

Meeting Minutes

Board of Directors Meeting

Ryerson Commerce Society (RCS) – Four Seasons Board Room, TRS 3-164

Monday September 19th, 2011 – Ryerson University, Toronto, Ontario

Board of Directors Meeting

Prepared by: Bushra Jawed

Location: TRS 3-164

Date: Monday September 19th, 2011

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CALL TO ORDER – 6:00 PM

BOARD MEMBERS EXPECTED TO ATTEND:

Angelo Pirosoz	President
Samantha Almeida	Vice President Administration and Operations
Darren Shivraj	Vice President Corporate Relations
Laura Grisolia	Vice President Finance
Natasha Campagna	Vice President Events and Marketing
Michael Jor	Vice President Engagement and Outreach
Mustafa Amer	Business Management Director
Amir Golbazi	Business Management Director
Hitansh Nanda	Business Management Director
Faiza Hussein	Information Technology Management Director
Prateek Bajaj	Information Technology Management Director
Nina Tavakoli	Hospitality and Tourism Management Director
Salvatore Anania	Hospitality and Tourism Management Director
Ife Osemeke	Retail Management Director
Bushra Jawed	Secretary
Abdul Snobar	General Manager
George Phu	Honorary Councillor
Dev Singh	Honorary Councillor

ABSENT WITH REGRETS:

Christina Gobran	Retail Management Director
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Item 1 CALL TO ORDER – 6:12 PM

BE IT RESOLVED THAT Angelo Piroz pass his **Chairing Rights** to Abdul Snobar for the board meeting being held on September 19th.

Moved: *Angelo Piroz*

Seconded By: *Michael Jor*

Result: *Passes unanimously*

For	Against	Abstentions
12	0	0

Item 2 APPROVAL OF THE AGENDA

BE IT RESOLVED THAT the **AGENDA** be accepted as presented.

Moved: *Samantha Almeida*

Seconded By: *Mustafa Amer*

Angelo: I would like to move the Ratification of the Board Members down to after the Funding Requests on the agenda. So that way Item 5 comes after number 8 on the agenda. I know we were slightly put behind schedule because of the fire alarm, and we have student groups coming in at 6:30 and I don't want to keep them waiting.

Abdul: Okay, so small adjustment to the agenda that the Ratification of the Board Members moves to after the Funding Requests.

BE IT RESOLVED THAT the **AGENDA** be accepted as presented, with the small change of the order of items as per above.

Moved: *Samantha Almeida*

Seconded By: *Mustafa Amer*

Result: *Passes unanimously*

For	Against	Abstentions
12	0	0

Item 3 APPROVAL OF THE MEETING MINUTES

BE IT RESOLVED THAT the **Meeting Minutes** from **August 3rd, 2011** be accepted as presented.

Moved: *Samantha Almeida*

Seconded By: *Hitansh Nanda*

Result: *Passes unanimously*

For	Against	Abstentions
12	0	0

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Item 4 EXECUTIVE UPDATES

Vice President Engagement & Outreach

Mike: For my update, I have some pretty simple stuff to tell the board. TRSM's Week of Welcome was a pretty big success; we managed to give out all the agendas, and collected over 1800 emails for the email list. The street team leaders did a fantastic job, and we're trying to get more street team members on board. By the end of the month, we'll have a street team up and running.

In terms of first year engagement, we're trying to set up a new program which is basically a first year mentorship program. First years that are interested in the program, we will work to get them involved with a student group of their choice, and they follow the student groups as they progress through the year.

Sal: In the summer, we spoke about you doing metrics to keep track of our engagement? Is all of this being added to the metrics?

Mike: Well, it's kind of hard to figure out how to measure success with the marketing, because it can be a bunch of emails or student engagement in various different ways. So it's difficult to get them together in metrics.

Sal: Well, I guess I was looking towards having a method of measuring the engagement after the week of welcome? So maybe, the influx of engagement seen in students? I think this is essential for us, especially for what George is trying to accomplish.

Mike: I can only go so far. Metric wise, I still need some time to work on.

Vice President Finance

Laura: I've been working on a few things with the committee. Last week I held a Finance Workshop for all VP Finances of various student groups. I created a template for them to show their master, and sub budget in a specific way. A master budget would have everything they're looking for from RCS, as well as details of each separate event. This way, we'd like them to think of the financial master plan, and if there's a big balance we know what they're doing with their own funds. We can also get them thinking about the future, and how much they plan on using for the future. We noticed that a lot of student groups have no money to pay for Frosh or Week of Welcome, so this will definitely get them thinking about the future, and help them to plan for the future.

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Furthermore, I went on to show them the expense log. From now on, cheques will only be written to student group accounts and not to specific individuals. This helps the student groups to organize themselves better. The expense log also allows them to break it down by event, and so we would have all the events for all the student groups. This will also help us to get organized because we'll know when to have our board meetings according to the funding request. It also gives them idea of when to submit their requests. I've also included details for the events.

Hitansh: I have a question with funding requests. If the speaker is a volunteer, do we then fund the speaker gift?

Laura: Well, that's something you would decide as a board. In previous years, it was based on whether it was a paid speaker or not. If the speaker was getting paid, we didn't want to be funding the gift. I've been advising them that if they have other sources, those sources should be put towards speaker gifts.

So okay, now, a little further down, there is a summary of the event. That way we know who to contact, who to go to for specifics, number of guests, venue, basically like a short version of what is provided in their package. Once their event is complete, the student group is then going to submit a package with their cheque requisitions, 5 points for areas of success, and 5 areas of improvement. This helps them to reflect and once again think about the future.

Hitansh: Do we have past budget requests? Like for comparison purposes, are we going to be able to go back to archives?

Laura: So okay, another project that I've working on with Amir is student group binders. This include their profiles, all contact information, names on who is on their membership, office number, and so on. This helps us get the hard facts. And from this we can pull out other information. It will give us information on what the student group does, their purpose, various events, a section on their budgets, and funding requests. This could also be used for any job postings or volunteer opportunities they want to advertise. Basically, what we're trying to accomplish is the student group in a binder.

Hitansh: Whose responsibility is to update it?

Laura: My committee will be taking care of that. Also, it will also have a section for cheque sign in and sign out. So if they've submitted their cheque requisition and it is ready for pick up, they have to come sign it out.

Sal: When we first brought up this idea, a group expressed concern on confidentiality and that anyone is allowed to come in and see their binder and their expenses. What's your opinion on that?

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Laura: My personal opinion is that it should be entirely transparent what the student groups are doing. This way if someone is getting the money, but is not using it properly, then anyone should be able to see it and check it. I'd just be concerned about account numbers or sensitive information and that can be easily blacked out.

Hitansh: Plus, all of this information is already available through CCPP, so it's all accessible through that anyway.

Laura: Another group asked if they need to tell us their account balance and yes, they definitely do. If they have a balance, we need to know for funding purposes.

Abdul: Can we postpone your updates till after the funding requests, because we have student groups waiting?

Laura: Yes, of course.

Vice President Administration & Operations

Sam: The RCS website has a new design. It's up and running, there are a few content changes that need to be made still. The mobile app is coming soon. We have pictures of the new design, so contact me if you want to see it. We just need to finalize the date of release. And we'll be getting the marketing material soon. We're also setting up the student group calendar, where student groups will fill out all the information about their events, and this will be uploaded on Google calendar, so all students can have access to it. A rough draft of office hours was sent out yesterday, please look at that. And there is a governance meeting next week, so stay tuned for that.

Vice President Events & Marketing

Natasha: Now that frosh is over, I sent out a feedback survey to everybody. Key things that I noted – students were asked if they now have a better understanding of TRSM and 91% yes. All together 104 responded to the survey, 72% said they attended all the events, 84% said that they would rate the amount of fun they had between 8 and 10. There were a lot of students who expressed interest in Frost week, so we're thinking of doing a ski trip in January.

I've also added a new member to our committee, Francesco Policelli. The reason why I decided to take him on is because Kate is no longer on the committee. And he came on the first day and gave 110% and I felt that he would be best suited for the committee.

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I have a brief set of dates for when student appreciation days will be, I plan on having a Halloween party in collaboration, and then of course commerce games. I also want to bring back the business of golf event for the year.

Vice President Corporate Relations

Darren: Over the summer, the whole CRC and I worked for Frosh, and we worked to make it a more sponsored frosh. We encouraged mandatory CCPP sponsorship, which was a hard political move. We've been working with the student groups over the summer, running one hour consulting sessions to find marketable events to put towards the sponsorship package and figure out other ways to subsidize events. We actually made a lot of policies for internal purposes, student groups, and CRC alike. There have been a lot of funding requests from student groups already and this is the first week when we've been putting all the new processes to use. So far, they've been coming along extremely well. I've also been working closely with Adam Conest, and Dem Greenfield, to have a much more concrete and complete sponsorship package. We want to focus as much as possible on the content itself.

Going forward we're going to try and follow through with the following goals.

1) Student group involvement – the whole CRC has been split up to work with student groups. It's going to be the same kind of focus we had over the summer, but this time throughout the entire year.

2) Regular follow ups and stewardships – we're trying out a new structure, with new policies, to make sure we know exactly when the money is coming in, and so we can give it to student groups when necessary. In order to follow through with this, I've carefully considered and decided upon adding a new position. In the past it has been really difficult to seek money, and maintain a sense of stewardship. This is because seeking new partners might make stewardship less prioritized, therefore I have created a position called the Stewardship Manager. The qualities that you need for this are that you need to think in the long term and keep in mind major stakeholders. The manager will keep track of where we've been in the past, and have a portfolio for each company, he/she will also be responsible for the partnership performance report. These portfolios will be updated with where we've been, and once we get an agreement from a sponsor, the partnership performance report will have a copy of this as well to ensure that the company is happy. We want the companies to become a sustainable partner and to know that they're getting value from their investment. Also, it's necessary that we keep in mind all the companies we contacted, even those who weren't interested in sponsoring Frosh. We want to make what's called a relevant company portfolio for companies who showed interest, but didn't want to sign on with Frosh. The Stewardship Manager will also be responsible for putting together a newsletter with all of the events that took place to send out to the company, all of those that displayed some sort of interest.

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3) In-kind donations – Building on top of the in-kind bank, I've been speaking to a lot of student groups and what a lot of student groups want are swag and lanyards.

4) Monetary sponsorships – We've been working really closely with George and Arzan. We've gotten a lot done with a major focus on growth, focusing on the student groups and how we can benefit them. There's a huge focus on Rogers and CIBC.

Amir: I was just wondering about the duties of new position? Can you clarify them please?

Darren: The duties of the Stewardship Manager are basically, well, okay, the way that it's going to work is that let's just say Company X decides to sponsor and so the portfolio is going to have exactly what they're going to be giving us, and what we'll be giving them. The stewardship manager will put this in the CCPP report and the portfolio and partnership performance report. This will also help to ensure that all the things in the agreement are taken care of. Basically, duties would be coming up with the information, organizing the information into reports, ensuring that the agreement is followed through with, keeping updated information in the portfolios, and sending out the newsletter to companies.

Amir: Is the newsletter generated for us or the companies?

Darren: It's for all stakeholders, however, our main focus is to send it to the companies that were interested in sponsoring, but just not at the time.

Sal: You said that you were looking for a position like this during the summer, which means you've been considering it for a while, so then why wasn't this put out to the general members?

Darren: Well, by summer, I meant that this was decided within the last two weeks of summer, and I decided to appoint somebody. I noted that Miri was highly capable of the job.

Hitansh: The way it works right now is that the committee members go out and find the companies right? Now, this position comes in after the partnership has gone through. I just feel like the follow up should be done by the people who initially worked on the job and worked with the people involved.

Darren: That is exactly how it works, and will continue to do so. Support I was to contact someone then I contact Jess for information. It then goes to the account manager, and the agreement is created and so on. After all this is done, you take the agreement, and you give it to the Stewardship Manager. This means that at a later point when you need to find all the documents relating to a company or any documents that you need to show the company,

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they're all available to you. The follow up will still be done by committee members, but it's the Stewardship Manager's job to keep all the paperwork up to date and organized.

Nina: The newsletter, I don't understand who that's for?

Darren: Well, it's for all stakeholders to see. But mainly, I have a ton of companies who are still interested in getting involved, but weren't interested in Frosh specifically, for whatever reason. This gives the companies an opportunity to see what else is happening at TRSM and so they may get involved in another way.

Amir: I feel like Sal brought a good point, and this position should be open to the general members.

Abdul: We'll discuss the details of the position and the individual hired at the ratification.

Sal: How often would the newsletter be released?

Darren: Once at the end of the year, once in September.

Laura: Okay, so with the newsletter you're updating the companies on the events, so does that mean you're working with Michael? Seeing as he's closely acquainted with the student groups, he should know exactly what's going on with all the events and how they all went. Now if you also start asking about events for the sake of this newsletter, we're asking student groups about their events from two or three different people. There's definitely Michael and then me, and then now you, or the Stewardship Manager. So it feels redundant.

Darren: Our focus is more so on how the sponsorship itself went. This position is necessary because in the past we felt that there was a lack of stewardship after the agreement was complete.

Laura: I completely understand the necessity of the position, I'm just questioning if you're working with Michael?

Darren: Yes, we'd definitely coordinate and work together.

George: I think from my experience with doing CCPP and doing VP corporate, that this position is essential. The year that we tried to implement something like that, and it just came on too late, but I think it's a great idea and something we can definitely use. Comments I'd like to add for the newsletter is that it should be focused specifically on sponsors, it's great that it's for all stakeholders, but the focus should be on the sponsors. Therefore, as Sal pointed out earlier, I

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think it's important to get metrics and get stats and so on. This way we can cater the newsletter to the sponsors and get them interested.

Hitansh: I want to make a comment on the newsletter, I think it's a great idea. And I know many companies that do use something like this. I think it'll keep companies excited and wanting to come back.

Sal: How were you planning on selling the concept to companies? I mean informing them about the events is great, but how will that make the companies sponsor student groups if they're not interested at all?

Darren: A lot of companies are interested, but just in Frosh. So these companies that we'd send it out to would be able to see what other things are offered and might want to sponsor us in other ways. Because they did show interest, just not in Frosh.

Sal: On a corporate stand point, how do the people making the newsletter know how to tailor it according to the stakeholders?

Darren: This method is used by a lot of groups and corporations, it's like a semi annual report to show their events or progresses, it gives information to past donors and might attract new ones.

Sal: It's not going to be showing just events, but also successes of the school?

Darren: Yes. It would show anything that would be of interest to the sponsors.

Item 5 Funding Request: Danielle Paik, World Tourism Day @ 6:30

RE: World Tourism Day Event

Danielle: Thanks very much for meeting with us. My name is Danielle, and I'm one of the co-chairs of World Tourism Day.

Stephanie: And I'm Stephanie and I'm the other co-chair.

Danielle: World Tourism Day is our group, as well as, the event that we're requesting funding for. Just to give a little debrief, it's scheduled for next week, September --- in the Cara Commons. We've expecting 128 attendees and we're positive that this event will sell out as it always does. Some very key speakers are Janice Price and Denise Herry.

Stephanie: The whole purpose of this event is networking for the students, this event was initially created by the UN and it has been celebrated since 1980. There's an obvious social aspect to it and this year's theme is Linking Cultures. This year we're going to be showcasing how Toronto creates diversity. Last year, when we held this event in 2010, we had \$3000 from

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PFACS and \$3000 from RCS. Here is the budget for the event, from RCS we're asking for money for food and beverages, guest speaker transportation, decor, and marketing.

Danielle: Right now we've sold 30 tickets and there are a lot more students expressing interest, and every year so far this event has sold out entirely. The CEO of Luminato and the CEO of the Caribbean Festival will be speaking at the event.

We do have a Plan B if we do not receive funding from RCS. Basically in our contingency plan, we've significantly decreased everything. However, if RCS can provide the funding, it would be great for as we'd like to keep the goodies for our attendees. Also, with the contingency plan, we are at the \$1700 loss, but the director has said that there can be an additional \$1200 towards our budget and we believe Tourism Toronto will pull through. However we would really prefer not to turn to our director, Dr. Martin if we can avoid it, but we will end up doing so if RCS is unable to sponsor us.

Stephanie: So we are asking for a platinum sponsorship and there is an outline given with all of the terms of the agreement.

Dev: It looks like last year you had a carry forward?

Stephanie: The full amount was donated, and Dr. Martin has said that he does not want us to create a profit this year, and simply breakeven.

Hitansh: Can you explain the external funding line?

Danielle: The external funding is from other companies, other business that express interest. We have many of the same companies from last year, but a lot of them have only given us half of what was from last year.

Stephanie: Also, in related to last year, we had funding from PFACS but because it is a credited event, PFACS is not sponsoring us. However, this is more than just the credit, it's all about the students having a chance to network.

Mike: If we do choose to sponsor you, how will you represent us at the event?

Danielle: If you refer to page 5 of the sponsor package, you can see that we will have your logo on everything we have, we will provide complementary passes, and an opportunity to speak at the event, as well as access to full registration list, and a sponsorship ribbon.

Sal: How many platinum sponsors do you have?

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Stephanie: None, but we do have the Alumni Association, Delta Chelsea, and Starwood as our monetary sponsors.

Sal: What are you willing to do additionally for RCS?

Danielle: As our platinum sponsor, RCS would be the front runner in everything, in everything that we do, they'd have the biggest logo, the best spot essentially.

Angelo: Part of the question might have been that the funding request is \$4000 but the platinum starts at \$2000, so what would be the worth the extra value?

Stephanie: Well, you see, the reason that we're asking for the \$4000 instead of the \$2000 is that PFACS was not available to us this year. Last year, we did get \$6000 from PFACS and RCS alone, so that's why it's been brought down. And even though we'd like to, we couldn't ask for only \$3000 because we need the money.

Amir: Who are your speakers?

Danielle: Our key note speakers are Janice Price, and Denise Herrera-Jackson.

Amir: Okay, so first, I don't know if your attendees will want RCS to speak at the event. We only have two hospitality and tourism directors, and that's only if they would want to speak at the event. And secondly, I do see in your budget that you got huge external financing last year, so that's something you might want to more seriously consider on top of RCS.

Abdul: Just to clarify Amir, RCS speaking at the event refers to us speaking either at the beginning as part of the intro or the end as part of the closing remarks.

Laura: So, with the success of the event each year, and how it will grow, do you think it's a possibility to have a platinum sponsor externally in case in the future RCS does not fund credited events?

Stephanie: From a strategic point, that's what we'd want, that external companies become platinum sponsors. We realize external companies being involved benefit us even more. Tourism Toronto sponsored about \$1000 last year, but then there was miscommunication with them this year. Basically, I contacted someone and they had no record of sponsoring us, and then eventually, I got contacted from someone else. Essentially, last year's contact forgot to give their contact information to us.

Sal: Your contingency plan is if RCS doesn't sponsor you, what have you done? Like what is it exactly?

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Danielle: As of right now, I don't think it's feasible for us to go out and get another platinum sponsorship. The other thing we're trying to get donations for food, so as long as the food is donated and prepared through them, it'll be useful for us. We've been going for ethnic food, so we're trying to bring in Caribbean food and so they've been really on board with that.

Sal: This is primarily networking correct? Other than the two professionals?

Stephanie: Yes, it's for the students.

Sal: What do the other sponsors get? Like the other levels?

Danielle: All the sponsors get their complimentary packages, a lot of them will get the complimentary pass. The bronze one doesn't have complimentary, but it does have a reduced fee.

Dev: When were you guys appointed as chairs?

Danielle: There was a lengthy process. I came back in July, and then our professor came back in August, so that's why we're a little behind.

Sal: Nonetheless, it's still two months, did you even make some sort of pursuit to get other types of sponsorships in terms of a monetary aspect?

Danielle: A lot of the hotels, they want to give a room night's stay and monetary values as raffle tickets. But it turned out they're giving out less than last year.

Abdul: Speaker list is dry. Thank you very much. We'll have someone contact you shortly.

Item 6 Funding Request: Heena Sharma, *Women in Information Technology @ 6:45*
RE: Speaker Series #1: Challenges for Females in the Industry

Jenny: Hello, my name is Jenny and I am the President of WITM.

Heena: Hello, I'm Heena and I'm the VP of Finance.

Ankita: And I'm Ankita.

Jenny: So our event is in collaboration with Women in Finance. This is part of a speaker series, with three potential events. This is the first of three, and the title of it is Challenges. Our goals for the this event is to showcase the influential women who have gone through challenges in the technologies and finance field. We want to address both challenges and barriers. The date of

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the event is tomorrow, from 11am-2pm in the Cara Commons. This is a coed event, we've always pushed for our events to be coed, but this is the first year that we have males on the executive team, so we are pushing more so towards a more coed event.

Ankita: So, how will this benefit Ryerson and TRSM? Well, there are a lot of females who don't know of the types of barriers that are in the workplace. We hope they will listen to the speakers so they can learn from them. Being in third year, the higher we go in our program, the less girls you see the guys usually have their little group already, and this just makes the girls even less likely to try and join their groups. This is a great way for the girls to interact and network, as well as, meet successful strong women in their fields of interest.

Heena: We're asking for 100% funding. This is our third revised version of the budget, and we're asking for \$515 of funding.

Laura: What is WIF's involvement?

Heena: WIF's involvement is 50%, essentially their role in this event is to get the materials and two of the speakers.

Faiza: I heard that SOS is also in partnership with this event, is that true?

Heena: No, that is a possibility for another event in the future.

Ife: Do you have any sort of contingency plan if RCS does not provide the funding?

Heena: Well, the RSU has the chip money..

Amir: What is WIF doing?

Heena: We're doing the funding request on their behalf and this is the whole budget for the entire event.

Sal: In the last two years that I've been at Ryerson, I've attended many events like this, and every single panel talks about the barriers and about the women who are minorities to know of their barriers. But what are you doing as a committee to go past that barrier? What are you guys doing as a confident woman group to build that spirit within Ryerson women?

Jenny: Well, we're trying to get males involved in this. So

Sal: You said that your speaker is going to be talking about barriers

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Jenny: Yes, and how they overcame those barriers.

Sal: But is there anything you do to help?

Ankita: The mission is to get the women together, and even that would increase the spirit.

Jenny: Also, a lot of people kept in contact with us after the BTM Meet and Greet, we're always available and always there. We have partnering with Trimentoring as well.

Laura: Just to clear up with the board, however, for your student group trust, you're saying that is the balance in your account correct?

George: That may be true, but I just want to add that this is a joint event, so if they use all their money on this, then they're shorthanded later. And we know that WIF doesn't currently have a balance.

Abdul: Thank you very much, we'll get back to you really soon.

Item 7 Funding Request: Yeonwoo Kim, *AIESEC @7:00*

RE: OARC Conference

Curtis: Hello, I am the Vice President of AIESEC. We're the world's largest student run organization. We're in over 110 countries, and 4000 universities. We encourage leadership and international exchange.

The OARC conference is basically for all of the chapters in Ontario and Nova Scotia to train and develop the next generation of leaders. It's open to any new AIESEC member that demonstrates that they want to learn more about AIESEC culture and so on. They'll also get a chance to learn new things in terms of finance. We chose 15 students to go on this conference, and the next few slides give an overview of what it is. Delegates will attend a number of workshops. We need \$97 for travelling from to and from Ottawa. And there is a delegate fee from AIESEC Canada who is covering the event which covers hotel and food for three days and two nights.

Dev: So, this event is held yearly. My question is that why hasn't had AIESEC put money towards this or planned for this every year?

Curtis: Last year, there were management constraints that forced us to not plan ahead for this event.

Angelo: Have you gone to any other sources for funding?

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Curtis: No.

Sal: How is this going to benefit the rest of the school?

Curtis: If you approve of us, these are all business students from AIESEC, it's going to help these students. And these students also represent TRSM.

Sal: But what about all the other students at TRSM?

Curtis: Well, it's not going to benefit all of them directly, but at least it will definitely benefit the 15 members that will attend the conference. And then these people can bring back their experience to their friends and so on.

Amir: Are these 15 people executives or new people?

Curtis: We have some of executive board that is going, and the rest of the members who are going have done some work, and put time and effort in AIESEC. And we want to promote them.

George: I'm just looking at your budget and what's your contingency if you don't get funded? Do you have revenues? You guys do have transition events right to train your new executives?

Curtis: Yes, AIESEC Ryerson does have transition events to train the new executives. It's just that we had issues with some members last year, and so it's been a little difficult.

Hitansh: What is the date and which other schools?

Curtis: It's all the major schools from Ontario and Nova Scotia, and it's from Friday September 29th – Sunday October 2nd.

Sal: How do you plan on sharing this experience that 15 members had with the rest of the AIESEC team?

Curtis: This conference is great for developing professional skills for the leaders. Essentially the people that come to this conference will pass on the knowledge through meetings discussions, seminars, and workshops.

Laura: As a board, we're going to make this recommendation, your team should do a little more planning, especially in regards to how are we going to take what we learned at the conference and share it with the rest of the student body. Take that to your executives.

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Angelo: Also, I want to add that another avenue for you to go to is PFACS, as they help with this as well.

Abdul: Thank you very much! We will have someone contact you shortly. I'm going to ask at this point for Laura to come back up.

Vice President Finance

Laura: Okay, so after budgets are submitted, I give them feedback via email and then one on one feedback.

We should also try and avoid questions such as when the event is during the funding request, so we can help save time.

We've updated financial policies, we're only providing cheques to student groups. We've been running finance workshops, and we're working well towards setting up the student group binders. I'm also willing to take on some sort of activity report based on the money we spent, so even on the RCS status itself, like what have we done as a board. We can ask executives what they're up to, and it is your responsibility to be active.

I've outlined each of the portfolios and then a breakdown of the expense to deal with cash flow management. If you're looking to take on a project, please come to me, so I can organize the funding. In regards to the recommendations from Dev, one of them was updating the software, where we've updated the software and bought ACCPAC. Another one was the activity report and another one was writing cheques to student groups.

Another thing we have to talk about as a board is if we want to fund credited events. Maybe not funding credited events might be something we should discuss.

Also, after the funding requests, I think that the critiques that you're giving them are great, but as a board we should work to provide recommendations to help them with their learning process.

Sal: In regards to the activity report, I think the committee chairs should be responsible for their part. Because Laura, for one thing is not heavily involved throughout the entire process and so if something happens in a committee, it should be on the executive to report the amount of spending to Laura, so she can include that in the report. I mean we require student groups to submit funding requests and sub-budgets, and so, if someone was to come in and see where RCS is spending money, they should be able to as well.

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Dev: Well, Laura is a signing authority, so before someone spends money, she will know. It was probably a miscommunication that happened because she's supposed to be involved in every step of the process.

President

Angelo: My largest update is on conferences and competition. We're attempting to restructure the process of conferences and competitions. We are recognized as the only society that 100% funds conferences and competitions. I find that the school hasn't done its due diligence to have our students get adequately training for these competitions. There is a lot of preparation that must be complete to represent the school. Competitions and conferences have a lot of effect on sponsorships for the future and on the school itself.

Myself, Asher and a few faculty members, as well as, the RCS want to take on another service. We want to offer training for students, etiquette training and case specific training, matter of getting everything stream lined.

Other than that, we have through George been working on BUS100 Build your Network to have six sessions, not just BUS100 but ITM as well. It's pretty much the entry level ITM course and we want that and BUS100 to have RCS info sessions throughout the semester to learn about the organization. To incorporate these sessions, they are actually mandatory for the courses, so a good attendance will be in effect. We are working on a lot to engage lower year students

Mustafa: To train different groups, how are you going to cater to the different groups and needs? And also, how are you going to prevent the RCS from stepping on the feet of other student groups? I know that as part of DECA, we take it upon ourselves to train the students themselves, and often times it is students that have had success and win competitions in the past.

Angelo: The original meeting started off with Asher and a whole bunch of faculty. That was one of the largest issues. As the RCS, we don't want a hands on approach in the actual case teams. It's more a set of guidelines that accredit a group. We want to set x and y barriers, and ensure 1) the group has a faculty advisor 2) the group has gone through the training and 3) we want to act more like a gatekeeper, rather than hands on. We don't have the resources to fully train, but to get a faculty member to train is something we can do.

Abdul: It's going to be the associate dean who will be stepping on the toes of the faculty advisors to train the student groups and in turn, the students.

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Sal: To guide the students in the right direction, are you going out to the student groups and saying you have to come out to this meeting and represent your group at this meeting, because the student groups know what's best for them?

Angelo: This was a beginning meeting, so we do want to work towards that general direction.

Abdul: A big part of the members were the faculty advisors for the groups.

Sal: I'm just worried about the bureaucracy being involved, if the groups aren't involved from the very beginning.

Angelo: Valid point, any political implications will be taken care of. We're not trying to forcefully enforce a framework. And some groups aren't receiving faculty support, so this ensures they will be.

Mustafa: I think something that we should look at is to look at the amount of delegates that the groups have sent out, and their rate of success. We should address what are we going to do to get these results to improve? If we're trying to up the quality of people that we're sending, so we should increase the qualifications.

Angelo: I wouldn't personally impose nor have thresholds, but we could have that up to personal judgement. I don't know if there's a good way to formalize that.

Laura: We have to remember that we're not looking for the best to represent Ryerson. We want to provide it as a learning experience. So we give the opportunities and we have the training to back them up.

BE IT RESOLVED THAT the RCS takes a recess for 5 minutes at 8:16pm.

Moved: *Michael Jor* **Seconded By:** *Nina Tavakoli*

Result: Passes unanimously

For	Against	Abstentions
12	0	0

CALL TO ORDER – 8:23 PM

Abdul: We're going to get started with the funding requests.

BE IT RESOLVED THAT the RCS fund World Tourism Day up to \$4000.

Moved: *Laura Grisolia* **Seconded By:** *Nina Tavakoli*

Nina: I went to this event last year, and I don't know if you noticed, but the amount of sponsorship has been decreasing over the years. Now, as an HTM student, I was not wowed at

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the event. Every single year the number of students in our program decreases. I don't see them selling 120 tickets, I don't know about funding them the full amount because I don't think they're even going to be breakeven.

Faiza: I just want to say that if PFACS can pull out as a reputable source for credited funding, we can do it as well.

Amir: Just to restate your point, I just want to say that we should set precedence.

Nina: I wasn't saying that we shouldn't fund them entirely due to the fact that they're getting a director's credit for it. I was looking at the numbers and saying that if the numbers of faculty members and students are decreasing significantly, I don't know why we should believe them in the amount of tickets they're going to sell.

BE IT RESOLVED THAT the RCS fund World Tourism Day up to \$4000.

Moved: *Faiza Hussein* **Seconded By:** *Natasha Campagna*

Result: Motion failed

For	Against	Abstentions
0	12	0

Abdul: Motion failed, so I guess that leaves them at \$0.

George: You guys should also keep in mind that their event is next week and so deadlines are obviously approaching. Now I know they said they have some sponsors coming through, however, this event is targeting to students and we support HTM students and we are showing support if we fund them. You can still motion to reconsider if you feel the need to do so.

Sal: The hospitality students are not very present in frosh or much of the activities, and they're not getting the \$33000 that they represent in the school. By us spending a director's credit, they are getting some sort of benefit from being a part of RCS. I use that figure because I think that they are not getting their return on investment.

BE IT RESOLVED THAT the RCS make a motion to reconsider the funding for World Tourism Day.

Moved: *Michael Jor* **Seconded By:** *Natasha Campagna*

Result: Motion passes

For	Against	Abstentions
9	4	0

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Abdul: Okay, so the motion to reconsider has been cleared. We're back on the motion, now we're speaking to it.

Hitansh: I want to amend the motion.

BE IT RESOLVED THAT the RCS make an amendment to the motion and fund World Tourism Day \$1781.16.

Moved: *Hintash Nanda*

Seconded By: *Natasha Campagna*

Hitansh: So the way I got that number is by looking at the contingency, it's basically their event at contingency.

BE IT RESOLVED THAT the RCS make an amendment to the motion and fund World Tourism Day \$2000, with the constituencies that RCS is able to complete market research at the event, get RCS branding at the event, and have unlimited tickets for all board members.

Moved: *Salvatore Anania*

Seconded By: *Ife Osemeke*

Sal: I personally think that they have no real big difference between the platinum and other sponsors, but as an organization that can be considered a platinum sponsor, we should consider going so. Because this way we can get the metrics from their events. This would be an ideal situation and having a huge presence would have more of an impact. Branding across should be all over, everywhere. We should be getting sold as a platinum sponsor, not a regular one.

Mike: September 27th is an extremely busy day, we have an info fair, DECA is doing something, and this is happening too, so my street team members are already spread across the events.

Sal: This is a huge opportunity then, this is a day where three events are happening, so a lot of information and data can be taken in. This is what the street team is for.

Abdul: It's an option to get the street team in there, which can be discussed at a later time.

Laura: The part that bothered me was the faculty advisor saying you can just go to RCS for funding, I don't feel like funding them this amount is right because it's giving them an easy way out. They should be looking at external funding and they're taking a major easy way out.

Angelo: I agree with Laura, but we have to understand that as an organization we're setting precedence on that. What I think is a good idea is have credited courses have complete external requests, but that would have to be considered at a later time. However, for now, I would suggest a smaller amount because they did say that their director was able to fund them up to \$1200.

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Amir: It is an event that should have funding, I mean a lot of stuff wasn't planned right for them. The time constraint played a huge role in all this. If there is only a week and a half left, what are they going to bring in?

Laura: Because it is a learning experience, and not a student group led initiative, it should be treated differently, should it now? We're acting as a platinum sponsor as companies would. Do we need this as an RCS stand point? Is there where we want to put our resources?

Hitansh: I believe that this was on TV last year, and so it was publically recognized. The number of delegates may be going down, but even so they have potentially 120 attendees and they're saying they will sell out.

Sal: We have to remember that as a board that we're not only for student groups, we get our funding from all students, but that's just one section of RCS. We have to think of a more holistic view point of the spending.

BE IT RESOLVED THAT the RCS make an amendment to the motion and fund World Tourism Day \$2000, with the constituencies that RCS is able to complete market research at the event, get RCS branding at the event, and have unlimited tickets for all board members.

Moved: *Salvatore Anania*

Seconded By: *Ife Osemeke*

Result: Motion fails

For	Against	Abstentions
4	9	0

Abdul: Amendment to the amendment failed.

Angelo: I'd like to amend the amendment.

BE IT RESOLVED THAT the RCS make an amendment to the motion and fund World Tourism Day \$1000.

Moved: *Angelo Piroosz* **Seconded By:** *Michael Jor*

Angelo: My reasoning behind this is all taking everything into consideration. Maybe more seriousness could be put into the process, however, given their contingency budget and the funding their director can provide I think funding them this much is feasible. \$1000 will cover several points, external sources, gives the group \$1000 which under their contingency budget and the director funding. And this also enforces that the funding request should not be taken lightly.

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BE IT RESOLVED THAT the RCS make an amendment to the motion and fund World Tourism Day \$1000.

Moved: *Angelo Pirosz* **Seconded By:** *Michael Jor*

Result: Motion passes

For	Against	Abstentions
8	4	1

Abdul: So the amendment to the amendment passes.

Sal: I added those contingencies to those proposals and I'd like to recommend to the board that we talk to them for still doing some of that at the event. We need to find opportunities to try and implement the policies.

BE IT RESOLVED THAT the RCS make an amendment to the motion and fund World Tourism Day \$1000 plus the contingency of marketing metrics.

Moved: *Michael Jor* **Seconded By:** *Hitansh Nanda*

Hitansh: Exactly how many people will be doing this, what's your plan on execution on research?

Sal: How we're going to start it by actually starting it, if we pass this, then that's a starting point, so we're further in the process that we were prior to this conversation. Right now, we don't have a concrete plan.

Hitansh: Well, I don't think it's fair for us to go in and to "harass" the attendees with surveys to fill out or information to provide to us. I mean they're there for the event and want to network with the speakers and the other students, not talk to RCS.

Mike: Well, with the marketing, we'll have to find a fine balance.

BE IT RESOLVED THAT the RCS make an amendment to the motion and fund World Tourism Day \$1000 plus the contingency of marketing metrics.

Moved: *Michael Jor* **Seconded By:** *Hitansh Nanda*

Result: Motion passes

For	Against	Abstentions
12	1	0

Abdul: The amendment passes. Now on to the main motion which now states as follows.

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BE IT RESOLVED THAT the RCS fund World Tourism Day \$1000 plus the contingency of marketing metrics.

Moved: *Michael Jor* **Seconded By:** *Hitansh Nanda*

Result: Motion passes

For	Against	Abstentions
11	2	0

Abdul: Now on to the WITM funding request.

BE IT RESOLVED THAT the RCS fund WIT \$515.46 for their speaker series.

Moved: *Laura Grisolia* **Seconded:** *Nina Tavakoli*

Hitansh: This has the speaker gift included in it, so we don't pay for that right?

Angelo: Just to clarify because everyone is going off of this precedence that was apparently set. I just want to clear things up. The precedence to my best knowledge was that we did not want to fund speaker gifts if the speakers are being paid. If the speaker is volunteering his/her time, then we as a board can decide if we do or don't want to fund speaker gifts, but I don't think that should be something we should consider eliminating.

Sal: I asked to see the budget, because I was quite taken back that they have money in their bank, but they still want money. They have money in their bank that needs to be utilized, we would be probably being considered otherwise anyway, so they can always utilize the money they have.

Sam: I think it's because they're splitting the costs between WIF and themselves.

Sal: I don't care who they collaborate with.

Mike: If anything in all fairness, they're operating on almost nothing and \$515.46 will provide them with the support they need.

Angelo: My objective in getting a full annual budget for each student group is to encourage better planning because a lot which has been done in the past is that they have money in their account and should spend that first. As an organization, promoting experiential learning, we should aim for the learning process.

Sal: We are not teaching anyone anything by funding them 100% of an event. When you have \$1400 in your bank account, you have enough money to fund the event and future events.

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George: You're funding 50% of one event from one student group and 50% of the event from another student group. In the past, we have funded \$6000 for SIFE, for six people. But right now, you're spending \$500 between two groups, they're doing their due diligence and plus this student is attracting 50 people to the event.

Sal: Yes, but it is presented to the board, so we must discuss it properly. We're funding 100% of the event, however we look at it.

BE IT RESOLVED THAT the RCS fund WIT \$515.46 for their speaker series.

Moved: Laura *Grisolia* **Seconded:** *Nina Tavakoli*

Result: Motion passes

For	Against	Abstentions
11	1	1

Abdul: Motion passes, next up AIESEC.

BE IT RESOLVED THAT the RCS fund AIESEC \$3490 for their OARC Conference.

Moved: Laura *Grisolia* **Seconded:** *Samantha Almeida*

Sal: I feel like the board shouldn't fund this event given that other funding requests have not been pursued. They've come with an expectation. It doesn't look good on us.

Mustafa: As a student group, they need to have certain things in place, and I feel like they didn't meet those requirements. Given the speaker himself seemed a little confused. I feel like they needed to do a lot more research before asking for over \$3000.

Laura: I spoke to Curtis before about what he needs to prepare. He was newly brought on, so don't judge him as a person based on this because of time constraints. It's because AIESEC did not plan well at all, and so I think the correct message to give is that they are not prepared and should not be funded.

Hitansh: I do think though that is 15 people go on this conference, what they bring back and what they do with that knowledge, it is well worth it.

Angelo: I think we're making a decision based on the conference, we should try to focus more on the preparation and the actual presentation, the idea here is by virtue of those students the group is able to attract more students. Don't think of it one dimensional way of it only affecting those 15 students, think of it more as the future affects of this conference.

Sal: Funding a group that came in with just the underlying assumption that RCS will find them will promote such behaviour. Seeing as they were well aware that the conference was going to

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happen, they should have planned. They haven't done their due diligence with other sources of funding either.

Laura: The values that the students are supposedly getting, I don't get it, people are not getting a benefit. If they got a benefit with the conference, they should be able to share with at least their 50 members.

BE IT RESOLVED THAT the RCS fund AIESEC \$3490 for their OARC Conference.

Moved: Laura Grisolia **Seconded:** Samantha Almeida

Result: Motion does not pass

For	Against	Abstentions
0	13	0

Item 8 Ratification of 2011-2012 Members

BE IT RESOLVED THAT Miri Hysi be accepted as a member of the **2011-2012 Corporate Relations Committee.**

Moved: *Darren Shivraj*

Seconded By: Natasha Campagna

Darren: So okay, things you might not know about Miri. He has great communication skills, lots of marketing skills, amazing time management skills, he's a really really proactive student, he's done interviews, did sales, understands the corporate level of it all, and he has an amazing GPA as well.

Sal: I just feel like there was a bias in the process of hiring this individual. If he was in pursuit of having this position on the committee, and if the individual Miri presented his interest, then he was always being considered for the position. I just think due diligence was not completed.

Angelo: I think just going forward a distinction needs to be made – executives are allowed to appoint people on their committees. Let's just make this clear that this was an appointment process.

Faiza: I just want to clarify communications manager and stewardship.

Darren: Okay, so we deal with tons of student groups and tons of companies, and there's only one company and there could be many of us. Now our communications manager, Jess, she manages the communication between external companies and the student groups. And the stewardship manager would manage the relationship after the communication and agreement has been established. This individual would update files, keep contact info, and so on. The position of stewardship manager is essentially taking care of the stewardship of external

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companies. It focuses on growth and continuity, archiving documents for past/present/future, and for introducing documents and so on to the members of student groups for next year.

Sal: So the position is not in the forefront of the committee? Not going to be meeting corporate?

Darren: No, the position does not require any meetings with corporate companies, but will be meeting with student groups instead to stay updated.

Sal: So why don't we just have cross sector to an executive who can do this as well? Michael Jor for example can go to the student group and presents it to them and they can provide him with the information you need?

Darren: In a perfect world, he could also do that, but with external companies and the growth we want to see for next year, it's not manageable. We have to micromanage everything that happens with the student groups.

Amir: Again, not to bring Miri into this, but then you outline that the position won't be dealing with student groups or corporations. His or her skills would have to be the right type of skills, editing, documents, making them presentable and presenting that to the student groups and corporations.

BE IT RESOLVED THAT the RCS passes a motion to bring the meeting into camera.

Moved: *Salvatore Anania*

Seconded By: *Amir Golbazi*

Result: Motion passes

For	Against	Abstentions
10	2	1

Abdul: Okay, so in camera at 9:22pm.

BE IT RESOLVED THAT the RCS passes a motion to bring the meeting our of camera.

Moved: *Salvatore Anania*

Seconded By: *Amir Golbazi*

Result: Motion passes

For	Against	Abstentions
11	0	2

Abdul: Out of camera at 9:30pm.

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BE IT RESOLVED THAT Miri Hysi be accepted as a member of the **2011-2012 Corporate Relations Committee.**

Moved: *Darren Shivraj*

Seconded By: Natasha Campagna

Result: Motion passes

For	Against	Abstentions
5	2	6

Abdul: Moving on to the other ratifications.

BE IT RESOLVED THAT Francesco Policelli be accepted as a member of the **2011-2012 Events Committee.**

Moved: *Natasha Campagna* **Seconded By:** Michael Jor

Natasha: So we have a lot of events planned for the year and with Kate not being on the committee anymore, I needed to take on a new member. So in order to ensure that we get all these events going through the year, it's best that we appoint someone else on the team. From what I saw during Frosh week, it wasn't something I was looking for from before, but I saw what he offered and thought that he was best suited.

BE IT RESOLVED THAT Francesco Policelli be accepted as a member of the **2011-2012 Events Committee.**

Moved: *Natasha Campagna* **Seconded By:** Michael Jor

Result: Passes unanimously

For	Against	Abstentions
12	0	0

Item 9 Staff Relations

Angelo: So, we all know that originally what was suggested was a four year contact with the contingencies outlined as a board. As a committee, we met and discussed with George the initiatives he was taking on. We felt that the contingencies were followed through with to the best of his ability. We know that certain factors played in effect that didn't allow him to do some of those contingencies. But we thought that to the best of his ability, he did complete them.

With the book store, every single step of the bookstore process needs be hammered down and laid down in a contract. It wasn't necessarily feasible. As a committee, we've decided that Geoge be taken on as a project coordinator for a four month contract to fulfill his tasks and still work with RCS as he is doing so now.

Sal: Point of information, are you proposing something to the board?

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Angelo: No, I'm giving an update to the board. Every contingency was met, except for one. Committee was told that he was unable to draft up a contract by the time that was set out because of a corporate time lag. However, I know that we are all for this position and it is definitely filling a niche that we need. Without this contract, we can't have the absolute success of the kiosk, therefore we agreed on a four month contract to allow him to work on the kiosk.

BE IT RESOLVED THAT the RCS passes a motion to bring the meeting into camera.

Moved: *Angelo Piroz* **Seconded By:** *Laura Grisolia*

Result: Motion passes

For	Against	Abstentions
10	2	1

Abdul: In camera at 9:37pm.

BE IT RESOLVED THAT the RCS passes a motion to bring the meeting our of camera.

Moved: *Salvatore Anania* **Seconded By:** *Amir Golbazi*

Result: Motion passes

For	Against	Abstentions
11	0	2

Abdul: Out of camera at 9:50pm.

BE IT RESOLVED THAT the RCS ratify the decision of the Ad Hoc committee to approve the funding of 50% of the project coordinator's salary for four months.

Moved: *Angelo Piroz* **Seconded By:** *Laura Grisolia*

Result: Passes unanimously

For	Against	Abstentions
13	0	0

BE IT RESOLVED THAT the RCS takes a recess for 5 minutes at 9:55pm.

Moved: *Angelo Piroz* **Seconded By:** *Amir Golbazi*

Result: Passes unanimously

For	Against	Abstentions
12	0	0

CALL TO ORDER – 10:02 PM

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Ryerson Commerce Society (RCS) – Four Seasons Board Room, TRS 3-164

Monday September 19th, 2011 – Ryerson University, Toronto, Ontario

Item 10 Career Development Services: TRSM

Angelo: Right now what we have as career development, the only career support or career advice is taken care of through Central Career Services. This presentation will paint a picture about what other schools are doing and how we can work towards a goal to better cater to our students.

Abdul and Angelo present on TRSM Career Services, refer to their PowerPoint presentation.

BE IT RESOLVED THAT the RCS support and endorse the TRSM Career Development and Employee Partnership Referendum.

Moved: *Angelo Piroz* **Seconded By:** *Hitansh Nanta*

Result: Passes unanimously

For	Against	Abstentions
12	0	0

BE IT FURTHER RESOLVED THAT the RCS provide non-financial resources to assist with the referendum.

Moved: *Angelo Piroz* **Seconded By:** *Hitansh Nanta*

Result: Passes unanimously

For	Against	Abstentions
12	0	0

Item 11 OTHER BUSINESS

- Future Board Meeting Dates

Angelo: So as you all know, it has been decided that Mondays are board meeting evenings, they will be held biweekly.

Item 12 ANNOUNCEMENTS, NEXT MEETING and ADJOURNMENT

Next Meeting: TBD

BE IT RESOLVED THAT the meeting be adjourned at 11:05 pm.

Moved: *Michael Jor* **Seconded By:** *Ife Osemede*

Result: *Passes Unanimously*

For	Against	Abstentions
12	0	0

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ADJOURN THE MEETING at 11:05 PM.

Minute Prepared By: Bushra Jawed (September 19th, 2011)

Approved: _____

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