



Executive Council Meeting

Scheduled Time: 7:30 PM - May 10th, 2021 | Location: Zoom

Open to the General Membership of the Society Unless Otherwise Deemed In-Camera

Note: presentations and/or proposed motions should be requested to be included on the agenda at least three (3) days in advance of a meeting by contacting the Administrative Director, Melayna Beaudin, at melayna.beaudin@cus.ca – materials received past this point may be considered for the subsequent meeting’s agenda at the Administrative Director’s discretion.

Attendance:

Name	Position	Present ("X")	Late ("X")	Proxy
Grace Lee	President (Chairperson)	X		
Melina Amirsharafi	Vice-President, Academic Affairs (Vice-Chairperson)	X		
Rachel Kim	Vice-President, External Affairs	X		
Nicole Zhu	Vice-President, Finance	X		
Alison Lee	Vice-President, Internal Affairs	X		
Joey Huang	Vice-President, Marketing and Communications	X		
Thomas Kamiya	Vice-President, Student Engagement	X		
Doris Huang	Ombudsperson	X		
Melayna Beaudin	Administrative Director	X		

Guests: Board, Equity Advisor

A. Call to Order

The meeting was called to order at 7:30pm.

B. Amendments to and Adoption of the Agenda

Moved: Thomas Kamiya | Seconded: Alison Lee

Be it resolved that the agenda be adopted as presented.

*In favour: All
Opposed: None
Abstentions: None*

...the motion carries.

C. Presentations to the Executive Council

D. Personal Updates

E. Professional Updates

I. President

- Internal team
 - One on ones with all AVPSs
 - Sat in on budget presentations
 - One one one with admin director
 - Meeting with equity advisor
 - Committee meetings
 - Prepping for meet the cus
- External stakeholders
 - Meeting with Kristian, CPA lead from BCC
 - AMS Orientation on May 5th and 9th
 - Meeting with [student rep for 2021 President's Advisory Committee for the selection of the New Dean](#)
 - Meeting with Michael from the BCC
 - Think tank meeting on tuesday morning and will continue as a bi-weekly thing
 - SVPro meeting on May 12th

II. Vice-President, Academic Affairs

- Portfolio Budgeting
 - R1 Presentations: Complete
- Services
 - CMP & JDC Junior Development R1 Budgeting Presentations: Complete
 - ExCo & JDCW R1 Budgeting Presentations: Next week
 - ExCo Team Hiring: Ongoing
 - JDC Junior Dev Hiring: Set for September, but may be moved forward

III. Vice-President, Finance

- Regular R1 Budget Presentations finished this weekend
 - I. Adjusting R2 Timeline
 - II. Confirming action items/R2 TD for Services with BOC, FP by Wednesday
 - III. External: work on documentation for CUS discounts
 - IV. BUCS: 5K
 1. BUCS make sure they have plans to use the money wisely (current events better, more events like Movie, Scavenger, Sports events, or collaboration with other clubs ex: HeWe, Sauder Sports) -> let Thomas know to discuss

with BUCS

V. CUS-Wide Items: Marketing (Green Screen, Ring Light, Canva & Adobe Accounts), SE (Helium Tank, Photobooth Decor like fairy lights)

- Bulk Order Form
 - I. Order over the summer to CUS Office
 - II. Internal: keep track of service picking up items

Motion to make an amendment to the agenda adding a discussion item “ NSCC: \$75K, 16 Teams -> 12 Teams“

Moved: Rachel Kim | Seconded: Alison Lee

In favour: All

Opposed: None

Abstentions: None

...the motion carries.

IV. Vice-President, Internal Affairs

- Budgeting
 - R1 Budgeting complete
 - Sustainability and A&R late round
- Services
 - Elections is hiring
 - Service Check-ins this week
- Club Affiliation
 - Committee met on Friday
 - Post went up today
 - Email going out May 16th
- Lockers
 - Email with sign up info went out

V. Vice-President, Marketing and Communications

- Marketing Commission
 - Launching TikTok w/ exec/board team trendy video, and ‘CUSummer’
 - Launching summer campaigns start of June (Vancouver Food/Travel/Fun and Day in the Life)
 - Launching CUS Podcast start of June
 - Restarting CUSunday/Morning Coffee Summer Edition (fun edition)
 - Discussed website w/ IT team and Liang
 - Sent out internal marketing guidelines
 - Finishing branding guideline, project proposals/timeline
- Services
 - Completed budgeting
 - CAP hiring now, Y&P hiring next week, VM end of summer
- Meetings/External
 - Had meeting w/ Jason Liao, CUS Podcast w/ Jesse, Services, Website meeting
 - Meeting w/ Rachel, SISA, General Team Meeting, Digital Marketing, CUS Podcast next week
 - Made Club Affiliation poster, and other external promotions (are limited to just IG story and/or FB post, no IG post)

- Helped repost for Summer Hiring, tell your services to submit post on CUSummer Hiring FB event page to promote themselves

VI. Vice-President, External Affairs

- CR Commission
 - Assigned all CRMs to services; sent out intro emails
 - Will start intro meetings with all services; clubs support will begin after re-affiliation process
 - Transitioned communication for all CUSavings partners; will begin new outreach this week
 - Supporting Marketing with their new campaign
 - CUS general discount continuing; Jukebox and 4Imprint, more for the list coming soon; will be shared to service roundtable
- Services
 - NSCC and EMP completed R1
 - Imprint and Me Inc for next week
 - Imprint hiring VPL and VP CR
- Interfaculty Meeting
 - Intro email sent out today
 - First interfaculty meeting will be hosted last week of May
- External Relations
 - Meeting with Kislal's Restaurant Group: want to support POITS x Everyone Interfaculty Event, CUS Start Your Involvement, and possible CUSavings partner
 - Meeting with SVPRO (Ariana Barer): want to provide possible training to services, especially those focused on social events (Grad, POITS, Awards), support on CUSafety Campaign along with Clarify
- CUSafety Campaign
 - An initiative to promote physical/mental safety as students are returning back on campus
 - Physical: providing first aid training to services/clubs, creating a simple poster/promo material to highlight physical safety procedures, locations of different equipment
 - Mental: discussing with UGO
 - SVPRO: working with Clarify and SVPRO
 - If any board members would like to join this initiative, please let me know!

VII. Vice-President, Student Engagement

- Hiring
 - SISA applications extended
 - POITS VP Marketing interviews yesterday
- Events
 - Sauder Sports considering golf event in collaboration with POITS
 - Talked to Max about POITS x Everyone and event plans
 - HeWe had meeting with Rhyse from whitecaps
 - Meet with AVPs soon about CUS Start planning so if any board members wanna join message me on slack
 - BUCS meeting Thursday
- Budgeting
 - all services except for Grad Night and SISA did budgeting in R1

- VIII. Administrative Director
 - Nothing to add.
- IX. Ombudsperson
 - Nothing to add.

F. Executive Business and Discussion

- i. NSCC: \$75K, 16 Teams -> 12 Teams**
 - Decreasing number of teams to decrease the cost
 - Typically 16 teams; proposing new change for this year
 - It is important for NSCC to focus on the quality of the event as well
 - Having more teams able to attend might make it more appealing for students to apply
 - Reducing the number of teams would reduce the number of people who get to enjoy the luxury
 - Reducing the number of teams who attend might help with NSCC's fiscal responsibility
 - Being a competitor and being a delegate at the event are not the same experience
 - The quality of the event itself could be more important than the size of the event
 - Focusing on internal fiscal responsibility as opposed to focusing on downsizing the event itself
- ii. Meet the CUS Event**
 - Potential Friday morning rehearsal for event
- iii. BCC Think Tank Project**
 - BCom job ID 9100068149 / COOP job ID 9100068152)
 - The BCC will be hiring three students as strategic research consultants for the summer
 - The job posting is open on COOL
 - Rachel Kim will be the CUS representative
- iv. Website Updates**
 - Possible developer: [Liang](#)
 - The current website is very outdated and is not catered towards the student body
 - The plan for the website is to decentralize pages that are constantly updated and make it more user friendly
 - Executives agree that some form of student feedback is necessary
 - It is possible to run both websites at the same time
 - Giving students the opportunity to give feedback
 - Planning to consult with experts about the website
 - Planning to create a Google form to get student feedback
 - Payment for website development will not be made in full
 - Communicating the process to students would increase transparency
- v. TikTok Video(s)**
 - There are three ideas for promotional TikTok videos
 - Executives should fill out their scripts on this [document](#)
 - Deadline: film the first two videos by May 17th, film the last video by May 31st
- vi. Marketing Summer Campaigns (Day in the Life Signup, Vancouver Food Travel Fun)**
 - Deadline: inform marketing team which two chairs will be participating in Day in the Life by end of May
 - Capilano Suspension Bridge
 - Science World
 - Vandusen Garden

- Leonardo Da Vinci Experience (@ Tsawwassen Mills)
- Van Gogh Exhibition
- Taking a trip to:
 - Victoria
 - Whistler
 - Gibbons/ Sunshine Coast/ Bowen Island
- OR any non basic unique Vancouver adventures you plan to go on! Marketing already has a wide list of free/affordable activities to promote (ex. Biking around Sea Wall, top city favorites, paddle boarding, golfing, strawberry picking) HOWEVER, if you plan to do something exciting this summer and feel as though it will make an exciting and engaging TikTok please message Marketing as soon as possible!

vii. Ethical and responsible giveaways practices

- Making sure that services are transparent and ethical in their giveaway practices

viii. [Open feedback form](#) available throughout the year

- A way to contact the CUS throughout the year
- Action item: Doris will take over the form

ix. Yearbook

- There are a lot of old yearbooks that are taking up storage space
- They could be made into an art project

x. JDC West Competitions External Hire Fairness policy

Moved: Alison Lee | Seconded: Nicole Zhu

Motion to go in camera inviting AMS Rep Jason Liao

*In favour: All
Opposed: None
Abstentions: None*

...the motion carries.

Motion to go move in camera

Moved: Rachel Kim | Seconded: Melina Amirsharafi

*In favour: All
Opposed: None
Abstentions: None*

...the motion carries.

xi. [Code amendment for changed affiliated club base fee](#)

*update: will be made via slack due to board members needing to leave the meeting earlier and not meeting board quorum to be able to pass code amendments

G. Approval of Minutes

Moved: Rachel Kim | Seconded: Thomas Kamiya

That the minutes from the April 12th Executive Council meeting be approved for public distribution.

*In favour: All
Opposed: None
Abstentions: None*

...the motion carries.

H. Next Meeting

I. Adjournment

Moved: Thomas Kamiya | Seconded: Nicole Zhu

There being no further business, be it resolved that the meeting be adjourned at 9:52pm.

*In favour: All
Opposed: None
Abstentions: None*

...the motion carries.