THE ALMA MATER SOCIETY
OF THE UNIVERSITY OF BRITISH COLUMBIA VANCOUVER

AMS EXECUTIVE COMMITTEE
Minutes of November 1, 2017

Attendance
Present: Alan Ehrenholz (President), Max Holmes (VP Academic), Alim Lakhiyalov (VP Finance), Pooja Bhatti (VP Administration), Marium Hamid (Student Services Manager), Keith Hester (Managing Director), Kelsi Wall (Policy Advisor, arrived 2:07), Sheldon Goldfarb (Archivist & Clerk of Council)

Regrets: Sally Lin (VP External)

Recording Secretary: Sheldon Goldfarb

Call to Order
The meeting was called to order at 2:01 pm.

Agenda
• The agenda was approved (Pooja, Alim).

Minutes
• The minutes of October 11 and 18 were approved (Max, Pooja).

Exec representative on Governance Committee
• The Executive replaced its former representative on the Governance Committee (Sally) with Max.

University Relations
• Max:
  o We have more than one person talking to the University, and I don’t always know what’s being said.
  o People need to talk to me about the University, especially on consultation issues.
  o I have to know what’s being said; otherwise it looks like miscommunication.
• Alan: To make sure Max is on the same page, please cc him on emails to the University.

[Kelsi arrived.]

Data collection
• Marium:
o We don’t have uniform data across all our services.
   o We don’t know who’s using our services, e.g., Food Bank. If we did, it could help us know what to offer.
   o The University wants to know analytics about Safewalk; it would help to provide that in order to get funding.
   o Knowing demographics would also be helpful for Events.
   o We could also use data for campaigns like Rent with Rights.
   o IT has seen the proposals.
   o We need a decision by the second week of November to be ready for second term.
   o It would be a one-year term with renewal options.

Executive Goals
- Alan:
  o Under Policy I-9, we need to meet on our goals to send something to Council for the November 22 meeting.
  o We did one joint document in May; we’ll do that again, though maybe a separate document for Max, since he’s new.

Advertising in the Nest
- Max:
  o Are we developing an ad policy?
  o I’ve been receiving concerns and complaints about Red Bull and also a bathroom ad.
  o Red Bull ads are tailored to students feeling stress from their studies, saying Red Bull gives you wings.
  o It’s odd to be taking in money from an ad like this and spending it on a service like Vice, which helps people who overuse things.
  o What value does this ad bring to the building?
- Alan: A policy on this is something I’ve been meaning to develop, but I don’t really see a problem with these particular ads.
- Alim: Selection is important, but Red Bull is not entirely damaging, and the money from them does not go to Vice. Red Bull may not be the best drink to have, but students are going to drink it anyway.
- Max: Is it hard to find other advertisers? We shouldn’t be advertising energy drinks. It hurts our image.
- Keith: Has this been a complaint from UBC?
- Max: From students too.
- Marium: The complaints are about the message, that there’s an easy fix for stress: drink Red Bull. That’s problematic. If the messaging were a little different, that might be all right.
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- Sheldon: We have a contract with Zoom that talks about giving us the power to veto ads over their messaging.
- Kelsi: There’s a problematic birth control ad in the women’s washrooms.
- Alan: Messaging shouldn’t play on stress. But for minimal effort on our part, we get a good contribution to the AMS. The product is not the issue.
- Pooja: Who decides what ads go in?
- Keith: We do.
- Max: We’re putting business interests before student interests by advertising Red Bull, especially at the beginning of term.
- Alan: Advertising Red Bull does not go against UBC policies.
- Kelsi: We could look at what other student societies are doing.

Open Office

- Alan:
  - Concerns about noise levels in the open office.
  - It’s been an issue for some staff members.
  - I want to empower our staff to be able to speak to their co-workers on this.
  - That would be better than having something come from the Executive or resorting to things like curtains and noise abatement devices.
- Max:
  - My staff don’t work there often because it gets too loud.
  - Too much noise there because it’s become a social gathering place as opposed to a place of work (office).
  - Outside people often use the office.
  - It doesn’t work to ask the staff to resolve it themselves.
- Pooja: I haven’t seen this as a problem.
- Alim: A good start would be to speak to our staff.
- Max: All of the Academic staff have complained to me about it being a problem.
- Alan: It’s also important to be respectful when asking others to be quiet.

Adjournment

The meeting adjourned at 2:53 pm.