



## THE ALMA MATER SOCIETY OF THE UNIVERSITY OF BRITISH COLUMBIA VANCOUVER

### AMS EXECUTIVE COMMITTEE

Minutes of July 12, 2019

#### **Attendance**

Present: Chris Hakim (President), Julia Burnham (VP Academic & University Affairs), Lucia Liang (VP Finance), Cole Evans (VP Administration), Cristina Initchi (VP External), Keith Hester (Managing Director), Ian Stone (Student Services Manager), Sheldon Goldfarb (Archivist & Clerk of Council)

Regrets: Abdul Alnaar (Senior Manager of Student Services)

Recording Secretary: Sheldon Goldfarb

#### **Call to Order**

The meeting was called to order at 1:08 pm in Nest Room 3511.

#### **Agenda**

- The agenda was approved (Chris, Cristina).

#### **Minutes**

- The minutes of July 5 were approved (Cristina, Julia).

#### **UNA (University Neighbourhoods Association)**

- Cristina:
  - This is a continuation from last year, when the UNA (the organization representing residents of UBC's residential neighbourhoods) began doing a bylaw review.
  - They are planning to hold a Special General Meeting to pass their new bylaws.
  - One result of their bylaw changes would be to take the AMS (and UBC) off their Board.
  - There would be no more student representation.
  - We wanted to keep the AMS seat; we told them that; two members of last year's AMS Executive presented to them.
  - We're going to meet with them again, and our position now is going to shift.
  - We are going to ask for a "student position," not necessarily an AMS position, and if they think it's undemocratic for the AMS to appoint the student representative, then we will be okay with an election as long as they remove the barriers to students being elected.

- The UNA says it's undemocratic to have unelected appointees.
- We say that the students elected us; also we represent those who are potential UNA members and who interact with the UNA.
- But we're adjusting our stance in this negotiation while trying to meet our needs and preserve our rights.
- Cole: Can we postpone the decision?
- Cristina:
  - There's not going to be a postponement.
  - Their general meeting is going ahead; they have eight other bylaw changes they want to make, and some on their Board don't want any further delay.
  - We can engage students to show up and vote.
- Cole: Could we bring students to the meeting?
- Cristina:
  - Yes, though there are barriers: you have to register, and it's in the evening.
- Julia: A lot of housing property is not in the UNA.
- Cristina: Some is (the Central residential building is).
- Julia: But only a small number of students will actually be eligible to vote at a UNA general meeting.
- Ian: Will accepting "a student" instead of an AMS representative set a bad precedent?
- Cristina:
  - It's fair in this situation for them to want students who are actually UNA members to be the ones voting or sitting on their Board.
  - You can't make that argument for other University committees or boards.
- Chris: And the idea is not just any random student, but someone elected.

### AMS Policy Review

- Chris:
  - Council passed an omnibus motion reassigning our Internal Policies.
  - The Executive Committee was given responsibility for:
    - I-3 (Responsible Use of Student Email Addresses)
    - the Communications Policy
    - Relations with Outside Organizations
    - Sponsorship Guidelines.

### Merchandise/Swag

- Ian:
  - The Services traditionally give out stuff.
  - Brainstorming about what stuff this year:
    - Shaker bottles
    - Key chains with USB sticks (but MacBooks can't use them)
    - Something for charging phones

- Privacy covers for laptops
  - A phone back/case
  - Stress balls
  - Umbrellas
  - A spice grinder for Vice.
- Keith: Check with First Week to see what they're doing.
- Cristina:
  - Good pins
  - Beer bottle openers
  - Ping pong balls
  - Red Solo cups
  - Coffee cups
  - Lifesavers branded AMS
  - Straws
  - Reusable cutlery
  - AMS reusable mugs.
- Julia: Would these be branded AMS or AMS Services?
- Chris: This is something to speak to Eric (the Communications Manager) about.
- Ian: We do have a logo specific to Services.
- Cristina: Let's talk about how to collectively order these things.
- Julia: AMS quarter-zip jackets.
- Cole: AMS clothing.

### Fall Student Engagement

- Cristina:
  - Want us to go to Jump Start. The Services are already going.
  - It would be great to have a central plan of action.
  - Boothing on Imagine Day.
  - First Week presence.
  - Getting people to sign up for AMS interests.
  - Email lists.
  - What merchandise are we giving away?
  - It needs to be coordinated.
  - A Student Life Executive Initiatives staff person.
  - Need good partnership with The Calendar.
  - Fun stuff: get our name out there, expand our network.
- Keith: Link up with Eric.
- Chris: I'm speaking to him about various opportunities.
- Julia: There's Textbook Broke in the second week.

## Branding

- Cole:
  - Going to be talking with Eric.
  - We need a strategy.
  - There are three different approaches:
    - The Procter & Gamble approach: one company managing various brands (e.g., Tide, Head & Shoulders); Procter & Gamble name not on the brand;
    - Virgin approach: the Virgin name is on everything (Virgin Atlantic, Virgin Mobile);
    - The Coca-Cola approach: in between; some things are Coke (Coke Zero, Diet Coke), but other products do not have the Coke name on them (Nestea, Sprite, water).
  - Where do we envision our brands going?
  - AMS Services versus AMS general.
  - We have a Nest brand, which works well, especially when we want to rent to people who don't necessarily want to rent from a student society; they're renting from the Nest, the building.
  - But the Pit perhaps needs AMS branding (which it currently doesn't have).
- Chris: This is a conversation about the future that can connect to the general AMS Strategic Plan.
- Cristina: I'd be interested to hear how the meeting with Eric goes. We need more information.
- Julia: It would be helpful to have Eric here.
- Cole:
  - Today I was just looking for high-level feedback, strong feelings any of you might have. But if not, fine.
  - As to the general Strategic Plan, the long-term strategy for branding could fit into that, but we need a brand strategy sooner.
- Chris: We'll have Eric come here.
- Sheldon: He did speak to the Exec last year.
- Cole: That was brand guidelines, not strategy.
- Keith: Last year we worked on the logo redesign.
- Ian: We're trying to redesign Services logos; would like input on that.

## Adjournment

The meeting adjourned at 1:42 pm.