

Call to Order – 10:05 am, February 18, 2014 | MBC 2290

The Granting Committee acknowledged that the meeting was being conducted on Unceded Coast Salish Territories, which included the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people to the current knowledge of the Society.

## 1. Roll Call of Attendance

### Committee Composition

Board Member ( <i>chair</i> ).....	Shirin Escarcha
Vice President Student Life .....	Kayode Fatoba ( <i>late</i> )
Board of Directors Member .....	Ayla Kooner
Board of Directors Member .....	Deepak Sharma ( <i>late</i> )
Councilor .....	Gleb Moiseyenko
Councilor .....	
Student At-Large .....	
Student At-Large .....	Rahul Rajanala

### Society Staff

General Office Coordinator .....	Rena Hood-Lundrie
Minute Taker .....	Dion Chong

### Guests

SMA.....	Jessica Tsai
SMA.....	Jenny Vo
ASA.....	Munatsi Mavhima
YWiB .....	Rudo Zaranyika
YWiB .....	Betty Jin

### Absent

## 2. Adoption of the Agenda

### MOTION GC 2015-02-18:01

Kooner

*Be it resolved to adopt the agenda as presented.*

**CARRIED**

## 3. Matters Arising from the Minutes

### MOTION GC 2015-02-18:03

Kooner

*Be it resolved to approve the minutes of 2015-02-04*

**CARRIED**

*Sharma Entered at 10:08am*

## 4. Granting Presentations

### a. Young Women in Business—International Women’s Day

YWiB is a nonprofit is open to all genders and members of all faculties at the university. Organization for emerging female leaders, developing personal and professional skills. Fifth year of the IWD conference being organized by the club around the theme of ‘Make it Happen’ (Every Action Makes and Impression). The conference will feature keynote speakers

(including Lipstick Project founder) and presentation of inspirational organizations and businesses, along with networking opportunities. This year's event marks an inclusion of a philanthropic aspect, where conference delegates get to pack personalized care packages for hospice patients.

180 conference attendees expected in the coming year. \$1441.20 is being requested to support catering (plated lunch), tea/coffee and smoothie station, AV costs.

Ticket sales and Beedie Student Engagement Office (pending) funding will offset some costs.

Venue costs are being shared with YWiB Vancouver and are being sourced from trust funds. These were not accounted for in the budget. The club was reminded to include all revenue and expenditures in the future.

**b. African Students Association—Africa in Dialogue Conference**

Third year of the conference. This is a landmark event for the club, with keynote speakers — including a founder of the ANC discussing pan-Africanism and a blogger from Another Africa— and required funding for SFU catering based on past experiences. In the previous conference, there was gross over catering and thus the club indicated that they funded pragmatically, given the higher profile speaker and desire to avoid wasting food.

Catering includes both students and professionals. As a mid-week event, it was mostly expected that this would be catering to students and speakers, with some community and professional attendance.

AV is being covered by club AV fund, and gift baskets are being donated by Nesters. Parking for speakers are coming is being covered by club executives. The club was recommended to divert this into the grant request, potentially through the SFU Student Engagement Fund.

**c. Student Marketing Association—Marketers' Night 2015**

25<sup>th</sup> year of holding the event by the club. Signature event for the club, which bridges marketing industry and students interested in marketing (including students from various across faculties). This year's event was based around 4 keynote speakers, all of whom are specialists in online marketing. Networking sessions between each two speakers. The particular focus was on branding the self and branding. The event would have over 50 business professionals network with students, with a grand total of 200 attendees expected (180 the year prior). The event was one of the largest student-run marketing event in western Canada. Students come to meet marketing agencies and representatives from big businesses and build networking skills. Businesses have approached SMA with interest in supporting clubs, the SFSS, and SFU. The event assists in improving SFU and SFSS standing in the community.

Sheraton Vancouver – professional venue for students and professionals. In negotiations, room and AV costs have been waived. Catering, Labour, and Gratuity fees are the primary costs. If necessary, the club will hold other events to make up for any funding gaps.

Ticket sales are being pushed through classroom presentations, raffles, and online marketing

Clubs are provided from Beedie sponsorship which is split between various club events, with \$500 being used for the event. No other monetary sponsorship has been secured in the current year, although in kind sponsorship has been secured.

**d. Pakistani Student Association—Cricket Live Streaming**

*Fatoba entered at 10:34am*

The PSA requested a grant of \$1000 for a cricket screening. As the grant was requested during reading week, the committee was unable to review the item and only \$500 was funded through the General Office. Student Engagement Funding has been applied for, and some discussions were ongoing to finalize the funding. If necessary, the matter would be brought to the Granting Committee.

## 5. Grant Considerations

A financial update for the club grants was provided. Members requested that the Chair push for a budget increase from the Finance and Administrative Services Committee, particularly given the goal of fairness in supporting members who put time and energy into the development of events and programming for the membership. A recommendation will be made to enhance the granting funds, considering its success in mobilizing the membership to engage with their community.

The Chair was also currently seeking funding contributions from the SFU Student Engagement Fund. As the SFSS manages the largest collective of student groups on campus, they have entrusted the SFSS to assist in administering the funding. The General Office continued to await the retroactive funding of offloaded audiovisual, facilities, and catering costs that are charged by SFU departments.

The committee discussed the logistics of SEF funding as vetted through the SFSS.

For the grant considerations, Student Engagement Funding would be sought for all conferences to offset the costs.

### a. Young Women in Business—International Women's Day

AV costs was considered extremely high, although venue costs were subsumed under food costs, and therefore the committee would fund up to \$10 per student.

The committee may wish to consider enhancing the student society relationship with Zipcar and Long and McQuad to reduce event costs.

### MOTION GC 2015-02-18:04

Kooner

*Be it resolved to grant YWiB up to \$720.60 from the club grant line item for the International Womens Day Conference*

### CARRIED

### b. African Students Association—Africa in Dialogue Conference

Issues were brought up with the members funding sections of the event out of pocket (speaker parking), despite recommendations from multiple SFSS parties to fund this through grants. The club would also be encouraged to place a larger request to the SEF given greater flexibility.

The entirety of the cost for the event is for catering, coming to ~\$17 per person over two days. Generally, the General Office provides \$5 per person per day in catering. With an attendance of between 70 to 100 members, greater funding opportunities were available.

The committee was reminded that contingency funding should be built into event line items, as opposed to being added as a separate item.

**MOTION GC 2015-02-18:05**

Sharma

*Be it resolved* to grant the ASA Africa in Dialogue 2015 Conference up to \$1000 from the club grants line item for SFSS catering

Their success in seeking sponsorship was noted.

**CARRIED**

**c. Student Marketing Association—Marketers' Night 2015**

Deficit had a significant variance, as the club budgeted for 150 tickets sold versus 200 possible. The committee was reminded that some numbers within the budget were missing, including Beedie club funding. A number of costs could be offloaded to the SEF.

**MOTION GC 2015-02-18:04**

Sharma

*Be it resolved* to grant SMA Marketers Night 2015 up to \$900 from the club grant line item for catering and venue costs.

**CARRIED**

**6. Attachments**

YWiB IWD Conference 2015.pdf

ASA Africa in Dialogue.pdf

SMA Marketers Night 2015.pdf

**7. Adjournment 11:06am**



Have you or your group organised an event/project like this before? How did it go?

IWD has become an anticipated YWIB signature event and from previous reviews; delegates appreciated the opportunity to develop professionally and personally through interacting and networking with various industry professionals. Some of the successes of the IWD 2014 Conference include:  
 -A sold out event that was featured on News1130  
 -10% increase in attendance from SFU students.  
 -Had the hashtag from our International Women's Day Conference (#IWDsfu) trending on Twitter in Vancouver and Canada.  
 -Executive for a Day prize draws from the IWD were very successful, involving 12 industry professionals paired up with students to gain exposure from various industries.

Do you have any other information that is relevant or might help in the evaluation of this request?

Below is a quote from a delegate at the IWD 2014 Conference:  
 "I learnt many things about self love, mentorship, finding my passion, following your heart, networking, and received many tips on topics I hadn't even thought of... As individuals, we have the power to changes people's lives for the better. Don't underestimate the value in making someone smile, including yourself. I would like to thank everybody who made this event possible! Thank you! - Sonia Sandhu"

**Budget Information** Please provide a **detailed** budget – if preferred, attach a budget on a separate sheet of paper. Please account for ALL revenue and expenses. Please note: clubs receiving grant funding **MUST** use SFSS printing and catering services, with few exceptions. Speak to GO staff for more info.

**Expenses**

Photocopying/printing from SFSS CopyCentre		printing description/details	quantity	unit price	amount	
<i>Please speak to SFSS Copycentre to obtain an estimate: MBC 2260 / copycentre@sfss.ca</i>						
			180	0.59	106.20	total 106.20
Catering from SFSS Food & Beverage Services		catering item	quantity	unit price	amount	
<i>Click here for a catering form &amp; attach it to this grant request</i>						
						subtotal 15% gratuity total
All other projected expenses		expense description/details	quantity	unit price	amount	
		Catering: Plated lunch, tea & coffee station Smoothie station			7800	subtotal 8790 gst total
		AV Equipment: Projector, screen & audio support			840	
		Crafts and decorations			150	

**Revenue**

All projected revenue		revenue description/details	quantity	unit price	amount	
<i>Include monetary sponsorship, ticket sales, donations, etc</i>						
		Ticket sales			4755	total
		Pending SEO Sponsorship			1200	
		YWiB Vancouver			1500	

Expenses - Revenue = **TOTAL FUNDING REQUEST \$ 1441.2**

Have you requested or received montry or in-kind sponsorship?

We have requested funding from Beedie SEO

Would you like this request to be considered for the SFU Student Engagement Fund? if so, please answer the following:  
 what is your student #?                      are you in good financial standing with SFU?    yes / no                      are you in good academic standing with SFU?    yes / no

**office use only, please!**

If you run out of space, please attach additional information on a separate sheet of paper to this form. Thanks!

**Contact Information**

Club name: Student Marketing Association Today's date: January 30, 2015  
 Contact person: Carmen Chung Position: Director of Finance and Administration  
 Email: cca179@sfu.ca Phone: 604-722-8688

**Event/Project Information**

Name of event/project: Marketers' Night 2015 Expected attendance: 200  
 Date: February 26, 2015 Time: 5:00pm - 9:00pm Location: Sheraton Vancouver Wall Centre

**Purpose and description of event/project:**

The Student Marketing Association (SMA) will be holding its 25th annual Marketers' Night to allow students and professionals to discuss about the latest trends in marketing, specifically Online Marketing for this year's theme. Marketers' Night is one of the largest student-run networking event of its kind and provides an opportunity for curious post-secondary students and marketing professionals to network and share experiences. The evening features keynote speakers who will share their experience and knowledge on new methods of reaching consumers through the Internet. SMA exists to provide students with opportunities for professional and personal growth through networking, project management, and skill development. SMA's goal is to help students gain practical experiences in a way that cannot be replicated in a classroom setting. By allowing students to develop creative techniques and strategies, it results in real world outcomes.

**Are you working with other groups on this event/project? If so, who and how?**

No, Marketers' Night is an annual event held only by the Student Marketing Association. Since we are the only marketing club on campus, we try our best to provide opportunities for students who are interested in entering the marketing industry.

**Who will benefit from this event/project and how? Who can participate in it?**

Simon Fraser University (SFU) students who have an interest in Marketing and Communications will benefit from Marketers' Night. We welcome students in different areas of concentration or majors to attend our event. This year's event will be focusing on Online Marketing, which is a raising trend in today's world of Marketing. In order to guarantee a beneficial event for students, we have invited speakers who are experts in different areas of internet marketing such as SEO, social media, and digital branding. Companies who will be joining us as keynote speakers for the evening include Telus, Northhill Creative, Thrive Digital, and Fulcrum Media. Additionally, marketing professionals from Metro Vancouver businesses, organizations, and marketing agencies will also be invited to our event to network with students. We are expecting at least 50 industry professionals to join us at Marketers' Night. What students will benefit by attending our event is the opportunities to network with various organizations' representatives, to learn about one of the most prominent marketing trends from experts, to meet like-minded people with curiosity in marketing, and to shape their career in marketing.

If you run out of space, please attach additional information on a separate sheet of paper to this form. Thanks!

Have you or your group organised an event/project like this before? How did it go?

Yes, SMA has been hosting Marketers' Night for the past 25 years, attracting SFU students from different faculties and departments. Marketers' Night is our annual signature event and is highly anticipated among students every year. For our most recent event, Marketers' Night 2014, we had a ratio of 3:1 students to professional. Students were able to interact with professionals without speaking over a large group of people. The feedback from the students that attended the event were great, therefore we hope this year will be even better.

Do you have any other information that is relevant or might help in the evaluation of this request?

It is SMA's goal to provide valuable and rewarding experiences for SFU students. We believe that marketing is an important skill to have whether it is for a job, in classroom settings, or even for your own personal branding. This is why our team has worked hard to invite experienced professionals and have created an easygoing environment that encourages networking.

**Budget Information** Please provide a **detailed** budget – if preferred, attach a budget on a separate sheet of paper. Please account for ALL revenue and expenses. Please note: clubs receiving grant funding **MUST** use SFSS printing and catering services, with few exceptions. Speak to GO staff for more info.

**Photocopying/printing from SFSS CopyCentre** - description and total:

Please speak to SFSS Copycentre to obtain an estimate:

MBC 2260 / copycentre@sfss.csa

\$ 0.00

**Catering from SFSS Food and Beverage Services** - description and total:

Ask GO staff for a catering form & attach it to this grant request.

\$ 0.00

Additional revenues and expenses Please include quantities & costs of individual items

A detailed budget is attached.

**TOTAL REQUESTED FUNDING:**

**\$ 1,550.00**

Have you requested or received sponsorship or other funding?

No monetary sponsorship or funding has been received nor requested aside from this SFSS Club Grant Request.

office use only, please!



			Ideal	Projected	Last Yr Actual	
		Students	120			
<b>EVENT DATE: February 26, 2015</b>		Professionals	50			
		Faculty	5			
<b>EVENT NAME: Marketers' Night 2015</b>		Volunteers	10			
<b>LOCATION OF EVENT: Sheraton Vancouver Wall Centre</b>		Speakers	6			
		OC	10			
<b>ORGANIZING CHAIR: Victor Ouyang/Jenny Vo</b>						
<b>REVENUE</b>		<b>Revenue Per Person</b>			<b>Total Revenue</b>	
		Units	Projected	Last Yr Actual	Projected	Last Yr Actual
<b>TOTAL REVENUE</b>			<b>25.00</b>		<b>3,400.00</b>	
Early Bird Student Sales		0	25.00		0.00	
Student Ticket Sales		120	30.00		3,600.00	
Professionals		50	30.00		1,500.00	
Faculty		5	0.00		0.00	
Volunteers		10	30.00		300.00	
Speakers		6	0.00		0.00	
OC		10	0.00		0.00	
<b>TOTAL REVENUE</b>			<b>25.00</b>		<b>3,400.00</b>	
<b>VARIABLE EXPENSES</b>		<b>Cost Per Person</b>			<b>Total Cost</b>	
		Units	Projected	Last Yr Actual	Projected	Last Yr Actual
<b>TOTAL VARIABLE EXPENSES</b>			<b>48.00</b>		<b>4,512.00</b>	
Food			48.00		4,512.00	
A La Carte per person		94	48.00		4,512.00	
<b>TOTAL VARIABLE EXPENSES</b>			<b>0.00</b>		<b>0.00</b>	
Bartender		2	120.00		0.00	
Cash Bar Labour and Service Fee		1	120.00		0.00	
<b>TOTAL VARIABLE EXPENSES</b>			<b>4.00</b>		<b>767.04</b>	
Service Charge 17 - Sheraton					767.04	
<b>TOTAL VARIABLE EXPENSES</b>			<b>1.00</b>		<b>263.95</b>	
GST 5%					263.95	
<b>TOTAL VARIABLE EXPENSES</b>			<b>3.00</b>		<b>1,032.99</b>	
<b>FIXED EXPENSES</b>		<b>Cost Per Person</b>			<b>Total Cost</b>	
		Units	Projected	Last Yr Actual	Projected	Last Yr Actual
<b>TOTAL FIXED EXPENSES</b>			<b>3.00</b>		<b>330.00</b>	
AV Equipment					330.00	
Service Charge					56.10	
<b>TOTAL FIXED EXPENSES</b>			<b>0.00</b>		<b>0.00</b>	
Ballroom					0.00	



Received: \_\_\_\_\_ Grant # 1565  
Email: Budget Feb 13/15 Feb 16 Amount: \_\_\_\_\_

**Contact Information**

Club name: African Students Association Today's date: January 29, 2014  
Contact person: Mthabisi Mhlanga Position: VP Finance  
*must be Club Fund Authority*  
Email: mmhlanga@sfu.ca Phone: 604-710-9372  
*please use your SFU email!*

**Event/Project Information**

Name of event/project: Africa in Dialogue 2015 Expected attendance: 80  
Date: February 25 & 26, 2015 Time: 4:00 - 7:00pm Location: SFU Theatre

Purpose and description of event/project:  
This event is designed to increase awareness of the issues present in the African continent and have intellectual discussions on how we as students can formulate ideas that will help to reduce these issues and help the continent to flourish. This discussion will make people better informed on the African continent and will hopefully result in more credible information being passed on to the public about what is actually going on in Africa and raise awareness in order to promote the development of initiatives that solve many of the issues in Africa. This event is also to meet new people and learn about different cultures and to celebrate the initiatives of people who are trying to make a difference in Africa.

Are you working with other groups on this event/project? If so, who and how?  
We will not be working with other groups.

Who will benefit from this event/project and how? Who can participate in it?  
All people who attend this event benefit from it because it broadens their knowledge about the issues going on in Africa and the event provides a platform for an intellectual discussion on what sort of remedies are available address these issues. Therefore anyone who has an interest in any African related issues can participate and will seek to benefit from it.

If you run out of space, please attach additional information on a separate sheet of paper to this form. Thanks!

## **AFRICA IN DIALOGUE 2015 (Tentative Agenda)**

**Dates:** February 25 & 26, 2015

**Times:** 4:00PM-7:00PM

**Day 1:** Wednesday February 25th

**Topic:** Self Sufficiency and Survival

**Venue:** TBD

Estimate number of guests: 80

4PM-4:15PM: Arrival of Guests

4:15-4:30PM: Intro Performance - Mubanga

4:30PM-4:45PM: Speech by ASA President

4:45PM-5:30PM: Dr. Cecil Abrahams

5:30PM-6PM: Questions

6PM-6:45PM: Closing remarks, socializing & snacks

**Day 2:** Thursday February 26th

**Topic:** TBD

**Venue:** SFU Theatre

Estimate number of guests: 80

4PM-4:15PM: Arrival of Guests

4:15PM-4:30PM: Speech by ASA President

4:30PM-5:00PM: TBD

5:00PM-5:20PM: Shwanga skit

5:20-6:10PM: Panel of Speakers with Initiatives for Africa.

- Anim Hair and Beauty Salon
- Blooming fashion online store
- Shwanga
- Uganda NGO

6:10PM-6:30PM-Questions from Audience

6:30PM-7:00PM-Closing remarks, socializing & snacks



**Simon Fraser Student Society Catering Order Form  
Food and Beverage Services**

**Instructions**

**1) If you are a Club,** the General Office will approve this order.

**2) If you are a DSU,** The Student Union Resource Office will approve this order.

**3) Club and DSU catering orders will not be processed without appropriate approval**

Quantity	Item	Price	Subtotal
	Deli Platter - serves 30 people	\$90.00	\$ -
	Vegetable Platter - Small serves 15-20 people	\$30.00	\$ -
	Vegetable Platter - Large serves 25-35 people	\$45.00	\$ -
	Fruit tray - small serves 15-20 people	\$32.00	\$ -
	Fruit tray - large serves 25-35 people	\$50.00	\$ -
	Pickle Platter - serves 15-20 people	\$35.00	\$ -
	Grilled vegetable antipasto - small 15-20 people	\$45.00	\$ -
	Grilled vegetable antipasto - large 25-35 people	\$90.00	\$ -
	Spinach dip - vegetarian serves 20 people	\$36.00	\$ -
	Tex Mex Dip - vegetarian serves 20 people	\$36.00	\$ -
	Tzatziki & Hummus Dip w/ Pita - serves 20 people	\$22.50	\$ -
	Taco Chips and Salsa - serves 20 people	\$22.50	\$ -
	Chips & Dips - serves 20 people	\$22.50	\$ -
	Pizza - 3 toppings	\$16.80	\$ -
	- additional toppings	\$2.25	\$ -
	Appetizers (per dozen - two dozen min.)	\$8.95	\$ -
	Appetizers (per dozen - two dozen min.)	\$14.95	\$ -
	Build Your Own Sandwich Platter serves 36 people	\$150.00	\$ -
70	Sandwiches - please refer to catering menu for details	\$5.25	\$ 367.50
	Wraps - please refer to catering menu for details	\$5.55	\$ -
	Kaisers - please refer to catering menu for details	\$4.60	\$ -
	Bagged Lunches - please refer to catering menu for details	\$7.00	\$ -
	Asst. Squares - please refer to catering menu for details	\$1.50	\$ -
80	Cookies	\$1.75	\$ 140.00
	Cinnamon Buns	\$2.00	\$ -
120	Muffins	\$2.00	\$ 240.00
	Asst. Loaves - please refer to catering menu for details	\$2.00	\$ -
	Turnovers	\$2.00	\$ -
	Maple Pecan Strudel	\$2.00	\$ -
80	Coffee (per cup - 15 cup min.)	\$1.25	\$ 100.00
	Tea (per cup - 10 cup min.)	\$1.00	\$ -
	Pkg Hot Chocolate	\$1.25	\$ -
	Gourmet Hot Chocolate	\$2.00	\$ -
80	Tea (per cup - 10 cup min.)	\$1.00	\$ 80.00
	Specialty Teas	\$1.25	\$ -
	Ice Tea / Lemonade	\$1.50	\$ -
	Juice Pitchers	\$4.65	\$ -
150	Juice Bottles (300 mL)	\$1.65	\$ 247.50
	Canned Pop	\$1.50	\$ -
	Bottled Water	\$1.65	\$ -
	Fruit Punch	\$3.50	\$ -
14	Ice Water Pitcher	\$1.50	\$ 21.00

**Order Subtotal:** \$ 1,196.00

Gratuity @ 15% \$ 179.40

**Total if GST EXEMPT** \$ 1,375.40

GST @ 5%

**Order Total:**

<b>Event Title:</b>	Africa in Dialogue 2015
<b>Account number:</b>	
<b>Club, DSU or Dept:</b>	African Students' Association
<b>Date of function:</b>	25, 26 February 2015
<b>Time of delivery:</b>	3:30pm
<b>Time of function:</b>	4:00pm
<b>Location:</b>	Halpern Centre
<b>Group size:</b>	80 people
<b>Contact Person:</b>	Mthabisi Mhlanga
<b>Contact Email:</b>	mmhlanga@sfu.ca
<b>Contact Phone:</b>	6047109372
<b>Gratuities to:</b>	
<b>Special Notes:</b>	

Office Use Only	
Estimated Cost:	_____
Cost Noted in Core:	_____
Trust:	_____
	_____
Grant:	_____
	_____
Coordinator Initials:	_____