

Call to Order – 10:09 am October 6, 2015 | Forum Chambers

1. Territorial Acknowledgement

The Events and Promotions Committee acknowledged that the meeting was being conducted on the traditional and unceded territories of the Coast Salish peoples, which included the Skxwú7mesh (Squamish), Musqueam, Stó:lo, and Tsleil-Waututh people to the current knowledge of the Society.

2. Roll Call of Attendance

Committee Composition

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

Society Staff

Communications Coordinator.....
FBS Promotions Coordinator *vacant*
Minute Taker Dion Chong

Absent

Student At-Large Kevin Kumar
Student At-Large Oscar Leung
Board of Directors Member Shipra Sharma

3. Adoption of the Agenda

MOTION EPCOM 2015-10-06:01

Barn

Be it resolved to adopt the agenda as presented

Removed: Electionfest

Added: Diversity of Events, Future Events

CARRIED AS AMENDED

4. Matters Arising from the Minutes

MOTION EPCOM 2015-10-06:02

Barn

Be it resolved to approve the minutes of 2015-09-29

CARRIED

5. Unfinished Business

a. TEDxSFU

Chairship was transferred to Councilor Barn, as the Chair was involved in the event planning process and wished to avoid being involved in the discussion of the event.

TEDxSFU was continuing to request that the SFSS provide 'Gold Partner' tier sponsorship. The Committee reviewed the reply of the organisers to questions around the event's relevance to the SFSS, the benefits available to the various sponsorship tiers, and the ways that the organisers were addressing previous concerns, including the collection of statistics on the number of SFU students attending the event.

Concern was raised that the perk of a \$5 reduction in admission fees for the Board of Directors may constitute a conflict of interest and should not be considered within the discussion.

As the event was not completely tailored for SFU students, and was being operated by a group external to the SFSS, the Events and Promotions Committee did not feel that it was acceptable to provide sponsorship to the full request. Debate ensued regarding the relative merits of sponsoring to the various tiers. It was raised that the event is in some way affiliated with the university and that it would be valuable for the SFSS to establish a presence at the event in some capacity.

Chen entered 10:19am

As part of the silver package, two complimentary tickets would be received, which could be raffled by the Society.

MOTION EPCOM 2015-10-06:03

Pooghkay, Amended Kwok

Whereas \$1,000 is for the TEDxSFU Silver Partnership Package;

Be it resolved to approve up to \$1,000 from 817/20 Events—Committee for TEDxSFU silver package sponsorship.

CARRIED AS AMENDED

6. New Business

a. Haunted Halloween Pub Night—20:30 to 1:00

MOTION EPCOM 2015-10-06:04

Barn

Be it resolved to approve up to \$2,700 from 817/20 Events—Committee for the SFSS Halloween Pub Night.

Be it further resolved to appoint Curtis Pooghkay as event lead of the Halloween Pub Night.

At-Large Representative Pooghkay provided to the committee with a proposal for the largest pub night hosted by the SFSS. The hope was that the event would further build upon the reputation established by the Events and Promotions Committee for hosting quality pub events. Based on previous experience, it was recommended that two powered speakers be rented given the current state of the Highland Pub speakers. Additionally, lighting would be rented for the dance floor to create the desired ambiance.

Miscellaneous costs cover costs for the rental of a photobooth, as students attending would already be dressed up. For a photobooth rental of 2 to 3 hours (package dependent), the costs averaged between \$550 to \$700. The line item could also be used to subsidize a drink special if

expenditures are lower than expected. It was requested that metrics on photobooth photos be collected for future event planning purposes. The Health Sciences Representative and Business Representative would assist in the procurement of the booth.

The project manager was asked to begin marketing efforts earlier. Pooghkay expressed that they would be starting 14 days in advance, compared to the Kickoff Afterparty marketing which began 9 days in advance and was still completely sold out. The promotional materials would be an area for consideration, given the lack of staff within the Communications Office at the moment.

Another group has booked the lower pub until 9pm, and a refresh would be conducted by the Highland staff.

The committee conducted a discussion on events at the Highland selling out. It was expressed that this was an indicator of success for the events, ensured that the event had guaranteed revenue. However, concern was raised that this did not enable students to drop into the event and deterred students (particularly those living on campus) from accessing events. It was raised that the committee should avoid a situation where more tickets than capacity are sold.

The SFSS could make communication on the event very clear that the event typically sells out quickly. Further, capacity issues from the Welcome Back pub night would not occur again. In the case of that particular pub night, entry was possible through the purchase of a ticket for the pub night or through free admission for Fall Kickoff ticket holders.

It was expressed that capacity issues could be mitigated by hosting an additional all ages party in the MBC Atrium, which has been done in the past, or also potentially in the MBC Undergrounds. As many students on Residence would likely be partying on campus, proper marketing could produce a good turnout from that population.

EPCOM would meet next week to consider a proposal for an all ages Halloween event.

CARRIED

b. Sponsorship Package Working Group

MOTION EPCOM 2015-10-06:05

Chen

~~*Be it resolved to create a sponsorship package working group that would create a sponsorship package tailored for events hosted by the Events and Promotions Committee of the SFSS.*~~

During the course of seeking sponsorship for the Halloween pub night, organizations have requested a sponsorship package be provided. It was expressed that it would be valuable for EPCOM to have a sponsorship package prepared for its events, and to seek larger lump sum sponsorship early in the year to fund initiatives.

Concern was raised that sponsorship package development would constitute bargaining unit work. Additionally, similar proposals have been made in the past and has been recommended to cease as the SFSS has the resources—through a consistently collected student levy—to fund its own events. This is not the case for clubs and student unions, which are expected by the SFSS granting process to have sought sponsors for all of their events. As such, the SFSS seeking sponsorship as well may eliminate opportunities and potential partners for clubs and student unions.

It was raised that the SFSS loses money in providing services to the membership, and sponsorship would provide the SFSS with an opportunity to take such money to be redistributed

to the membership. Typically, sponsorship received by the Student Society can be substantially larger. Clubs and student unions are smaller entities which could not meaningfully engage with larger corporations while the SFSS has the reach to do so. This would enable the SFSS to engage these corporations on behalf of its constituent bodies. It was raised that such distribution work should be conducted by the Finance and Administrative Services Committee to avoid issues of EPCOM being involved in a parallel granting process.

The committee would be forwarded work that had been done on this matter by the previous EPCOM.

A member raised that it would be valuable for such a package to be developed regardless, and that the SFSS may wish to seek a longer term partnership bound by the various policies of the organization including ethical sourcing. Additionally, the committee may wish to extend this work to the membership through the provision of skill building sponsorship training workshops to the membership. It was expressed that the Student Union Resource Office has provided such training in the past and should be contacted about the possibility of reviving such training.

The goal of the working group was to conduct research on the viability of such a package and to begin the work, following all applicable rules of the organization.

It was expressed that the organization was going through changes and that work should not be duplicated or lost in the changeover of the operational practices of the organization. The Business Representative and President would collaborate to determine how this initiative would fit into the current SFSS strategic planning process.

MOTION WITHDRAWN

7. Discussion

a. Diversity of Events/Future Events

Hafeez left at 11:03am

The SFSS has had consistent issues with last minute planning, which accordingly limited the diversity in events planned. This has resulted in a consistent audience being attracted to events, while failing to address the needs of students who are not attracted by such types of parties. Given the skillset and experience of the current EPCOM, the committee was in a position to look into brainstorming and conducting long term planning for events. This did not necessarily require that the SFSS host more events; it was possible to partner and support events already hosted by clubs and student unions. The committee could leverage the Meet and Greet and Appreciation events it hosts to build such connections. Further, the committee could be reaching out to students to determine what it is that they seek from the Events and Promotions Committee.

Diversity of events and opportunities for partnership have been discussed endlessly over the years by groups and committees. It is necessary for Society leadership to push forward the issue into tangible actions. Additionally, it was raised that it would be valuable for direct outreach with clubs and student unions to occur in order to promote such opportunities to collate such data.

Increased social media presence and promotions was considered necessary in setting the foundation for future promotion of club and student union events.

It was expressed that this work did not mean that the SFSS had to stop hosting successful pub nights, but rather it simply sought to evaluate weak areas of event planning and promotion.

MOTION EPCOM 2015-10-06:06

Kwok

~~Be it resolved to appoint Erwin Kwok to meet with all student unions and Council to discuss collaboration opportunities and present a report by the end of semester.~~

Councilor Kwok expressed a desire to begin the process of contacting student unions and beginning the feedback and event collation process to assist the committee in its work. Concern was expressed that such work was within the mandates of the Board of Directors Faculty Representatives, who had already developed such relationships with their student unions. It was raised that volunteers from Council would not be seen to have any sort of agenda. Further, it was expressed that feedback gathering did not require group overthink.

MOTION WITHDRAWN

The President proposed two courses of action:

- Regular brainstorming and planning sessions
- The establishment of an EPCOM events timeline—would enable long term planning with consideration for elections, exams, holidays etc.

It was recommended that the committee develop a consolidated outreach plan with messaging prior to reaching out to engage clubs and student unions. This would avoid issues of survey fatigue, and would ensure that the Faculty and At Large Members as well as Councilors presented consistent information to student organizations.

Strategic planning committee was said to be already in the process of developing such a plan. The committee would postpone the discussion for the next week, which would enable the committee to further refine the idea which would allow for the committee to be brought onboard.

8. Attachments

Halloween Pub Night Proposalfinal.pdf

9. Adjournment

DC /CUPE 3338

SFSS Presents: Haunted Halloween Pub Night
Thursday October 29th
Presented By: Curtis Pooghkay

Goals and Objectives:

- To continue to promote the SFSS branding.
- To continue to promote our annual Halloween pub night
- To engage our membership by promoting and executing a really great event.

Stakeholders:

- The SFSS membership
- Halloween lovers

Targeted Audience:

- SFSS members over the age of 19
- Individuals that attend this pub night every year

Messaging:

- A solid way to get ready for Halloween
- Promotion of this event through a pub night marketing plan
- Posters, tickets and promotional materials to make our target audience generally aware this event is happening.

Strategy:

- Pre sale Tier 1 (Quant 50) will be an affordable \$5 for our membership.
- Pre sale Tier 2 (Quant 250) will be \$10

- Door tickets will be \$12
- The point of this is to make this event awesome so we can continue to create positive pub night experiences that will carry throughout the year

Metrics/Measurables

- Amount of tickets sold for the pub night
- Amount of individuals wearing costumes for the event

Overview:

The SFSS Halloween pub night is a regularly occurring very successful pub night that happens every year. We usually hit capacity and it is usually a great time where people can showcase their costumes and Halloween spirit. The Pub Night will run from 8:30PM-1AM. With prizes for the best costumes.

Timeline: (Deadlines)

- Tues October 6th brought to Epcom
- Thurs October 8th Production Confirmed
- Mon October 12th Artists Confirmed
- Thursday October 15th Posters, Tickets ready to be printed. Facebook group is up 13 days in advance of the event.
- Thursday October 22nd Volunteers for pub night are secured
- Thursday October 29th Event day!!

Production:

Based on the feedback from the first two pub nights I recommend (Detailed in budget) that we rent out two main powered speakers and lights for the pub night to create a better experience for our membership. The lights would be a yorkville 4 bar led light for the top dj booth to give more lighting to the top dance floor.

Marketing:

Marketing will be a typical marketing plan the general office will be given 150/300 of our tickets to sell. 100 tickets will be sold during one day in the AQ as that is all that is needed for a high demand pub night. Posters will need to be placed around campus to promote the event.

Volunteers:

There will be a need for 5-10 volunteers either from Epcom, board or from our membership to work the door during our pub night. We will also need volunteers to give out some of the swag for the event.

Budget:

Costs: Up To:

Item	Cost
Headliner DJ 1.5 Hours	\$400
Sub Headliner 1 Hour	\$200
Supporting DJ	\$50
CDJ 2000 X2, DJM 900 NX	\$300
Powered Speakers	\$100
Yorkville Lights	\$50
Security	\$700
Miscellaneous	\$900
Total	\$2700

Revenue Stream: Projected Attendance 320 (Low Estimate)

Item	Revenue
50 x \$5 Tickets	\$250
250 x \$10 Tickets	\$2500
Door Sales 20 X 12	\$240
Total Revenue	\$2990

Net Profit: \$290

Photo Booth:

Under Miscellaneous costs I have budgeted \$700 to bring in a photo booth for the event. The reason being in the past we have had just a photographer. The idea of the photo booth has been brought up by multiple students and board members. This event is a great way to pilot the photo booth because given the fact that everyone will be in a costume makes for a really great addition to the pub night. Most photo booths run from \$500-700 for 2-3 hours depending on what you go with.

Recommendations: (Based on previous pub nights)

- Tables be moved back from the top of the dance will require to speak to Martin about this
- 3-4 bartenders and bottom bar open
- Speakers due to sound quality of our pub