

Call to Order – 10:08 am September 8, 2015 | Forum Chambers

1. Territorial Acknowledgement

2. Roll Call of Attendance

Committee Composition

Vice President Student Life (*chair*)..... Deepak Sharma
President (*ex officio*) Enoch Weng (*late*)
Board of Directors Member Larissa Chen
Board of Directors Member Shipra Sharma
Board of Directors Member Hangu Kim
Board of Directors Member Curtis Pooghkay
Councilor Pardeep Barn
Councilor Erwin Kwok
Student At-Large
Student At-Large Kevin Kumar
Student At-Large Stephanie Ly

Society Staff

Communications Coordinator Irma Arkus
FBS Promotions Coordinator *vacant*
General Office Coordinator Lawrence Jones
General Office Coordinator Adrienne Marino
Minute Taker Dion Chong

Guests

TEDxSFU Christina Wong
TEDxSFU Rahul Rajanala
CJSF Chris Yee (*entered late*)

Absent

Student At-Large Ibrahim Hafeez

3. Adoption of the Agenda

MOTION EPCOM 2015-09-08:01

Kwok

Be it resolved to adopt the agenda as presented

The committee was asked to respect the temporal requirements for agenda item submission moving forward.

CARRIED

4. Matters Arising from the Minutes

MOTION EPCOM 2015-09-08:02

Sharma S.

Be it resolved to approve the minutes of 2015-08-25

CARRIED

5. Guest Presentations

a. TEDxSFU

The presenters provided an overview of the TEDxSFU initiative. Three of the twelve speakers were affiliated with SFU, either as faculty, student, or alumni.

In addressing concerns on SFU student outreach, a video was being prepared for presentation in classes, four SFU student marketing ambassadors would be reaching out to students directly (presence on Week of Welcome, marketing on social media etc.), and the team was currently in discussions with various Vancouver-based news outlets.

The presenters expressed flexibility in sponsorship, but indicated that monetary sponsorship was the current priority, given the increased costs associated with the larger venue selected. \$23,000 is the current expenditure, including venue, catering, and filmography. It was expressed that compared to many other TEDx events, the TEDxSFU event was substantially more affordable and geared towards being accessible to many more members of the community. At the previous year's conference, over 130 of 400 participants were from SFU, based exclusively on the count of SFU emails.

The organisers have offered a 10% discount for SFSS Board members. The committee has also offered the SFSS a seat on the advisory board for the next iteration of the event.

Weng entered 10:22am

TEDx is a diverse and global brand and therefore the desire is for there to be diversity in the attendees and to connect SFU students.

In the application process, TEDxSFU would be applying the recommendation of the SFSS in requesting information on SFU metrics.

In the current year, SFU Alumni have already agreed to work with the organisers, and a followup meeting has been set up with the Beedie School of Business.

6. Updates

a. Corona Beach Party

Ticket sales were the priority for the event. At-Large Representative Pooghkay has tickets available for anyone who would like to sell tickets.

At 7pm of the evening event setup would occur, including DJ and lighting setup, decorations etc. Coat checks by donation to charity, stamping of attendees at door, and return of coats at the end of the evening.

While there was insufficient funding for a photobooth, the committee considered bringing in a photographer.

b. Club and Student Union Executive Appreciation Event

The committee was presented with a new version of the proposal. *The proposal is attached below.* Dates have been changed to accommodate student union frosh events, as well as to build off the momentum of Clubs Days.

In review of the budget and the expenditures from the last Meet and Greet event, the committee reduced the cost per day from \$400 to \$300.

A different proportion of students would be attending as a result of the increased activity over the fall semester. Providing information to the most engaged populations would serve to assist in the dissemination of information amongst the student body. Moving forward, the committee may wish to discuss events that may target different populations of the student body.

The project leads were recommended to set up a post-event followup, such as a questionnaire.

A suggestion was made to potentially increase the number of invitations sent out to clubs in case that clubs invited are unable to send representatives. It was raised that attendance is not guaranteed, but the project leads were warned to plan for over 100.

Increased funding was recommended by a member, as student leaders were the foundations of the organization and this was an opportunity to enhance the perceptions of the most engaged members within the SFSS of their home organization.

MOTION EPCOM 2015-09-08:03

Pooghkay

Be it resolved to approve up to an additional \$500 from 817/20 Events—
Committee for the Club and Student Union Executive Meet and Greet, for a
total approval of up to \$900.

CARRIED

c. Fall Kickoff

The poster for the event was presented to the committees. Coordinated launch with Blueprints Events would begin today, with online sales on September 14th.

Fireworks require two to three months approval and therefore would not feature at the Fall Kickoff

d. Pancake Breakfast

The SFSS will be hosting pancake breakfast for Week of Welcome tomorrow.

e. Welcome Day and Week of Welcome

Tomorrow, SFSS would be involved in 50th Anniversary Celebrate and Savour event.

7. New Business

f. Food Truck festival-

Three weeks ago, SFU Dining Services brought up an idea of having 5 food trucks as opposed to 2 on campus. At present, there was a substantial lack of student programming for the 50th anniversary, and therefore the opportunity arose to have the SFSS host the food truck festival. The only requirements of the SFSS would be to set up performers and to promote the initiative.

MOTION EPCOM 2015-09-08:04

Barn

*Be it resolved to approve up to \$50 for audio visual equipment from line item
817/20 for the Food Truck festival that is hosted by SFU Dining Services*

CARRIED

Project managers would be assigned at the end of the meeting if necessary.

g. CJSF Fall Concert

CJSF contacted the SFSS a month ago for assistance in running an event in Convocation Mall. A small 100 person concert with a beer garden was being planned. The SFSS would provide support through booking the venue (free) under the SFSS' name, and connecting with Student Services. The SFSS was not committing to financial assistance at present.

The concert has been arranged such that it would conflict with the SFSS Fall Kickoff.

MOTION EPCOM 2015-09-08:05

Kumar

Be it resolved that Events & Promotion Committee support CJSF radio station in venue booking for their Fall Concert taking place on 2015-10-15.

CARRIED

h. Canadian Blood Services

In the previous year, EPCOM has supported mobile blood donor clinics through room bookings (with specific requirements) and promotions to fill the clinic. While SFU Recreation sponsored the clinics in the past, they have broken the relationship with Canadian Blood Services due to space issues, and the SFSS has been requested to potentially support the initiative. No timeframe has been setup at present.

SFU Surrey also has services out of the Central City blood clinic, and a blood clinic is already set up at Vancouver campus through.

MOTION EPCOM 2015-09-08:06

Kumar

Be it resolved to support Canadian Blood Services in hosting Mobile Clinics at SFU Burnaby through room booking and communications support.

CARRIED

The Committee was informed that the blood donation process is such that donors book their next visit immediately on the day of the visit. As such, if the relationship was not long term, the next visit for SFU students would have to be off campus.

The SFSS would support the next clinic, with a potential of extending the relationship should the relationship be fruitful.

i. Fall Kickoff After Party

Each year, the SFSS hosts an afterparty after each concert. This year, the SFSS would be working with the club Brooked Events, as well as the Fall Kickoff partnering organizations (i.e. Blueprints). These events are hosted at the Highland Pub with DJs and lighting. The project lead was seeking a breakeven event, although there are opportunities to have increased revenue, as the projections were based on the venue being under capacity.

This event was being managed directly by EPCOM this year in order to prioritize the event, particularly given restrictions to ticket sales on the night of the event due to its proximity to the large scale event. In the past, afterparties were not prioritized which resulted in subpar event quality.

Within the Fall Kickoff budget, revenue for an afterparty was already within the Events—Special/Large-Scale line item as opposed the Events—Committee budget. This may cause accounting issues when reviewing the total financial costs associated with the Fall Kickoff initiative as a whole. If necessary, all profit from the event could be shifted to the Events—Special/Large-Scale line item. Funding for the event could be sourced from the Miscellaneous item within the Fall Kickoff budget.

The project lead was not currently engaged in discussions with Blueprints and requested to be looped into discussions.

EPCOM would not allot additional funding for the afterparty. Funding for the event would be sourced directly from the 816/20 Events—Special/Large-Scale line item in order for the event budget to fully reflect the costs of hosting the Fall Kickoff.

MOTION EPCOM 2015-09-08:07

Sharma S.

Whereas EPCOM has shown support for the Corona Beach Party (Pre Fall Kickoff Party)

Be it resolved that Curtis Pooghkay be appointed project lead for the Fall Kickoff After Party (Title subject for change) on September 25th

CARRIED

8. Discussion

TEDxSFU consideration would be shifted until the late September meeting.

MOTION EPCOM 2015-09-08:08

Kumar

Be it resolved to appoint Shipra Sharma as a second project lead to the Student Union and Club Executive Meet and Greet

CARRIED

9. Announcement

Fall kickoff meetings 530 630 Fridays

September 22 SFSS AGM. Members were requested to support the attendance at the event.

Build SFU would be putting forward a motion to move forward the budget.

10. Attachments

11. Adjournment 11:33am

DC /CUPE 3338

SFSS Club Executive Fall Meet & Greet Overview
Last updated: September 7, 2015

Note: FDC = FSU/DSU/Clubs

Overview

This event is the result of many pilot projects held over the Summer 2015 semester and based off the cumulative experiences of these events. These events include the Club Executive Meet & Greet and Club Executive Appreciation Event. For the Summer 2015 Meet & Greet, over 120 club executives attended over 2 days. All events received enthusiastic feedback and response from the attendees, something this project aims to recreate.

Logistics

Proposed Date & Time:

- Tuesday, September 15 4:30PM to 6:30PM
- Thursday, September 17 4:30PM to 6:30PM

Location:

- Forum Chambers *or* MBC Conference Rooms

Targeting Audience

An email invitation will be emailed to the FSU/DSU/Club (FDC) President or main point of contact. Each FDC will be extended 3 invitations for their executive members as to keep numbers manageable. These invitations will be created by the SFSS Communications Department and sent out through the Student Union Office. The content of these invitations includes a greeting, activities summary, importance of attending, logistics (dates/time) and an Eventbrite link, which is essential for tracking attendance. Since the events are taking place during Club Days, Board Members are welcomed to walk around and directly invite them to these events.

Messaging (Proposed Email Invite)

This will be created by the Student Union Office and Communications Office by Tuesday, September 8.

Aims & Objectives

- Create connections amongst the FDC executives
- Facilitate discussion between SFSS Board Members & FDC executives
- Inform FDC executives of SFSS (upcoming events, SFSS support resources, General Office orientation, etc.)
- Build community between the FDC structure
- Acknowledge the hard work of FDCs in promoting student-oriented engagement

Scheduled Activities

4:30PM – 4:40PM (10m) Crowd enters, signs in

- Attendees will sign-in, receive a name tag (include FDC name) and receive a number. This number will be utilized later on during the brainstorming session.
- Each present FDC will also receive an SFSS swag bag. The contents of this bag includes AGM pins/lanyard pack, SFSS pamphlets (upcoming events, who we are), contact information for FDC front-line staff (Copy Centre, General Office and Student Union Office) and a “Club Executive Guidebook”.

4:40PM – 4:50PM (10m) Introductions

- BOD members

- FDC front-line staff, preferably those from the Copy Centre, General Office and Student Union Office
- 4:50PM – 5:10PM (20m) Ice-breakers
- To loosen tension and get people energized for presentations.
- 5:10PM – 5:25PM (15m) Presentations
- Upcoming events (5m): Annual General Meeting, Fall Kickoff, SUO workshops, etc.
 - FDC overview (10m): Orientation to regularly asked questions & show attendees the contents of the swag bags, since they contain information and resources which will strengthen their groups, aimed to make the SFSS-FDC interaction much easier and creating a more efficient workflow for the FDC front-line staff.
- 5:25PM – 5:50PM (25m) Brainstorm Session
- Based on the numbers the attendees received upon check-in, they will be grouped together. These group discussions will be led by Board Members, who will be given question prompts. These questions will be created by the Communications department and limited to 5 crucial questions we hope to inquire about. Poster paper with such specific questions will be passed around and each group will be given 5 minutes to discuss while Board Members record their responses.
 - Sample question prompts include:
 - a) What events have gone well or not well in your club?
 - b) What are some challenges your clubs are facing?
 - c) How has SFSS helped your clubs? What can SFSS improve on?
 - d) What events/projects have your clubs planned for this upcoming year/semester?
- 5:50PM – 6:05PM (15m) Brainstorm Session Debrief
- All attendees will regroup and the posters will be displayed, summarized and responded to if needed.
- 6:05PM – 6:10PM (5m) Group picture
- 6:10PM – 6:30PM (20m) Food
- Food will be brought in and put right by the posters, so that attendees waiting in line for food and drinks will get an opportunity to look at them and continue conversations with each other. Further networking and discussions are encouraged between FDC executives and SFSS Board Members

Metrics

- # of signups via Eventbrite
- # of attending FSU/DSU/Club Executives

Timeline

Tuesday, September 8 Send out email invitation through Student Union Office

Thursday, September 10 Send reminder with event content and Eventbrite link

***Note: Eventbrite reminders will be sent out the day prior to those who have noted they will be attending

Budget

Food

- \$300/day for 2 days = \$600 in total
- For the last Meet & Greet event, \$193.68 was spent each day for 6 pizzas, 1 small fruit tray, 6 ice water pitchers and 4 juice pitchers.
- \$267.60/day will account for 9 pizzas, 1 large veggie platter and 5 juice pitchers.

Unaccounted costs:

- Printing
- SFSS swag

Fall Kickoff After Party Proposal



Prepared By: Curtis Pooghkay

Goals and Objectives:

- To have an event after the Fall Kickoff ends at 10 PM.
- To continue to promote the Fall Kickoff branding
- To engage the membership that does not attend the Fall Kickoff or desires more from the event itself

Stakeholders:

- The SFSS membership
- Fall Kickoff patrons and audience
- Blueprint Events marketing audience

Targeted Audience:

- SFSS members over the age of 19
- Individuals attending the Fall Kickoff concert
- Individuals wanting to be part of the Fall Kickoff event that did not attend the concert

Messaging:

- A solid way to end your 2015 Fall Kickoff experience
- Promotion of this event through the Fall Kickoff marketing plan
- Posters, tickets and promotional materials to make our target audience generally aware this event is happening.

Strategy:

- Pre sale will be an affordable \$5 for our membership as well as the kickoff audience.
- Day of sales will be \$10

- The point of this is to continue the energy of the fall kickoff event until 1am when the pub closes.

Metrics/Measurables

- Amount of tickets sold for the pub night
- Amount of Fall Kickoff attendees attending the after party.

Overview:

After every concert we do an “after party” pub night to compliment our concert event. This will be an event sponsored by Brooked Events. That sponsorship will be support during the event and marketing from their channels. The production and artists of this event will be worked on with Promosa (Our company for mechanical production) and Blueprint events.

Marketing:

Marketing will be a joint effort between Brooked Event an SFSS club and the SFSS. The main marketing will be general awareness, ticket sales and accessibility of tickets during the Fall Kickoff main event. The schedule event page will also be utilized for this event.

Budget

| Item | Amount | Quantity | Total |
|-------------------|--------|------------------------|------------|
| Revenue | | | |
| Presale Tickets | \$5 | 225 | \$1175 |
| Regular Tickets | \$10 | 50 | \$500 |
| | | | \$1675 |
| <i>Expenses</i> | | | |
| Security | \$500 | 1 | \$500 |
| Production/Talent | \$100 | 1 | \$1000 |
| Print Cost | \$50 | 1 | \$50 |
| Misc. | \$125 | 1 | \$125 |
| | | | \$1675 |
| | | Net Profit/Loss | \$0 |