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:
  o The Gallery is performing well.
  o More a perception thing: make sure its image is up there with Brown’s; it’s a good night out.
  o Still don’t want to make it pretentious.
  o It’s an informal fun casual place.
  o Ready to get money from CPF.
  o Nothing too intrusive: some new furniture.

• Lauren:
  o As a regular patron of the Gal, I think it’s doing quite well, but there’s room to make it more exciting.
  o Brown’s has neon signs and a cool set-up.
  o The Gal is quite familiar and comfortable, which is great, but we want to keep it fresh; do something with the decor.

• Keith:
  o 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.
  o The plan was always to bring in new furniture.
  o Don’t want to go too high end: that’ll drive people away.
  o Can put an awning over the patio, add more TV’s – but not the whole sports bar route.
  o Upgrading the furniture is easy.
  o Re-laying the floor would have to wait till next summer.

• Saad:
  o Bring in TV’s and you’ll bring in new people.
  o I don’t think the problem is with the flooring, just need new furniture.
  o Arcade games would be good.
  o Want to see some good competition with Brown’s.
  o What hours can we do on weekends?

• Keith:
  o Can definitely open Saturday.
  o Problems finding staff for Sunday.
  o 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:
  o For weekends, maybe start with brunch offerings.
  o Don’t have to commit too much with that.
  o I don’t remember the Gal ever being that popular on weekends.

Pie R:
• Cole:
  o Busy pizza scene at UBC.
• Lauren:
  o Pie R has a lot of competition in the area.
  o It’s getting overlooked by students: there are so many other places to get pizza.
  o But there’s a void for good pasta.
  o Maybe change the branding, refresh it.
• Keith:
  o Changing the name?
  o But there’s so much brand equity.
• Cole:
  o I know we decided against changing the name a few years ago, but it’s been Pie R Squared for 30 years.
  o Good time for a change.
  o It’s a hard name to market unless you get the play on words.
  o Maybe change it to Pi, the Greek letter $\pi$.
• Sheldon:
  o 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.
  o The thinking was that there was a lot of brand recognition.
  o As to pasta, we used to have a pasta place called Tortellini’s, but we closed it down. Not sure why.
• Keith:
  o Declining sales.
  o Pasta was becoming less popular then, but things are changing.
• Cole:
  o There’s interest in pasta now.
  o It would be amazing if we could sell cheap penne and sauce.

Managing Director’s Update
• Keith:
  o 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.
  o The union rep retired, so we’ve had to push back collective bargaining to October.
  o Made an offer to a new Policy Advisor, who has accepted. She will start on August 23.
  o The air conditioning project was approved. Work on it will be done over the next few months; should be minimally disruptive.
• Cole:
  o Downlow Chicken Shack is coming to campus.
AMS Executive Committee

Minutes of August 11, 2021

- 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:
  o UBCO is requiring masks.
• Cole:
  o If case numbers keep going up, I expect UBC to reintroduce a mask mandate for lecture halls.
• Saad:
  o 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:
  o 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.
  o 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:
  o Peer Support training:
    ▪ Volunteers getting ready.
    ▪ Working on harm reduction with Saad.
  o Food Bank:
    ▪ Assessing space needs.
    ▪ New fridge and freezer.
  o General outreach/booth to increase awareness.
  o Finalizing contracts.

Adjournment
The meeting was adjourned at 1:05 pm.