



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

AMS EXECUTIVE COMMITTEE

Minutes of August 11, 2021

Attendance

Present: Cole Evans (President), Saad Shoaib (VP External), Mary Gan (VP Finance), Lauren Benson (VP Administration), Mitchell Prost (Student Services Manager), Keith Hester (Managing Director), Sheldon Goldfarb (Archivist & Clerk of Council)

Regrets: Eshana Bhangu (VP Academic & University Affairs), Lorris Leung (Senior Student Services Manager)

Guest: Dana Turdy (Strategy and Governance Lead, President's Office)

Recording Secretary: Sheldon Goldfarb

Call to Order

- The meeting was called to order at 12:43 pm and took place by videoconference.

Agenda

- The agenda was adopted (Saad, Mary).

Minutes

- The minutes of August 4 were delayed until next time.

Strategic Plan

- Cole:
 - This will be a lot of work.
 - Discussed with Advisory Board.
 - We don't have the capacity in my office to do the plan even if I dedicated Dana to it 100%. And I don't have the time to do it myself.
 - Other options:
 1. Just work on the initial framework this year: a value statement, overarching categories ... and leave it to next year's team to fill in the rest.
 - But switching teams like that can lead to problems in continuity and enthusiasm.
 - This has been our constant cycle for 20 years.

2. Bring on more capacity; hire a master's student dedicated to just doing this job.
 3. Go outside: an RFP for an external firm, a consultant.
 - The risk in that is that though it makes it easy for us (they'll do the heavy lifting), it may not be popular: people may not want to spend money on a strategic plan, may not understand why it's important.
 - Also, sometimes outside agencies don't understand student unions; we're different from the corporate world.
- The goal is still to get something done.
 - No option to do no work.
 - Just looking for a feasible way to do it.
 - Keith:
 - I like Option 2.
 - Saad:
 - I agree with Keith.
 - And this is the best time to do it, coming out of COVID, renewal time.
 - Hiring a staff member would be a good move.
 - Can bring the Policy Advisor in on this too.
 - Keith:
 - A master's student from UBC would get it.
 - Dana:
 - Happy to support in any way.
 - Cole:
 - If people are thinking that's the best direction, Dana and I will look into getting someone, producing a job description.

Gallery and Pie R

- Cole:
 - Been discussing these.

Gallery:

- Saad:
 - Want to see renovations, refurbishing, arcade games.
 - Would be really good to get new furniture as we welcome new cohorts.
 - Give it more of a sports bar vibe, with TV's, events.
- Cole:
 - Less a sports bar, more lounge-y.
- Saad:
 - It has a really good social atmosphere already, but we could boost it.
 - Bring people back from Brown's.

- Cole:
 - The Gallery is performing well.
 - More a perception thing: make sure its image is up there with Brown's; it's a good night out.
 - Still don't want to make it pretentious.
 - It's an informal fun casual place.
 - Ready to get money from CPF.
 - Nothing too intrusive: some new furniture.
- Lauren:
 - As a regular patron of the Gal, I think it's doing quite well, but there's room to make it more exciting.
 - Brown's has neon signs and a cool set-up.
 - The Gal is quite familiar and comfortable, which is great, but we want to keep it fresh; do something with the decor.
- Keith:
 - In 2016 or 2017 when we closed down the Perch, we set up the Gallery by begging and borrowing furniture, which is now showing wear.
 - The plan was always to bring in new furniture.
 - Don't want to go too high end: that'll drive people away.
 - Can put an awning over the patio, add more TV's – but not the whole sports bar route.
 - Upgrading the furniture is easy.
 - Re-laying the floor would have to wait till next summer.
- Saad:
 - Bring in TV's and you'll bring in new people.
 - I don't think the problem is with the flooring, just need new furniture.
 - Arcade games would be good.
 - Want to see some good competition with Brown's.
 - What hours can we do on weekends?
- Keith:
 - Can definitely open Saturday.
 - Problems finding staff for Sunday.
 - Re arcade games: want to trial them in a nook on the main floor; if we get good reception, then use the back area of the Gallery.
- Cole:
 - For weekends, maybe start with brunch offerings.
 - Don't have to commit too much with that.
 - I don't remember the Gal ever being that popular on weekends.

Pie R:

- Cole:
 - Busy pizza scene at UBC.

- Lauren:
 - Pie R has a lot of competition in the area.
 - It's getting overlooked by students: there are so many other places to get pizza.
 - But there's a void for good pasta.
 - Maybe change the branding, refresh it.
- Keith:
 - Changing the name?
 - But there's so much brand equity.
- Cole:
 - I know we decided against changing the name a few years ago, but it's been Pie R Squared for 30 years.
 - Good time for a change.
 - It's a hard name to market unless you get the play on words.
 - Maybe change it to Pi, the Greek letter π .
- Sheldon:
 - When we moved to the Nest, we had a consultant who told us to change Pie R to Boom!Pizza, but Council stepped in and said no way.
 - The thinking was that there was a lot of brand recognition.
 - As to pasta, we used to have a pasta place called Tortellini's, but we closed it down. Not sure why.
- Keith:
 - Declining sales.
 - Pasta was becoming less popular then, but things are changing.
- Cole:
 - There's interest in pasta now.
 - It would be amazing if we could sell cheap penne and sauce.

Managing Director's Update

- Keith:
 - Supply chain issues because of the wildfires, along with a lot of restaurants reopening, have meant there's been difficulty getting product or the product has gone up in price.
 - The union rep retired, so we've had to push back collective bargaining to October.
 - Made an offer to a new Policy Advisor, who has accepted. She will start on August 23.
 - The air conditioning project was approved. Work on it will be done over the next few months; should be minimally disruptive.
- Cole:
 - Downlow Chicken Shack is coming to campus.

- Keith:
 - We're going to try to upgrade the chicken dish in the Gal in advance of them coming in.

Executive and Services Updates

- *Mary's update:*
 - Working out repayment terms with a couple of clubs.
 - Looking at budgets from clubs and fee-receiving groups.
 - New financial administrator coming in.
- *Saad's update:*
 - Regent College MoU:
 - To legal review soon.
 - For Council the meeting after next so Eric can start getting lists (of names and email addresses for contacting our Regent members).
 - Get Out the Vote campaign:
 - We're doing UCRU's web design.
 - Working with Western and McMaster.
 - Federal pre-budget submission:
 - Asking for removal of loan interest on student loans.
 - Working on provincial budget submission:
 - Harm reduction/overdose campaign (with Mitchell and Peer Support).
 - Talking to TransLink about messaging about vaccination and comfort using public transit.
 - Want students using sustainable transit rather than cars.
- Keith:
 - U of Ottawa is going to make vaccination mandatory.
- Saad:
 - In talks with the U of O: their student union is supportive of this as a move to get students protected.
- Cole:
 - The ball is in UBC's court.
 - Back and forth with the government and the Provincial Health Office.
 - We have to wait and see what happens.
 - I'd be shocked if UBC does the same as U of O; we'll be lucky to get vaccination mandated in residences.
 - But I'd also be surprised if UBC does nothing at all.
 - Hope they do something.
 - Western is requiring vaccinations in residences; they said that's as far as they can go.

- Lauren:
 - UBCO is requiring masks.
- Cole:
 - If case numbers keep going up, I expect UBC to reintroduce a mask mandate for lecture halls.
- Saad:
 - SUDS sponsorship:
 - Amazing one from Studentcare.
 - Excited to be reaching out for more sponsors.
 - SUDS is looking really good.
 - Payment portals will open at the end of this month or early in next.
- *Lauren's update:*
 - The Sustainability team and I are preparing for the opening of the Interactive Sustainability Centre:
 - Furniture, technical aspects.
 - Also planning an event: September 28, the same day as Clubs Days.
 - Dashboard, decals.
 - Administration:
 - Clubs notified about lockers.
 - Deconstitutions mostly done.
 - Clubs & Societies Working Group is reviewing club applications.
 - Talking to the Operations Committee about partnership: their goals and the VP Admin's goals.
 - Communication around CampusBase as of September.
- *Mitchell's update:*
 - Peer Support training:
 - Volunteers getting ready.
 - Working on harm reduction with Saad.
 - Food Bank:
 - Assessing space needs.
 - New fridge and freezer.
 - General outreach/boothing to increase awareness.
 - Finalizing contracts.

Adjournment

The meeting was adjourned at 1:05 pm.