

1. CALL TO ORDER

Call to Order by the Chair – 10:05 am

2. TERRITORIAL ACKNOWLEDGEMENT

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

- | | |
|---|------------------|
| 1. Vice President Student Life (chair): | Deepak Sharma |
| 2. President (ex officio) | Enoch Weng |
| 3. Board of Directors Member | Larissa Chen |
| 4. Board of Directors Member | Hangue Kim |
| 5. Board of Directors Member | Curtis Pooghkay |
| 6. Board of Directors Member | Shipra Sharma |
| 7. Councilor | Erwin Kwok |
| 8. Student At-Large | Tatum Miller |
| 9. Student At Large | Kevin Kumar late |
| 10. Student At-Large | Ibrahim Hafeez |
| 11. Student At-Large | |

3.3 GUESTS

12. Nina Savkovic
13. Mudiwa Bwakura

3.4 Absent

- | | |
|---------------|--------------|
| 14. Councilor | Pardeep Barn |
|---------------|--------------|

4. ADOPTION OF THE AGENDA

MOTION EPCOM 2016-02-03:01

Cutris/Ibrahim

Be it resolved that the agenda be adopted as amended.

CARRIED AS AMENDED

Discussion

- Strike Halloween report
- Discussion – add Syrian refugee fundraiser and Power of Positivity Week before Spring Concert.

5. MATTERS ARISING FROM THE MINUTES

MOTION EPCOM 2016-02-03:03

Shipra/Hangue

Be it resolved to approve the minutes of 2016-01-26 as presented.

CARRIED

******Kevin Kumar entered the meeting at 10:10am***

6. NEW BUSINESS

7.1 FILING REPORTS

MOTION EPCOM 2016-02-03:04

Larissa/Shipra

Be it resolved to file the following report's omnibus: Holiday Breakfast, Rodeo Showdown Event and New Years Pub Night.

CARRIED AS AMENDED

Discussion

- **HOLIDAY BREAKFAST**
 - The holiday pancake breakfast took place on December 7, 2015 at Convocation Mall.
 - Overall the breakfast was a success and served over 1000 pancakes to students and staff at SFU.
 - The total cost to run the event was less than originally expected and was split between the Events Committee and Advocacy Committee. Sponsorship was received from the GSS and SFU Auxiliary Services.
 - The Angel Tree Campaign partnered up with the Holiday Breakfast and raised \$375.
 - It was suggested that the Holiday Breakfast be an annual event, as it shows appreciation and is a good gesture towards the membership during the holidays.
 - The Committee took ownership over the event rather than it be a staff run event.
 - A question was asked if it's better to run a Holiday Breakfast rather than a Holiday Dinner.

- It was suggested that the Breakfast would have a lower overhead cost than running a Dinner.
- A recommendation was brought forth to possibly do a Holiday Dinner next year so the Committee can compare the two events.

- **RODEO SHOWDOWN**
 - The SFSS hosted the first ever country night at the Highland Pub.
 - A live band was hired and the event brought in 100 people in attendance.
 - The original budget was \$1500 and the committee only spent \$790.
 - Recommendations for the future: Continue to use live bands, use Event Brite to sell tickets, market the event ahead of time.

- **NEW YEARS PUB NIGHT**
 - The New Years Pub night was a very successful event, hitting a profit of \$1,000.
 - The event was hyped through social media and tabling.
 - Recommendations for the future: Need a better plan for marketing, need a better procedure for coat check.
 - The event partnered in collaboration with Savage Partnership, who helped to promote the event.
 - While the event was successful and it was overall a good partnership, it was reminded that approval needs to go through the committee prior to partnering with any outside parties or groups.

- Overall the events were successful and helped to promote the Highland Pub during a regularly slow time of the year. The events increased student life on campus.
- Shipra and Hangu were commended for stepping up and promoting their events on their own time.

7.2 SURREY SWAB DRIVE

MOTION EPCOM 2016-02-03:05

Curtis/Shipra

Be it resolved to book the SFU Surrey Mezzanine on February 17 for the Canadian Blood Services Swab Drive.

CARRIED

Discussion

- 54 people participated in the Burnaby Swab Drive
- A request was put to the Committee to support the Canadian Blood Services in the form of volunteers.
- A suggestion was put forth to ask the 25-Life team to ask if they can assist.

7.3 SFSS APPRECIATION WEEK

MOTION EPCOM 2016-02-03:06

Curtis/Shipra as amended by Larissa/Ibrahim

Be it resolved to approve up to \$5,965 from line item 817/20 for the SFSS Appreciation Week allotted towards day one, day three and day four.

Be it further resolved to appoint Curtis Pooghkay as project lead for the SFSS Appreciation Week.

CARRIED AS AMENDED

Discussion

- The idea is to do something different and free to the membership.
- The Appreciation Week will run from Monday, February 29 – Thursday, March 3, 2016 in Convocation Mall.
- Entertainment will be provided throughout the week with a different theme for each day and music will be played throughout the events.
 - **DAY ONE: Disney Movie Day 12:00pm-3:30pm**
 - Enoch will be in charge of the logistics
 - It was suggested that someone contact the Christian Club to ask them if they can loan out their projector for the movie day.
 - A concern was raised about the probability of it being too cold, with no heaters in the current budget, the members would be too cold to sit and watch a movie.
 - Curtis will be looking into booking Images Theatre as a back up in case it is too cold outside.
 - The cost for 6 heaters is \$1000, which is not ideal, as it would increase the budget.
 - Another concern was raised about what to do if it is too sunny outside. The bright sun would make it hard to see the screen.
 - It was suggested to perhaps run the movie at a different time of the day to avoid direct sunlight.
 - Budget for Day One: \$905.00
 - **DAY TWO: Treat Yourself**
 - Larissa will be in charge of the logistics
 - Puppy Therapy, Yoga and Massage Tables will be provided with the focus on reminding the membership to take care of themselves.

- It was suggested that Larissa get in contact with Hi-Five to see if they would like to help out as it coincides with Mental Health.
- Another suggestion was brought up to look for a volunteer yoga instructor rather than having to pay someone.
- The budget for day two will be provided at the next Events Meeting.
- **DAY THREE: Carnival Day 10:00am-4:00pm**
 - 12 Games and Cotton Candy will be provided.
 - The Bungee Run Event is pending approval from SFU Risk Management.
 - Deepak has been tasked to follow up with SFU Risk Management.
 - The estimated budget for Day Three is \$1400.
- **DAY FOUR: Dunk a Board Member BBQ 12:00pm-4:00pm**
 - Members will be given the opportunity to dunk a board member of their choice by donation.
 - It was suggested to have the burgers or hot dogs be by donation as well.
 - All proceeds will go towards the local food bank.
 - The committee was reminded that a Food Safe Certified person would need to be on site.
 - Curtis will follow up with Nestors regarding sponsorship for the event.
 - Erwin has expressed interest in helping out for Day Four.
 - The estimated budget for Day Four is \$1939.
- **DAY FOUR EVENING: Masquerade Pub Night 9:00pm-1:00pm**
 - This will be the first free pub night of the year at the Highland Pub.
 - Attendees will be given a complimentary mask at the door.
 - Curtis will look into getting djs to play for free for the event.
 - A concern was raised asking how the capacity issue will be mitigated seeing as it is a free event.
 - The committee was assured that the capacity limit will be the same as it always is.
 - Once the maximum capacity has been reached then the doors will be closed.
 - A request has been put to the committee asking one of the members to take on the task of organizing the Pub Night.
 - Tatum has expressed interest in helping out.
 - The estimated budget for the Pub Night is \$1200.
- **The Master Budget for the whole event is \$5965.00**
- Larissa has expressed interest in assisting with the Communication timeline for the event.
- An estimated budget allocated towards Marketing is \$200.

- A question was raised asking how we can include the Vancouver and Surrey Campuses to show them appreciation as well.
 - It was suggested that a “Gaming Event” could be held at the Surrey Campus. I.e. FIFA tournament, Call of Duty or Racing.
 - Another suggestion was to add in social media engagement to bring them in.
- The Committee was reminded to ensure all surrounding areas around Convocation Mall are notified prior to the Appreciation Week so that they can prepare and expect more noise than expected.
 - A suggestion was made to book all the conference rooms in the Maggie Benston Center to offer a quiet temporary work space for the event.
- It was noted that the proposal is missing a Communications section.
- It was suggested that the Committee reconsider the motion for the next meeting due to the feedback provided.
 - Due to the time constraint and the immediate expenditures and bookings, it was suggested that the Committee approve the motion with the exception of Tuesday as the budget has not been prepared for that day yet.
 - Immediate expenditures would be:
 - Booking the carnival games, facilities, bbq and Long and McQuade.
- The Committee members were encouraged to follow up with Curtis and support him with the event.

7. DISCUSSION

- **SPECIAL OLYMPICS BC FUNDRAISER**
 - The Highland Pub has been booked for an SFSS pub night on February 18.
 - The night is open for either a Fundraiser or a pub night.
 - A request has been put forth to the Committee asking if anyone is interested in taking the lead in organizing an event.
 - It was suggested that it could be a little late to organize an event with the short time constraint.
 - A suggestion was put forth to hold a liquor bottle raffle.
 - The legality of the raffle would need to be researched and run by the John.
 - The Committee was encouraged to send ideas to Deepak and a motion could be moved at a later meeting.
- **SPRING CONCERT**
 - Two separate proposals were sent out to the Committee: A Music Showcase and a Spring Concert.
 - The event will take place on March 31 or April 1, 2016 and will replace the Spring Send Off Event.

- The members have expressed that they would like something different from the usual EDM events, therefore the SFSS needs to acknowledge their desires.
- There have been some problems with the availability of a venue.
 - The only venue available is convocation mall and the SFU Burnaby Theatre.
- The Music Showcase would be low cost to run and would showcase SFU musical groups.
 - All the musical groups have committed with the exception of the Choir at this time.
 - Each group garners at least 100 attendees for their events, therefore the committee was reassured that there would be enough interest to make the event successful.
- The Spring Concert would feature YouTube artists to come perform for the members.
- It was suggested that the proposal be brought to the Board meeting for review.
- It was also suggested to go bigger and hold the event in Vancouver.
 - The Committee was reminded that the event is intended mainly for the members.
 - Hosting the event in Vancouver may hinder the amount of attendees from the membership.

8. ATTACHMENTS

- SFSSPancakeBreakfastReport
- RodeoShowdownReport
- SFSS Music Showcase Proposal
- SFSS Spring Concert Proposal

9. ADJOURNMENT

Adjournment –11:30pm

2015 SFSS Pancake Breakfast Report:

The SFSS Pancake Breakfast occurred on December 7th, 2015. It was the first time that the event was hosted during the month of December. The event's purpose was to provide students with a free breakfast and help the spread the awareness of mental health issues faced by many people especially during the holiday season. We also promoted the Angel Tree project that collected donations for families who were in financial need. We ended up serving over 1000 pancakes and also provided coffee and other toppings. Below is a breakdown of the costs and revenue of the event.

Generally, these events do quite well in terms of participants because of the location of it and because the food is free. I would recommend in the future to plan for more students than you would expect. We initially thought that because it was the last day of school, there would not be as many students, however that was not the case. We ended up serving pancakes steadily from 9:30am-12:00pm with little breaks in between.

Expenses	Projected	Actual
Rental Units	\$1341	\$893.80
Facilities	\$540	\$540
Miscellaneous	\$200	\$156.87
Total	\$2081	\$1590.67

Revenue	Projected	Actual
Events and Promotions Committee	\$620	\$446.90
Advocacy Committee	\$620	\$446.90
Simon Fraser University Document Solutions	\$540	\$540
Graduate Student Society	\$300	\$300

Total	\$2080	\$1733.80
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Rodeo Showdown Report

Event Date: November 12th, 2015

The Rodeo Showdown Pub Night that occurred on November 12th, 2015 at the Highland Pub was the first country night hosted by the Simon Fraser Student Society in many years. The event began at 9:00pm and ended at 1:00am. We brought in a live country band and tailored the event to a demographic of students who enjoy country music, which was different than our typical hosted pub nights with DJs. Throughout the night we had approximately 100 people in attendance.

Overall the budget of the event was \$1500, however due to low ticket sales, we decided to cut back expenses and save costs. We spent \$790.79 on decorations, security and the band. The event was hosted at one of the slowest times of the year between the midterm and finals season, yet there was much interest from the students for hosting a country night. The band was a fan favorite, as students were line dancing all night and enjoying the country tunes. The revenue of the event was \$1865.50. We ended up with a profit of \$1074.71.

Here are few recommendations for next time:

1. Plan the event for a different date. The date chosen was one of the slowest times of the year.
2. Continue bookings bands, as the audience enjoyed their music and it is different than the usual DJs.
3. Use Eventbrite as a tracker for attendance but extending the limit. (instead of limiting the tickets and having a waitlist)
4. Market the event at an earlier time, so that you can garner more interest from the students, as this was a change in pace to the usual nights.
5. Get more decorations and possibly a mechanical bull. The mechanical bull idea seemed to interest many students.

Project Proposal: SFSS (SFU) Music Showcase

Background

Amongst the many clubs and groups on campus, you'll find the "big 5" music clubs – SFU Choir, SFU Recital Society, SFU Jazz Band, SFU Vocal Jazz, and SFU Concert Orchestra. Over the past decades, these groups have hosted countless concerts and showcases semester after semester, performing a variety of genres and musical forms. However, with the increase of clubs and competition for space, it has become harder to organize and promote their individual events to the general membership.

The SFSS in 2013 opened up the doors to large-scale events with the Fall Kickoff. Since then, there have been many successful concerts thrown that have engaged thousands of students. One recurring feedback over the years however, has been a criticism of the lack of genre diversity, as the concerts have primarily been EDM focused.

As a way to solve both the problems outlined above, I am proposing a medium-scale concert that showcases the 5 different groups (each with their distinct style and genre of music), and attract attention to the talent and skill of our own SFU students.

Objectives

- Bring the major music clubs together into one concert
- Bring an alternative genre to SFU (one that's not EDM focused)
- Medium-Scale event: Target audience of around 300-400

Scope/Details

Venue: SFU Burnaby Theatre – Seats 415

Date: End of March/Early April. Date tentatively booked at March 31st, April 1, or April 7th

Time: 6:30-9:30pm (1-hour set-up and take down added on-top)

Performers: 5 Music Groups

Low cost for AV: e.g 5 mics and mic stands, 14 channel mix board, 4 PAs,
Extra lighting will be needed (Low lighting in venue)

Media Team: Videographer, Photographers

No Liquor License Needed

No Production Company Needed

Project Budget

Expenses	Description	Costs
Venue	SFU Theatre Rental (Includes clean up fee); Rise 8R x 1C	600
Security	Security for Event duration	400
AV	5 Mic + Micstands, 4 Pas, Mixboard, Cables, Etc.	150
Lighting	Spotlights/Dimmers	400
Decorations	Sprucing up the Venue	50
Appreciation Gifts	Thank you cards	30
Media Print	Posters, Flyers, Concert Brochures	200
Instruments	Club Provided	0
Misc	Unexpected expenses	170
	Total	\$ 2,000.00

Project Proposal: SFSS (SFU) Music Showcase

These are the projected expenses as of now. The Lighting expense may increase depending on the state of the SFU Theatre. In terms of ticketing revenue, I have a few options.

1. No tickets required

As previous events were \$20 and more, this presents a cost-barrier to students who otherwise cannot afford to attend said events. By not requiring tickets, we have removed this barrier. This can perhaps be coupled with “admission by donations” which can either be directed towards costs, or shifted to other areas.

2. Single-priced tickets

Given the limited seating (400 max), there are a few options. I have used 300 as the estimated average attendee in the following examples.

300 x \$5 ticket = \$1500 revenue. Total loss: \$500

300 x \$10 ticket = \$3000 revenue. Total profit: \$1000

Low estimates of number if 200.

200 x \$5 ticket = \$1000 revenue. Total loss: \$1000

200 x \$10 ticket = \$2000 revenue. Breakeven.

Sponsorship both in-kind and cash based will be looked into. As this is the smaller scale event, I suggest moving sponsorship toward the other larger events.

To add some context to the pricing – traditionally the music clubs budget for their events are anywhere from \$300 - \$2000 per show. I have used similar quotes from previous concerts in my finance examples.

Key Positions

Project Manager	[name]
Music Group Manager(Liaison)	[name]
Logistics/Finance Coordinator	[name]
Sound Technician	[name]
Videographer	[name]
Photographer x 2	[name]
Volunteer x 5	[name]
Greeters x 4	[name]

Conclusion

This event is simply taking proven events and upscaling the concept. This event is low-risk, and will be huge in connecting with a diverse student group, and in supporting the wonderful music groups we have on campus.

Project Proposal: SFSS Spring Concert Proposal

Background

The SFSS in 2013 opened up the doors to large-scale events with the Fall Kickoff. Since then, there have been many successful concerts thrown that have engaged thousands of students. One recurring feedback over the years however, has been a criticism of the lack of genre diversity, as the concerts have primarily been EDM focused.

Online media platforms have exploded in recent years, and artists have flocked in numbers to such tools, with Youtube being one of the most popular sites. Popular Youtube artists have now become known worldwide, with their youtube channels garnering millions of views, with millions of subscribers. Not only do they offer a diverse range of genres and personalities, many of them are also not under contract with production companies, and offer very competitive artist pricing. There are also a number of popular Canadian youtube artists, and artists who live near us in the southern Californian area.

The local music scene is also quite lively – featuring many local artists and bands with a large following. Similarly, Local acts as with Youtube Artists have a large share of SFU followers, who subscribe and enjoy the music of these artists. The artist quotes are also quite comparable in pricing.

I envision a large-scale concert that combines the novelty and attraction of celebrity youtube artists with the spirit of local acts that will truly offer an experience never before seen at SFU. This is a way to build off the “Kick-off Concert” franchise – and is not meant to take away from the successful formula, but to build upon it, and to create something new.

Objectives

- Offer new genres and diversity in music choice in concert series
- Invite 1 to 2 Youtube Artists; Select 2 to 3 local acts
- Our response to years of student asks on artist variety
- Large-Scale event: 700 to 1200 attendees

Scope

Venue Options:

Burnaby On-Campus Locations

Convocation Mall – 3000+ seat capacity

West Gym – 1500 seat capacity

Vancouver Off-Campus Locations

Vancouver Convention Centre

Commodore Ball-room

The venue selection process has been extremely difficult. SFU’s response has been slow, and not very optimistic. According to them, West Gym is under renovations for the month of March, and the downtown theatres (Fei + Milton) is reserved for student showcases. This leave seemingly only Convocation Mall, which as an open space, would be extremely cold during the spring time.

An option to have both a Vancouver location and an off-campus location is also given as an idea.

Project Proposal: SFSS Spring Concert Proposal

Date: End of April, post finals. Date proposed: April 22/23rd.

Performers: 4-5 Artists (2 Youtubers, 2-3 Local Acts)

AV and Production

Media Team: Videographer, Photographers

Liquor License may be pursued (depending on need for beer garden)

No Production Company Needed

My reasoning behind not needing a production company is that the nature of the artist and acts will be more focused on acoustics and live bands, and is more of a sit-down concert as compared to the more active dance atmosphere of previous concerts. There is no need for a huge light/truss setup, as simple ambient spotlights with some alternative lighting will do nicely.

Project Budget

Refer to Excel document please.

Key Positions

Project Lead	[name]
HR Manager	[name]
Volunteer Coordinators x 2	[name]
Logistics/Finance Coordinator	[name]
Marketing/Promotions Director	[name]
Productions Coordinator	[name]
Sound Technician	[name]
Light Technician	[name]
Videographer	[name]
Photographer x 3	[name]
Volunteers x 35	Greeters, Floor Attendants, Artist Liaisons, Ticket Checkers, Set-up/Take-down, etc.