ahead of time in the future in order to avoid the potential of the committee being seen as arbitrarily making decisions on the revenue split with its clubs.

CARRIED

5. New Business

a. Student Life Award

MOTION EPCOM 2014-11-12:03

Pearce

Be it resolved to approve the Student Life award project in principle.

Be it further resolved to recommend to Board for the organization as a whole.

The Student Society already provides certificates of appreciation for many volunteering opportunities. In building on this, a member wished to raise the profile of individuals and groups within the Student Society who have been contributing to community at SFU. Humans of SFU and The Peak were considering partnerships through which they feature the events, alongside organizational social media. The Communications Office have recommended that the organization as a whole adopt such an award programme.

The proposal was to have two awards presented per week. Sponsors would be sought to provide prizes, either internal to the SFSS or external organizations and businesses.

It was requested that the award be provided once per month to avoid workload issues for the committee. However, it may be of interest to the committee to provide the award on an adhoc basis to allow for the recognition of events as they occur.

The criteria for selection and other logistics of providing the award was of interest to the committee members. Further, there was a desire to change the name of the award to make the award applicable to the whole of the organization. There was also concern raised around the provision of awards, which either results in a major cost to the committee or may exhaust the capacity and relationships with sponsoring businesses. However, it may be desirable to bring business into student society services in this manner.

Action Item: The Vice President Student Life would provide a proposal for the award with logistics of the event.

POSTPONED PENDING COMPLETION OF ACTION ITEMS

Bell

Committee members were invited to assist with the matter. It was recommended for the chair to speak with departments in SFU that provide awards and recognition for input. Build SFU had also developed a community builder award in the past and may be a resource to the committee. Council may also wish to contribute to the discussion.

b. Comedy for a Cause 2014

MOTION EPCOM 2014-11-12:04

Khan/Amended Khan

Be it resolved to approve Comedy for a Cause 2014 in principle.

Be it further resolved to appoint Jeremy Pearce as project lead.

The event was something the At-Large Representative was interested in pursuing as a continuing event series. There was concern of Events and Promotions Committee taking over a signature event that used to be run by autonomous clubs (SFU Team Up in this case), which may not be a desirable precedent. However, this issue was not shared amongst the committee, as there was a desire for the event to become an annual affair which could be operated by an

organization with the continual resources to do so (i.e. the student society). Further, while the event was run by SFU Team Up in the past, that would not occur in the coming year.

The event was envisioned to take place at SFU Theatre with 4-5 comedians, with an associated afterparty at the Highland Pub. It was requested that detailed documentation be created to ensure the longterm viability of the event, particularly after At-Large Representative Pearce left the university.

In the initial proposal for charity support, Access Youth Services was suggested as a grassroots organization which supports at-risk youth in the local community. However, there were a large number of on-campus groups who could also benefit from the support of their student society.

Pearce sought for the event to breakeven, and since the project was for charity, it was envisioned that sponsorship would not be difficult to obtain. As the Events and Promotions Committee line item was very healthy, a committee member requested that all ticket revenue being provided to charity. However committee members did not wish for the core funding of the committee to be donated, although profits could be donated as the project manager and the committee saw fit.

It was requested that more substantially set of documentation be provided to the committee for the initiative, to ensure that an even standard being applied in the funding of projects within the organization. It was expressed that greater internal collaboration within the committee was being sought in the planning of events, which could contribute to the documentation process.

CARRIED AS AMENDED

c. Bowling Night Event

Members of the Society have approached the Vice President Student Life and indicated that they wished to see smaller scale events which do not require significant budgetary allocations. These would be run on a biweekly basis.

Questions were raised around the potential provision of refreshments and food for the event, as it may be more prudent for members to purchase their own drinks, particularly for those over the age of 19 who could purchase alcoholic beverages. However, concern was raised around the Society paying for admission, as it may bring ethical issues of covering the cost of an event which may only have participation from members of the EPCOM and their friends. A middle ground with some funding for admission and some for refreshments may be a viable alternative. The procedures for the allocation of such tickets was sought from the organizer in order to avoid any special treatment. The allocation of tickets had been an issue identified within the Welcome Back Pub Night report.

The Social Experience was designed to be smaller scale events and require minimal promotions. However, promotions was still necessary, and the Committee had already committed to supporting the Business Speaking Competition.

There was concern that there was little documentation on the matter. While collaboration was encouraged, there was concern that the Events and Promotions Committee has been funding events with little specificity within documentation of where funding was being used and by whom. There was a desire to avoid issues of the use of student dollars through the committee being in question by the membership.

MOTION EPCOM 2014-11-12:04

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Be it resolved to approve a Bowling Night event for the week of November 21st at 6:00PM.

Be it further resolved to allocate \$200 for the purchase of refreshments and ~~drinks~~ bowling admission for the attendees.

POSTPONED TO NEXT EPCOM

Bell

6. Attachments

Welcome Back Pub Night 2014 report.docx
ComedyforaCause.pdf
EventsCommittee-HalloweenReport2014.pdf
SFSSSocialExperience.pdf
StudentLifeAward.pdf

7. Adjournment 3:42pm

DC /CUPE 3338

Welcome Back Pub Night 2014

Simon Fraser Student Society

Report

Introduction:

Name: Welcome Back Pub Night

Date: September 4th, 2014

Place: SFU Highland Pub

Time: 8:00 pm – 1:00 am

Project Manager: Baqar Hassan (Student at-large SFSS events committee)

The event was a big success with over 500 people in attendance. It was a good event for everyone who was over 19 years of age to come under one roof and kick off his/her school with a pub night. The event was free for the first 200 Students and for Fall Kickoff 2014 ticket holders, \$5 for next 100, \$10 for everyone else. Baqar Hassan was also able to negotiate with the pub manager to get drink specials for the event. The equipment was rented from Galactic entertainment and we made the upper deck of the pub as a dance floor.

Issues raised:

- Managing Tickets
- Entry of students
- Guest list management
- Lack of volunteers
- Handling of money
- Lack of staff in the pub

These were some issues, which came up on the day of the event, but with the help and support from the SFSS events committee members all these issues were mitigated. As the event was during first week of school and was free of cost, we didn't print tickets, the reason being we will count the people coming in and out. The security of the pub were taking the head count and working with the volunteers to let people in. We had a sign up sheet placed on the door so, we can double check the head count with the security.

In regards to entrance of students and guest list, everyone was allowed enter who were above 19 on first come first serve basis. When the pub capacity was full, security stopped the entry of a student. However as there were no ins and outs, when people went out side of the pub, more people were allowed to enter. Fir guest list, it was advertise on the Facebook event page to email, text, Facebook message or any other means of communication to Baqar for the guest list. The guest list essentially just provided one advantage over the normal entrance, which was faster entrance however it did not guarantee entrance as it was first come first serve basis.

We had a lack of volunteers at the end of the event as most of members chose the first two hours at the front door. Anna Dueck helped out as a volunteer for the entire night along with few other people. She was tracking the entrance of people and was collecting and handling money. At the end, SFSS president volunteered to take the money back to her office to keep it safe and then gave it to finance office the following morning.

The biggest issue we faced was the lack of pub staff. Even though Baqar had told the pub manager to expect a full house, there was still lack of staff. Due to this reason, the lower bar wasn't opened and there was a long line at the main bar. People had to wait 20 to 30 mins just to get drink, which increased Baqar's concerns.

Budget:

Total Budget: \$2500

Security: 600 -700 (not sure how much was it exactly as it was all internally handled)

Rentals: 843.03

Artist: \$800

Print: 100

Ticket sales revenue: approximately \$2340

Recommendations:

I would definitely recommend doing it again next year. I would suggest increasing the budget and inviting professional artists to headline the event. The ticket price should be kept at \$5, as pre-sale and \$10 at the door to increase revenues as this event attracts the SFU community automatically being the first event of the semester and during first week so we should capitalised the opportunity.

For future, I would recommend creating a database of all the people coming in with their name and email so that for any future event SFSS throws, they can use that list to advertise their events. Get the volunteers signed up for each hour prior to the event.

Conclusion:

Over all the event was a big success leading up to the Fall kick off concert 2014. We heard only positive feedback around the event but in terms of managing the event, as there is less time to plan and host the event, I would recommend to appoint a project manager with prior event experience.

Student Life Award

Given the vast scope of my portfolio and the interdependence of the student population in helping to achieve this vision towards improving and optimizing student life at our university. I would like to develop a Student Life award, which is a weekly award that features amazing members at large that are doing great things within our community to make it a more exciting place. The project has already received interest from Humans of SFU who have shared sentiments of being able to interview these community leaders, The peak who feature members within their community section also see it as a vital opportunity. Our social media would thus allow to integrate the amazing work that is being done by a number of clubs. This slowly moves and starts promotion towards the SFSS Appreciation Gala, which is an organization wide event with more organization committee around.

I suggest giving out the "award" monthly to give the committee enough time to review the applications and to prevent clogging our social media channels. Also, will staff be involved in this project? If not, it will probably cease to exist on April 30th, 2015. -Stijn

Selection

Selection will be done by the events committee, which will be based on individuals sending a 50 word response with the individual to VP Student Life, who already signs off on the certificates already. Events hear out the nominees and votes, winners are messaged, photographed and promoted on our social media.

Effect

- It makes Clubs and DSU's feel much more appreciated as they are part of the community building process of the SFSS
- It allows more traffic on our social media page and cross markets us with other platforms
- It gives us relevance in providing much more than certificates that are available to everyone in the organization
- It advertises the organization as being complex in it's process of promoting and advocating for the community. It shows that each and every individual is part of the process of advocating for the organization.

- It gives ownership to individuals who are working at a grassroots level on behalf of the organization.

Goal: To promote the diverse range of initiatives our members are taking each day to make the Student Society continue to reach it's diverse and extremely complex membership. **2 Selections Awards / Week**

SFSS Social Experience

Proposed Date: November 2014 to April 2015

Proposed Location: This ranges from ice cream socials Downtown, Bowling nights at a bowling alley, Arcade events, Sushi event and much more.

Proposed Time: Friday/Saturday evenings, this will give students who are looking to go out, to places that aren't club centered and potentially want to explore Vancouver to do that with the SFSS.

Marketing: A Facebook Group created by our communications will be promote these events, it'll be a location there students can see what event is happening on our events calendar, develop a more engaging organization that's doing things and give students who are looking to network an opportunity to do so at wide array of locations.

Expenses*:	\$	Notes
November	\$200	One event
December	\$400	Two events
January	\$400	Two events
February	\$400	Two events
March	\$400	Two events
April	\$400	Two Events
	\$2,000	
Ticket if it applies	>\$5	
Event Type: >2 Weeks planning, Shows attractions in Vancouver, Networking, invites a more social gathering within the community	Facebook Events Page, Community Page Created by SFSS Facebook Page, Open to club use.	

Due to the need from students for the society to have something happening on a regular basis has led to this.

The following report will give a high level overview of the Halloween Pub Night that took place on October 30th, 2014. It will review the proposed budget, sponsorship, organization of the event, scheduling of volunteers, and suggested improvements for future events.

Budget Breakdown

Product	Amount	Budget
DJ's	\$270	\$300
Security (pub)	\$700	\$700
Photography	\$200	\$200
Printing	\$115	\$150
Drink tickets	\$125	\$125
Lighting/Fog Machine*	>\$400	\$100
Miscellaneous		\$500

Overall Budget: \$2500

Amount Spent: Approximately \$1760

*We were unable to rent these items as a result of a mistake made at the rental store. We rented the items well in advance but when we went to go pick them up they had accidentally rented our items out to someone else. We then decided to purchase those items from our budget so that we could keep them and use them for future pub nights. Therefore, the amount that we budgeted for was lower than the amount we actually ended up spending. Due to these circumstances budgeting more than you need is very beneficial.

Sponsorship

Trilogy, who control shops at UniverCity (cornerstone) got in touch with us about possible sponsorship. We gave them 8 tickets in exchange for 4 gift bags with items from various shops at Cornerstone. We then used those gift bags as prizes for ticket buyers.

Tickets and Posters

Tickets and posters were designed by the Communications Office and Printed by the Copy Center. Each ticket had a number which Katie and I used to track them. This was very helpful when counting money and keeping track of ticket sales. Posters were posted by Katie and I approximately 2 weeks before the event.

We gave away under 20 tickets for giveaways:

- Tag 10 friends contest (gets more people invited to the event - Successful)
- Question a day for 3 days on facebook page (Unsuccessful)

SAAC and Unicef Involvement

We teamed up on this event with the Student Athlete Advisory Committee. They were given 100 tickets and in exchange for selling them we allocated \$1 on every ticket they sold to go towards an event called Clan 4 Clan in which they are attempting to improve attendance at varsity games. SAAC also volunteered at the event by helping with coat check and entrance. We also teamed up with Unicef, they were given 50 tickets and in exchange we allocated \$1 on every ticket they sold to go towards charity.

Decorations

- 1 string of pumpkin lights
- 1 string of skeleton lights
- 2 packages of unopened spider webs*
- 2 packages of red and purple streamers*
- Large spider x 2
- Huge bag (garbage bag) of spider webs*
- Skeleton (large)
- Random heads and hanging decorations (at least 5)
- Fog Machine (broken)
- Fog Machine (NEW)
- Liquid Fog x2

* Next years crew should purchase more spiderwebs as they have now been used for 2 years and are unusable. We also suggest purchasing caution tape. Liquid fog was used up on the night of therefore more would need to be purchased in order to run the fog machine.

Guestlist

The following were put on guestlist: board (& +1 which had to have tickets), events committee, volunteers, DJ's.

DJ's

We had connections to great DJ's. We used people that we knew and that were willing to give us discounts. We discovered that you do not necessarily need to spend a large amount to book quality DJ's, as we were able to book quality DJ's and save money doing so. Booking high quality DJ's does not necessarily mean your event will be more successful, people are there to enjoy the night and have fun.

Scheduling

Volunteers were scheduled for an hour each, however, some were late and some could not make it due to last minute emergencies. However, we were still able to have shifts covered because our volunteers were extremely helpful. We asked 3 people who were not apart of the SFSS or SAAC to volunteer for coat check as they had previously done it for Fall Kickoff and did a great job. SAAC gave us 4 hours worth of volunteers for the night.

- Tip for future: talk to one or two people when you are scheduling and see if they are open to helping for more than one hour or able to be on call for the night. This will assure that if someone cannot show up or is late that their shift will be covered. Also, scheduling shorter shifts can be helpful as well.

Tips and Tricks:

- BOTH bars are open
- Cheap decorations from dollar store
- Photographers - Get Photographer for the night (around \$200)
- FB contest and giveaways (10- 30 free tickets if they tag their friends, hidden tickets, first come first serve)
- TV's in the pub should be turned off
- Make sure there are some tickets at the DOOR - Should not sell them all before, keep 30-50 at the door for people and charge more for them (\$15 was a good price)
- Book DJ's way beforehand and make sure they have committed to the event
- Look through the storage room - LOTS of decorations
- Keep the bottom dance floor open so more people go there and there is more space for people to walk upstairs and get drinks
- Make sure fog machine gets turned off after a few minutes when in use or the fire alarm WILL go off.
- Ensure that pub management have enough staff for the event

Conclusion

The event was very successful. This was a result of early planning and frequent communication with the events committee and the pub management. We were fortunate enough to be able to sit down with John on a number of occasions to talk logistics and receive tips and feedback from him. Also, the communications office was extremely open to comments and did everything in their power to ensure that all social media outlets and tickets/posters were completed. **PLAN AHEAD.** :)

COMEDY FOR A CAUSE

Proposed Date: February 25th 2015

Proposed Location: SFU Theatre with after-party at the Highland Pub

Proposed Time: Doors at 1800 - Comedy show begins at 1900 - After-party 2130-2200

Comedy for a Cause aims to foster a sense of community within SFU through a stand-up comedy show on Burnaby Campus' SFU Theatre on February 25th 2015. All proceeds will go towards Access Youth Services while providing a fun and exciting atmosphere for students through laughter and community engagement

Expenses*:	\$	Notes
SFU Theatre Rental / AV	\$700	
Comedians / DJ	\$700	
SFU Highland Pub Rental / Security	\$700	
Advertising / Promotion	\$200	
Miscellaneous		
Total Expenses	\$2300	
Revenues:		
Tier-1 Tickets	\$10	
Tier-2 Tickets	\$15	
Tier-3/Door Tickets	\$20	
Other/Sponsorship		
Total Revenue	2300*	*Breakeven at 230 Tier-1 Tickets

* Expenses are estimated at the high end.

Positions:

Project Manager:

After-Party Manager:

Marketing:

Ticket Sales:

Sponsorship:

All proceeds will be donated to Access Youth Services