



university of victoria
students' society

AGENDA

University of Victoria Students' Society

Monday October 29, 2018 – SUB Upper Lounge Boardroom, 6:00 pm

ATTENDANCE:

1. CALL TO ORDER

2. ACKNOWLEDGEMENT OF TERRITORIES

3. ADOPTION OF AGENDA AND MINUTES

- a. Adoption of Agenda
 - Agenda of 2018/10/29
- b. Adoption of Minutes
 - 2018/08/27
 - 2018/09/17
 - 2018/10/01
 - 2018/10/15
- b. Adoption of Executive Committee Minutes
 - 2018/10/24
 - 2018/10/17
 - 2018/10/03

4. PRESENTATIONS & ANNOUNCEMENTS

- a. PRESENTATIONS
- b. ANNOUNCEMENTS

5. REPORTS

A. REPORT – EXECUTIVE DIRECTOR

Strategic Plan and Society Finances & Operations (re: BoD Policy Section 1, Part 3.2.I)

B. REPORT – DIRECTOR OF FINANCE & OPERATIONS

Society Finances (re: BoD Policy Section 2, Part 7.1)

C. REPORTS – CONSTITUENCY ORGANIZATIONS & NSU

- I. Pride
- II. The UVSS Feminist Collective
- III. NSU
- IV. SOCC
- V. SSD

D. REPORTS – COMMITTEES AND COUNCILS

- I. Advocacy Relations Committee
- II. Campaigns
- III. Clubs Council
- IV. Course Union Council
- V. Electoral
- VI. Events
- VII. Executive
- VIII. Finance & Operations
- IX. Member Outreach & Engagement
- X. Policy Development
- XI. SUB Business Marketing
- XII. SUB Occupants

6. QUESTION PERIOD (15 mins)

7. MAIN MOTIONS

a. PRIORITY BUSINESS

MOTION 2018/10/29: 01 - ANGELBLAZER/

WHEREAS the Board of Directors is committed to high turnout and making quorum at the Spring 2019 Semi-Annual General Meeting (SAGM); and,

WHEREAS at the May 7th, 2018 Board meeting, the SAGM date was approved for Thursday, February 7th, 2019;

BIRT the SAGM date is moved to Wednesday, February 6th, 2019, and the date and location is set for 2pm in Vertigo.

RECOMMENDED BY SUB BUSINESS MARKETING COMMITTEE

MOTION 2018/10/29: 02 - WHITTLA/

BIRT the SUB Business Marketing Committee Terms of Reference in part 3.4, Section 5 of Board of Directors policy is struck and replaced with the following:

3.4 SUB MARKETING COMMITTEE

1. Type

- a. **Standing committee of the UVSS Board of Directors with closed membership.**

2. Purpose

- a. **Provide a platform for collaboration on:**

- i. **strategic marketing goals;**
- ii. **cross-brand marketing between business units in the SUB;**
- iii. **marketing initiatives connected to the activities of the Board of Directors (campaigns, services, events).**

- b. **Ensure that business and SUB brand marketing aligns with the mission, vision, and values of the UVSS as a non-profit social enterprise model.**

3. Duties

Planning

- a. Participate in marketing-related professional development opportunities.
- b. Develop the marketing component of the strategic plan.
- c. Identify marketing challenges and devise strategies and tactics to address these issues.
- d. Review targets and benchmarks to assess the progress of marketing initiatives.
- e. Organize marketing initiatives with clear project leads, lines of responsibility and communication, and assessments of outcomes and goals.
- f. Ensure that marketing initiatives support strategic plan objectives.

Collaborative Marketing

- a. Facilitate cross-brand marketing for UVSS businesses and the SUB brand
- b. Encourage all levels of staff to be involved in the marketing process including inviting interested parties to the committee when relevant.
- c. Provide a forum for business units to collaborate on marketing objectives with the Board of Directors.

SUB Brand

- a. Through the Graphic Design Department, oversee the brand identity and reputation of the SUB brand.
- b. Ensure that a consistent brand vision for the Student Union Building is incorporated into renovations.

Other Duties

- a. At the first meeting of each semester, familiarize committee members with all policy relevant to the group, including its terms of reference, and conduct a review of policy for the purpose of providing recommendations to Policy Development Committee.
- b. Carry out all other duties as directed by the Board of Directors.

4. Membership

Directors (voting members)

- a. Director of Finance & Operations – ex officio and chair of the committee
- b. One [1] director elected by the BoD – ex officio and second chair of the committee
- c. Director of Events – ex officio
- d. Director of Campaigns & Community Relations – ex officio
- e. Director of Outreach & University Relations – ex officio
- f. Director of Student Affairs - ex officio
- g. Two [2] directors elected by the Board

Staff (voting members)

- a. Art Director-Graphic Design Department Manager – ex officio
- b. Research and Communications Manager – ex officio
- c. Graphic Designer-Digital Project Coordinator – ex officio
- d. Executive Director - ex officio
- e. General Manager – ex officio

f. One [1] representative from each of the nine [9] business units as selected by that business unit

g. One [1] representative from the Union.

*If the chair and second chair are all unable to facilitate a meeting of this committee, the General Manager shall facilitate the meeting for the purpose of ensuring that the work of the committee is able to continue.

5. **Voting**

a. Shall be assigned to the voting members designated in Section 4: Membership.

6. **Quorum**

a. Shall be the chair and at least three [3] directors and five [5] staff (two of which must be business unit representatives).

7. **Meetings**

a. Shall meet at least monthly at a date set by the chair of the committee, except for the summer semester where meetings will be twice monthly.

8. **Term of Office**

a. Shall be from the date of appointment until the end of the current board year (i.e. April 30).

b. Shall be for the duration of the board of directors' term (May 1 – April 30) with an annual reset at the beginning of each board term.

8. **In Camera**

a. **Legal**

b. **Personnel Committee Report** (re: BoD Policy Section 5, Part 3.7.3)

i. Voting Members (directors) & Ex Officio Non-voting (excluded managers)

ii. Voting Members – Directors Only (no excluded managers)

9. **MEETING TIMES**

The next meeting scheduled by the Board of Directors is:

Monday November 5th, 2018, in the SUB Upper Lounge Boardroom.

10. **ADJOURNMENT**

11. **DIRECTOR REPORTS**

Isabella Lee (65 hours)

- Emails
- Cheque request
- Policy rewrite
- Chaired ARC

Curtis Whittla (68 hours)

- Board Meeting

- Policy writing
- Answering emails/returning phone calls
- Reviewing income statements, general ledger, and contracts
- Executive Committee
- Signing cheques
- Operational Health and Safety Committee
- SUB Business Marketing Committee
- Policy Development Committee

Ainsley Kerr (63 hours + 1 sick day)

- Liaising with advanced ed re: PSC
- PSC planning + graphics
- RBC + Faculty Meetings/planning re: cyber security workshop
- Outreach to community for cyber security panel participants
- FEW support work
- Exec + PD committee
- Campaigns November planning/general campaigns admin

Pierre-Paul Angelblazer (38.5 hours + 23.5 in lieu)

- Emails
- Member Outreach Committee
- Policy Development Committee
- Chaired the last board meeting
- Executive Committee
- Getting ready for referendum events
- Tabling for Pitch Black
- Jim Dunsdon meeting