Executive Committee
December 8, 2005

Attendance
Graham Lettner President
Mat Johnson Vice-President Academic
Samantha Power Vice-President External
Jason Tobias Vice-President Operations & Finance
Justin Kehoe Vice-President Student Life
Bill Smith General Manager
Catherine van de Braak E/A, Recording Secretary

1. Call to Order
The meeting was called to order by LETTNER at 10:42 am

2. Approval of Agenda
KEHOE/JOHNSON MOVED THAT the agenda is approved with the following changes:
5a. is moved to the end of the agenda to be followed by 5b. Marketing
VOTE ON MOTION 5/0/0 CARRIED

3. Approval of Minutes
KEHOE/LETTER MOVED THAT the December 1 and 6, 2005 minutes be approved as tabled.
VOTE ON MOTION 5/0/0 CARRIED

4. Action Summaries
Reviewed and updated

5. Old Business
Moved to the end of the meeting

6. New Business
There is no new business

7. Discussion Period
a. Coke Invitation
SMITH: Coke has forwarded another invitation, Nickelback. Execs do not feel that it is appropriate to accept these types of tickets. SMITH: will discuss this at the upcoming SSCB meeting next week.

b. Exec Meeting Format
LETTNER: would like to see one formal meeting and one “informal” meeting each week. Exec. feel that this is a positive idea.

c. Quality Issues in the Media
JOHNSON: have been contacted by a reporter form CBC who appears to be looking for PSE stories, not sure what to give him. Exec. feel that if there are genuine issues, this is a good opportunity
to bring things forward.
Johnson will meet with Don Iveson, Zita and Amanda.

**New Business**

**5a. SU Themes**

LETTNER: thoughts re the meeting on Tuesday?
JOHNSON: senior managers took as themes of the SU rather than as what will be focused on in the next 4 months.
POWER: if going to be adopted as SU themes (strategic plans) need to re-evaluate
SMITH: felt that the exec. delivered a good set of message. Can choose to put different points under various themes. I raised the point at retreat that there was a glaring omission, external advocacy

POWER: external advocacy needs to be included if these are the major themes, but not if this is a list of what to work on.
JOHNSON: senior managers were very on-board with this; does this show a need for some work to be done in this area?

KEHOE: 5 points are not year specific, these are big picture ideas. We need to be clear about what we want from this process.
SMITH: senior managers spend 80% of their focus on day-to-day issues and 20% on issues relating to direction given from exec. It is good to have a re-affirmation of where/what we are doing, would like senior managers to know a bit more of why

TOBIAS: need to discuss how we are going to do this
LETTNER: we need to construct the teams, have 3-4 goals by Tuesday, review on Tuesday. We should use the Thursday meeting to hold exec to task on the goals
TOBIAS: Resource allocations and governance are primary. Resource allocation is really an umbrella over ongoing-issues.

Smith, Tobias and Kuper will communicate the resource allocation to the exec committee by Thursday.

**b. Marketing Messages**

LETTNER: need to provide thoughts to Dan.
Direction is needed as to what exactly Dan is looking for. This is better-accomplished using email.

**8. Reports**

**9. Announcements**

**10. Adjournment**

Meeting adjourned at 12:01 pm