MINUTES

EXECUTIVE COMMITTEE
September 15, 2014
2:00pm
ATTENDANCE:

William Lau  President
Kathryn Orydzuk  Vice President (Academic)
Navneet Khinda  Vice President (External)
Cory Hodgson  Vice President (Operations & Finance)
Nicholas Diaz  Vice President (Student Life) – arrived 2:24pm
Marc Dumouchel  General Manager
Craig Turner  Initiatives Manager

REGrets:
ABSENT:

1. CALL TO ORDER
   The meeting was called to order by LAU at 2:08pm

2. APPROVAL OF AGENDA
   HODGSON/KHINDA MOVED THAT the Executive Committee approve
   the agenda as amended.
   4/0/0 CARRIED

3. APPROVAL OF MINUTES
   HODGSON/KHINDA MOVED THAT the Executive Committee approve
   the September 11, 2014 minutes as presented.
   4/0/0 CARRIED

4. ANNOUNCEMENTS

5. STUDENTS’ COUNCIL
   Points of discussion:
   • Next meeting is at Augustana; HODGSON to talk to Nicole/DG
     about arranging bus transportation
   • We can have some open discussion time on the bus

6. OLD BUSINESS
6.1 STRATEGIC PLANNING COMMITTEE
   Points of discussion:
   • One Vice President will be a permanent member; other Vice
     Presidents can participate in elements relevant to their portfolio
   • It would be useful to have staff/members from a variety of
     departments and with a variety of personalities
   • We should solicit feedback from all departments as well

   LAU/DIAZ MOVED TO appoint ORYDZUK and HODGSON to the
   Students’ Union Strategic Planning Committee as the Executive Committee
   representatives.
   5/0/0 CARRIED

7. NEW BUSINESS
8. DISCUSSION PERIOD

8.1 ADVOCACY AGAINST PAID ONLINE ASSIGNMENTS

Also in attendance:
• Justin Williams, Director of Research & Political Affairs

Points of discussion:
• This does not really provide benefit to the institution as the monies go to the publishers
• Ontario has regulated these fees; CAUS does not have a policy on these fees
• ORYDZUK to collect stories from the U of A and other peer institutions
• KHINDA to liaise with CAUS on the topic

8.2 CAB BANNER FOR CAMPAIGN

Also in attendance:
• Justin Williams, Director of Research & Political Affairs

Points of discussion:
• Since CAB is such a large space should we put multiple banners up with multiple messages?
• This entire campaign will run about $1000
• We could put something up now, and then take our time hashing out a longer-term messaging strategy
• Have we finalized what message we want an initial banner to convey?
• Should we make this campaign have a longer duration as a whole?
• Three banners could be ‘doing great things together’, ‘get involved’ and ‘executive goals’
• A referral to Student Life Central could be a good way to promote involvement

8.3 GREEN & GOLD DAY BUDGET

Points of discussion:
• MarComm has put together a plan and budget
• The total marketing costs should be under $70
• We will be providing discounts at some of our food outlets
• DIAZ will cover it from his budget

8.4 ALUMNI WEEKEND

Points of discussion:
• On Saturday we will be hosting a 50th anniversary event for the students involved in the original conception of SUB
• We will be hosting a table inviting alumni to sign up for an SU alumni group
• All execs should attend if possible
• Should we coordinate who is going to what alumni events?

9. REPORTS

10. CLOSED SESSION

11. REVIEW OF ACTION ITEMS
12. ADJOURNMENT

LAU/KHINDA MOVED TO adjourn.

Meeting adjourned at 3:25pm

5/0/0 CARRIED