



## AMS Fermentation Lab Committee

### Proceedings in Nest 3511

**Thursday, September 13, 2019**

Voting Members: Kelvin Au (Land and Food Systems), Kia Teimouri (Arts), vacant

Non-voting Members: Cole Evans (Executive-VP Administration), Michael Kingsmill (Designer)

Present: K. Au, K. Teimouri, M. Kingsmill

Committee met at 2:30 p.m.

K. Au in the Chair.

Agenda was delivered less than 48 hours in advance.

### Routine Business

#### Approval of Agenda

Motion approved.

#### Updates from the Designer

##### Origin of Marketing Survey

Designer: Marketing study with Jenny Dickson was originally to develop a business plan for the fermentation centre. We had 2 business plans before, but the scope did not fit with our current plan. Marketing study is a part of a business plan. It surveys the market for the product, the price and future sale projections. This would influence the production piece and inform whether to increase/decrease production.

##### Ground is changing

Designer: Brewery was originally going to be placed in Nest's Pub or a self-brewery in the Pit. Both plans failed. Thus, the brewery was moved to the Farm, with a business-oriented focus, to partner with "Turning Point" with encouragement of LFS. UBC however, told us it must have an academic viewpoint, due to Farm's Land Use and had to be integrated with UBC Farm. Thus, brewery was jointed with LFS's Hub on the Farm. Brewery's name became unwanted and Fermentation Lab name is settled.

##### BoG and UBC

Designer: BoG approval is not granted. Board 2 will only give funding if 90% of funds is settled and land is set. Funding was found but UBC is still in negotiation with Musqueam Band. Thus, a deal must be signed before UBC will sign an MOU with AMS.

##### MOU

Designer: AMS norm is a 1 page agreement outlining terms of negotiation. A "good-faith" document. Outlines AMS operations, branding, right-to-sell. Outlines any terms any party finds important. MOU by default, not part of the Fermentation Lab lease but if the lease forms refers to MOU it can.



### Withdraw of Marketing Survey by Sauder

Designer: After delivering the marketing proposal, Jenny said that proposal was not the aim of the course and spends very little time in forming a survey. Designer feels that marketing plan is needed to formulate business plan.

Kia: Do we have a prof that can actually do this marketing survey?

Designer: Yes, in the Commerce faculty. Jenny will find a colleague to do this survey but she needs to respond. The aim is for January to start the marketing survey.

Chair: Not all marketing survey were done by UBC, correct?

Designer: Yes, the first study was done by an outside consulting firm, specializing in the Brewery business. The second study was done by Sauder students as a school project. The current one with Commerce is to be done in a course setting for 3 months.

Chair: The fee levy will be delayed?

Designer: The fee levy to be levied is still our goal however, it is contingent on Band negotiation.

Chair: Information in form can be used?

Designer: Yes. However, the business plan will need to fit with the specific operation.

### Marketing Aims

Designer: Fermentation marketing aim seems satisfactory to the market, defined as UBC campus: AMS outlets, UBC Food Service, IFC needs, GSS, AMS Events.

Designer: Want to keep lab small due to law of diminishing returns and the need for academic use.

### Right of Use

Designer: MOU will touch on the right of use as we have discussions.

### Updates from the Chair

#### Vacant Spot

Chair: I will seek to appoint a CUS Rep to the committee due to our need to have a working relationship with Sauder due to marketing survey.

#### Meeting Frequencies

Chair: Due to the marketing survey being only done in January, we should meet only as-needed.

Designer: We should meet every 3 weeks to provide continuity. Unavailable October 12 to 26<sup>th</sup>.

Chair: We will meet earlier after Council appointment to get the new member introduced.

Designer: I will continue with the course instructor to ensure the marketing survey is place in course syllabus and to keep up-to-speed on any deadlines.



### Terms of Reference Amendments

The ToR was amended to make the appointment of Vice-Chair optional and to update the name of committee.

### Appointment of Vice-Chair

Moved by the Chair to amend the agenda to strike this business item.

Chair: I find appointing a vice-chair to be disingenuous as it is mostly a note-taker option.

Motion approved.

Committee rose at 3:45 p.m.