
Present: Nick DeSumma, Nick Molkoski, Stephanie Bellotto, Matt DeSumma, Faraz Iftekharruddin, Kevin Jang, Shannon Kelly, Hubert Lee, Genelle Martin, Tarique Plummer, Ryan Price, Jonathan Ricci, Tyler VanHerzele, Colin Aitchison, Phil Champagne, Kaitlin Brown

Regrets:

Guests: Derek Worden, Emilia Curcic, Megan Lacoursiere, Noah Churchill-Baird, Kanwar Brar, Andrew Gill, Chris Turner, Anthony Zambito

1. Call to Order

The meeting is called to order at 3:16pm on Friday, September 16th, 2016 on the second floor of the Fred Nichol Campus Centre, Waterloo.

2. Adoption of Agenda

Motion 1 (Jang/Ricci): Motion to adopt the agenda as presented.

Vote: 11-0-0

Result: Motion Passes Unanimously

3. Adoption of Consent Agenda

Motion 2 (M. DeSumma/Kelly): Motion to adopt the consent agenda as presented.

Vote: 10-1-0

Result: Motion Passes

4. Adoption of Minutes: August 20th, 2016

Motion 3 (Martin/Jang): Motion to adopt the minutes from the August 20th Board Meeting as presented.

Vote: 11-0-0

Result: Motion Passes Unanimously

Director Ricci

On page 17 the same response is recorded from the previous question I asked VP Aitchison about the MPPs, it should have been regarding time and availability with the MP Bardish in Waterloo.

5. Regrets and Absences

No regrets or absences

6. Conflict of Interest

No conflicts of interest to declare

7. Comments from the Chair of the Board and CGO

Chair DeSumma

There hasn't been much that I have had to do since O-Week was going on but it was mostly just administrative work. To speak quickly, and I am sure President VanHerzele will speak to it as well, O-week was a success.

1. I spent the week in and out of the office helping out the management team engaging with first years and volunteers. I was present on both campuses during each opening ceremonies and info fair, so I had a lot of fun with that. Thank you to everyone who was engaged in the info fair or involved with O-Week, it was nice seeing everybody around.
2. I have SLL numbers for you, part of which is a follow up to Director Ricci's question last meeting. This summer we had 11 applications for SLL in Waterloo compared to 25 last summer. That is 11 plus 5 multi campus applications. This time we supported 5 of those 11 whereas last summer we supported 9 of 25. Even though we had less applications on the Waterloo SLL this summer, we did have a higher success rate which was pretty awesome. We also for the first summer had the multi campus SLL, there were 5 applications and 3 of them were successful. For the first summer of the Brantford SLL Committee we had 4 applications with 3 of them being successful. All of the applications that were successful can be found on the Student Life Levy website.

8. Comments from President and CEO

President VanHerzele

Sorry I just ran across campus. Apologies for being late I will explain in my updates.

1. I have wanted to bring this to the board table to see if formal updates once a month from all departments makes sense from all of you and then the interim on the off meeting I would deliver sort of a highlight of what's happening in each of those departments so you will get a full update once the department has a chance to accomplish something within the month. If something big were to happen I would deliver it on the off. Does this seem agreeable? Awesome.
2. The President's Council, as I mentioned last meeting, is getting underway. The first meeting has been slated for September 25, that's a Sunday. We are going to get all of the Presidents of our faculty associations together and start talking about this communicative train we can create this year. All but one faculty has confirmed, it seems like we are going to be having a good turnout so that is exciting. This is a project that came out during the campaign and I think that it is going to be beneficial for the organization as it comes to reaching populations on campus which we might not naturally reach without our programming.
3. O-Week was a major success in my eye. For all of you around campus if you were to see it or if you were a part of Orientation Week thank you. From the grand scheme of things, it seemed quite well executed. I think it was the best move in day that I have seen on both campuses. I was able to see a little bit on both campuses and also execution wise it went really really well. If you want some more details about Orientation Week or if you have any questions I am going to be connecting with VP

Hutchings, Programming Services Waterloo and VP Gerlings, Programming Services Brantford this coming week so we will be able to update you once I connect with them. As you can imagine after the week they took a little bit of time to sort of regroup and focus on some of that feedback. We have had some minor conduct issues, nothing major when it came to our volunteer group. We were very successful when it came to dealing with those conduct issues. They were all handled at that level and never got to a point that we stepped in as the President or as the Executive Director. It was a really well run week and I tip my hat to everyone who was involved in that process, if you were a volunteer or involved in that week it was well done.

4. I just attended the Governance Dinner along with a few people sitting at the table here today, which was great. We heard from Sheldon Levy who is the Deputy Manager of Advanced Education for the government and we got to hear a little bit more of what the demographic trends look like for Universities coming up as well as Dr. Blouw was able to speak a little bit about Laurier's situation as well. It was a very interesting dinner to say the least.
5. I have received a couple updates from VP Aitchison. The Legislative Assembly of Ontario prorogued last week as to such all current bills have been thrown out of the system and have to be reintroduced, re-debated, or never discussed again. MPP Yvan Baker has informed Colin that he intends to reintroduce his private member's bill on access to University data from Bill 127. Until the bill is reintroduced we will continue to push for the ideas that were contained in the bill and that are coming from our University Affairs Department.
6. AVP Marfisi here in Waterloo attended a steering committee meeting and brought up Northdale safety concerns. The committee may look at developing research to identify prominent needs and some possible solutions. We pushed for more immediate action because we would like to see some development on that front. Through volunteering with University Affairs you may be involved with those conversations as is.
7. From the Brantford end, AVP Petek Yurt spoke to Go Transit and is now live in Brantford so the connection from Hamilton to Brantford is successful.
8. From Clubs, our new support staff will be starting Monday, September 26th so that is the Monday after Homecoming. Looking forward to alleviating some of the day to day operations from our VP Clubs Association and the AVP so they can start looking a little bit more into high levels of strategic thinking when it comes to the department and enhancing that area of the organization.
9. Fun fact Laurier has appointed a new Chancellor, Eileen Mercier replacing Michael Lee-Chin who has stepped down for other opportunities that have come up in his personal life. Very excited for Michael Lee-Chin, but also for Eileen too to be stepping into the role as Chancellor for Laurier.

Director Ricci

Regarding the Arkells concert during O-week, can you talk about numbers wise for 1st years attending?

President VanHerzele

I don't have those numbers off hand. I haven't been able to connect with VP Hutchings or VP Gerlings on the specific numbers of the week. Tickets sales were well received by the older student population and I think that was a nice welcome invite for our senior students here on campus to receive and I think that being in the crowd I was able to see quite a few non first year students. As for the specific numbers I will get that breakdown and send it to the board.

Chair DeSumma

From my conversations with VP Gerlings, I am pretty sure she said there were 501 ticket sales for the concert in Brantford with 152ish of them being upper year students.

Vice Chair Molkoski

In regards to the President's Council, have you seen this structured at other school and secondly do you have any goals going into it what communication you want to see this year?

President VanHerzele

I haven't been able to check in with other schools to see if there is some form of communicative structure between faculty representation and their student governance, but I'm sure there are in some capacities. This more or less came up during the campaign when we were trying to reach out to new groups of students who might not have been integrated in the voting system and it made sense to follow forward and bring that to the school year if elected. It's a place where you're able to connect with the student body, all of which would be included since every student belongs to a faculty. Therefore, has a faculty representative volunteering with the Student's Union. Goals going forward I would like to be able to see some non-solicited feedback from students who either don't volunteer with us or have never accessed services or do have ways in which we can improve. Also having it broken down into faculty representation allows us to see what is needed from different cohorts on campus when it comes down to specifics and academics as well. This is more of a feedback system it is quite open ended at this point as I would love to hear any feedback that any student may have when it comes to school and their academics and we would convey to them with the administrative on the University side or our services within our own team.

Director Ricci

Unfortunately, there have been delays for upper year students to move into the Icon buildings, have students been reaching out to the University Affairs department to get in contact about their lease agreements or their rights as tenants?

President VanHerzele

I have had a few reach out and I am going to defer to VP Aitchison for more on the municipal level. We have heard from departments, specifically international as well

students who have students living in that building here that don't have accommodations and can't exactly go home. We do have some interest in the building and of course it has been popped up and in the latest issue of The Cord that it is an issue on campus which our University Affairs is addressing.

VP Aitchison

We have partnered with the Waterloo Regional Legal Clinic, and we are directing any student with issues to them and they are helping them with legal services. Preoccupancy is a really tricky system in the contract law. We are trying to put some preoccupancy stuff in the Residential Tenancy Act so we are partnering with students who have received the letter from the City of Waterloo that City Council approved on their end. I asked myself, and Petek asked Mayor Friel in Brantford if they could do the same thing and he agreed. We are getting our municipalities to pressure the government to put protection in there. Other than that, it is all based on legal precedent right now so there is not a lot protecting those individuals right now.

President VanHerzele

I was late because I was at McMaster University conversing with the Dean of Students on both Waterloo and Brantford as well as staff at McMaster in regards to financial literacy. It is a focus that will be coming to the University and I believe personally it should be a focus we have as well. Students need to learn how to manage their money appropriately and we have noticed through numbers coming through for food bank requests or other utilization of our services that financial literacy might be something we should bring to the University more strongly. I am working with the Dean of Students on both campuses and we are going to be throughout the entire year trying to formulate something similar to what McMaster is doing with their Money Mart which is a pretty unique system, if you are interested in that please just Google it. It is really quite nice.

9. Quarterly Report of Financials

Motion 4 (M. DeSumma/ Ricci): Motion to pass the quarterly report of financials as presented.

Vote: 11-0-0

Result: Motion Passes Unanimously

President VanHerzele

You were sent the numbers for our quarterly report and as you can imagine with the summer months there is not a lot happening at the Student's Union in regards to revenue generation. This summer has been identified as an area in which we are working towards to the point when students arrive to campus we start to see revenue coming into our businesses. This way we can start to generate some more revenue there. If you will look at the last of the 3 pages under the one that says the expenses-profit loss you'll see that we have currently a deficit of 1.1 million dollars. That is actually right on par with what we were looking at, this is not the trend that will be continuing as I mentioned without the revenue income happening earlier in the summer we are not going to see that reflected in this budget. The other two are revenue and expense

breakdowns those actually show a lot better of where we have estimated where we are going to be at this time during the budget line and where we actually are to the actuals. We are actually quite close, and we are right on track to match what we were at on both instances and it looks like we are just a head of the curve. We are doing a bit better than what we had previously anticipated when it came to the creation of the budget line. Once the school year continues and at the next quarterly update, depending on if it includes the month of October or not we will start to see that final number on the third page, 1.1. Turn around a little bit as we will have some more matrix to actually compensate that with student fees being returned back to us and that happens mid-October. As far as the update goes we haven't done much in regards of collecting money yet but we are right on track to what we had anticipated.

10. Comments from the Executive Director and COO

No formal comments to present, it is worth noting that the application process for the hiring of the Director of Policy and Research Advocacy has closed as of last Friday. We will be reviewing resumes as soon as we have access, unfortunately our HR Generalist has been off sick over the last little while and we haven't had access to those resumes so that process hopefully won't be delayed as we plan to have interviews set up in two weeks. We still have a week and trying to get the information. The start date for the Clubs and Admin Assistant will be on the 26th of September. We will be reviewing Brantford Administration Assistant Position and have an update on that shortly. Other than that it's business as usual.

11. Board of Governors/ Senate Updates

Director Plummer- Board of Governors

Yesterday, Thursday, September 15th we had a Board of Governors retreat that started around 7:30 and ended around 11:30. After it was followed by a 1.5-hour meeting. In that meeting several things were discussed.

1. On the recommendation of the Audit and Compliance Committee the Board of Governors approved the audited financial statements that ended in the year April 30th 2016. Two members of the board were allowed to sign off on that.
2. On the recommendation of the Executive and Governance Committee the Board of Governors approved the Board Annual Work Plan that was purposed for the 2016- 2017 period.
3. Under the recommendation of Pension Committee and Financial Investments the board approved their vision for purposed terms of reference to permit the employment of Co-Chairs.
4. Under the recommendation of Pension Committee and Financial Investments the board approved their vision for purposed terms of reference to permit the employment of Co-Chairs. That on the recommendation of that committee, the Board purposed to increase the membership to include a third non-committee member to be filled by a faculty member on the recommendations of the

nominations committee and to replace one position identified as a pension or F and I Committee representative with a qualified individual. That again is coming from the nominations committee.

Senator Brar- Senate

Thanks for having me. A lot of you in this room were also at the senate meeting so if I do miss anything or if anything is incorrect please feel free to jump in.

1. The applications for Honourary Degrees are open so if you know anyone or would like to nominate anyone, they are all online.
2. Went over the reading of the Ministry on the CCU that's the advanced education and skills development. So we have a new Minister of that. Going off of that one thing to highlight is the emphasis on learning so the government kind of prioritizing that moving forward and the upcoming legislature. There is a whole presentation, our strategic mandate is due March 2017 which is being negotiated right now by Dr. Blouw and University partners.
3. The YMCA on the Brantford campus is in full construction.
4. In regards to Market Square there is an architecture organization that has been hired for the redesign to make it more community facilitated and move away from a shopping centre
5. The University faculty council quorum has been changed to 10%. That is a senate committee on education and university teaching and we have had attendance issues in the past. It was passed so that is happening moving forward.
6. Now you can have a specialization for forensic psychology so if you are in that program you are able to do that.
7. VP Aitchison can talk to this. We are not expecting an increase in post-secondary funding from the government and that is the way it is for all Universities. In regard to the model we are looking at for funding core block, starting 2017/ 2018 we will have something called the enrollment core divide. With that is basically the government negotiates a baseline for what the enrollment should be, for example 15%. Then they would renegotiate a buffer zone so plus minus let's say 3%. Therefore, anywhere between 12-18% as long as the University keeps enrollment at a particular level they will get a certain amount of funding from the government. In the case that it drops or goes above they will need to go back to the table and renegotiate that baseline. This will start in 2017.
8. This was covered in VP Aitchison's presentation in the summer in regards to funding for BIU so right now the way it is funded is based on the number of students you have. The university with largest number of students gets the more money. That system has been in place since the 1960s. The government is trying to move away from that and kind of reintroduce the BIUs. If there are questions, please direct to VP Aitchison.

9. Enrollment, so we have had a great recruitment year. We were up by 100 students. We are retaining all the students that we had in the past plus increasing only by 100 students and we haven't lost any. We are proud of that.
10. The Senate is conducting a governance review since there have been issues in the past. It is to see how other Universities operate and provide recommendation. This is also based on communication so talking to Senators, Governors, and Laurier students to ensure they are all represented fairly.

VP Aitchison

As a comment on the governance review, we are going to use that as an opportunity as a Student's Union to push to get Tyler's position on the Board of Governors and Senate as it is pretty common at other Universities. Rebecca Barnes who is one of the secretaries for the University handles the Senate and kind of spear headed the recommendation to go this route instead of advocating normally. This is to get some permanent Student Union representation on those boards.

President VanHerzele

The purpose of putting the President on there aside from it being similar to other institutions is to focus on engagement from the student body. We would be able to turn around and they would be able to interact with decisions or if they like to comment on what the Senate and Board of Governors are talking about.

Director Bellotto

Could you restate what is on March 2017?

Senator Brar

That is when the strategic mandate agreement is due.

Director Ricci

You mentioned a percentage for quorum being changed. What was it before?

Senator Brar

It was 50%

Director Martin

For President VanHerzele you talked about sitting on the committees to engage with students as a whole?

President VanHerzele

Essentially it would be. As you know we have Student Senators and Governors as well but the turnaround point in passing it out is having the network that can connect it hopefully and hopefully the President Council works even better. This is to pass along information to the student body in a way that allows them to give us direct feedback as an autonomous portion within the University setting. The Senator and Board of Governors student representatives will attend it and we will be able to get some more

and it would just be sitting down as an active member of both the Senate and the Board of Governors.

Director Plummer

It was mentioned about the forensic psychology program. Is that a program by itself and does it take effect this academic year or is it part of a specialization?

Senator Brar

It is part of the BA Psychology not BSE and is effective in 2017

Director Kelly

Talking about BIU moving away from the traditional structure, could you expand on this a little bit more?

VP Aitchison

Save that for question for the next board meeting, I am not too well versed with that program and Jamie and Zach will be presenting and able to answer that better.

Director Lee

Change in program that is just the Brantford campus too, is it a complementary program with the criminology law and society? So you won't see the change within the Waterloo campus.

12. Committee Update: Ownership Linkage

Director DeSumma

Not much to update, we had the Info Fair during Orientation Week. Unfortunately, I wasn't able to come to Waterloo but from what I have been hearing it was a huge success. Likewise, in Brantford, myself and Chair DeSumma worked that booth throughout the day. The turnout was remarkable. It was probably one of the best info fairs that I have ever seen on this campus which really complemented with the board booth. I am very appreciative it was such a success. Compliance wise for attendance, pretty much all of you were there which is great, minus two directors. It was the first event so we are on track to being fully compliant by the end of the term. Other than that, the committee will be meeting at some point within the next few weeks to figure out what we want to do from here. Whoever is on the committee I will reach out to you.

13. Aramark Update

ED Champagne

We have come to an agreement on 4 main issues that we were dealing with in regards to the Aramark Agreement.

1. One major aspect that you know and had a presentation for which was the meal plan update that is taking effect this year. It has switched from 2 plans to 4 so there is now the 7 day plan and the 5 day plan. With the meal plan there has

always been a window of opportunity for students to switch their plans if they got too big or too small and that window is still open until the 30th I believe. It is worth noting that in the first week of operations there have been 20 students switch plans, 7 small to big and 13 from big to small. This is interesting to see. Some of the big stuff that goes along with that which we are happy about is:

- a. Extended hours. In the Fresh Food Company Monday to Thursday use to close at 8:00, now closes at 10:00. On weekends it closed at 6:30, now closes at 8:00.
 - b. The convenience dollars, if there is anything left over at the end of the year, rolls over into the next year. Last year they did not.
2. Other 3 components of the agreement were mostly around clarification of language. Specifically, maintenance and repair. It was all about the procedures of how the Terrace, who acts on our behalf as owner of the Terrace, can interact with us to get things fixed as they need them. They are supposed to communicate and get things authorized by us before work gets done so that we know who is going to be paying what. The same thing can be said about the custodial responsibilities and we worked on clarification who is responsible for what specifically the Student's Union is responsible for the front of house cleaning for the Terrace food court which is basically anything that is carpeted. Aramark is responsible for custodial cleaning of anything in the back of house where food is prepped and cooked. That will also help us in regards to maintenance and repair because there have been some historical issues where the argument over who is responsible for cleaning lead to something being broken and needing replaced. There was a big roughly speaking two-year debate over who was responsible paying for it ultimately the negotiation ended up splitting that because it took the course of three executive directors and two leaders of food services from Aramark.
 3. The last point of clarification was around hardware upgrades in regards to the Point of Sales Systems that exist in the Terrace food court. They have agreed that if any new businesses end up being added to the Terrace food court they will be responsible for purchasing the hardware required to take OneCard. Whereas if that doesn't happen and there is a hardware upgrade, which we believe will probably be coming in the next year and a half to two years, that topic will then go to the food services management group and it will most likely be a three way split on those upgrades. Under the old agreement all of that falls on the Student's Union. We have stepped up and recognized that we are in this together. We are happy with it and the agreement will go through I believe 2022.

Director Martin

Is it only convenience dollars and not flex that roll over?

ED Champagne

I am pretty sure it is flex.

Director Lee

With the increase in the hours and I am assuming that is all staffing and upkeep, how is the cost being adjusted to suit the needs? Is the price of the meal plan raised?

ED Champagne

The overall dollar value of the meal plan has increased but the value of a meal per period has decreased. The numbers are specifically, under the old plan the light plan was roughly \$13 per meal, hardy was \$12 per meal, and ultimate was under \$11 per meal. Now with the new plan it is \$7 per meal and \$8.55 per meal for the 5 day plan. In terms of the operational hours we all know that not everyone is going to go there for three meals a day, or the opportunity is there for you to go for 6,7 etc. There is nothing that will expire, no time period, you can go in as many times as you want. There will be some costs that are missed because not everyone is going to go for three squares etc. and those costs will be wrapped up in operational if that makes any sort of sense.

Director Kelly

Going back to the money rolling over, does that include meal swipes?

ED Champagne

There are no swipes anymore, the way it used to work is you had one swipe per meal period but that doesn't exist anymore, you can swipe in and out of the dining hall as many times as you want. Once you get to the end of your first year experience in residence there is no dining hall swipes.

Director Jang

It is still flex dollars but then converts to convenience?

ED Champagne

I would have to check on the language, but whatever they are now they will be next year.

Senator Brar

Flex dollars or whatever you have does transfer over, convenience is always there like it is a separate account but this year flex are moving over instead of expiring.

Director Bellotto

At the end of their first year the money left over in their account still goes unused?

ED Champagne

There is technically no money in their account like it isn't divided up the way it was with the meal swipes so in theory the the answer is the money goes away and you are paying x number of dollars depending on which plan you are for the privilege of eating in the Fresh Food Company during that 8 month period.

Director DeSumma

When does the agreement go into effect?

ED Champagne

The agreement is ongoing; all it is so the original agreement was a ten year agreement. There is a clause in the contract that allows us to renegotiate if need be half way through which is where we are at. This agreement will then be an amendment to the original agreement and it goes I believe until 2022.

Director Martin

It goes until 2022 or it comes into effect in 2022?

ED Champagne

It comes into effect as soon as we sign, which could be as early as Monday. It needs to be ratified also by the Board of Governors of the University because it is a three party agreement. All three parties have come to an agreement but the Board of Governors needs to ratify it to make sure that they are cool. The agreement will expire in 2022 and at that point the University and the Student's Union will most likely go to RFP because that is their regulations.

Senator Brar

We had this presentation in our res life training so for example one of the meal plans is \$4850 for a dormitory style. Out of that amount \$700 are flex dollars. At the end of your first year if you haven't used all of it up, only the \$700 of that \$4840 transfers over. The rest of the \$700 that is not flex does not transfer over.

Director Lee

That raises another question because at UW they do this. If you have any remaining money left in your account like flex or convenience, you are allowed to withdraw that upon graduation. Have we worked on that?

ED Champagne

I can't speak as to the way their plan works to be perfectly honest with you. The way that our plan works is that it is not a declining balance. If you wanted to eat \$4000 of food in one day you could do that, just not recommended. There is no declining

balance so the value is there if you use the plan, if you choose not to use the plan then you have lost that value. There is no opportunity to cash out.

Director Lee

What I meant with the flex, seeing that it rolls over year to year, say I let it keep rolling but I graduate and I don't use it am I allowed to physically take that money out?

ED Champagne

I will check the answer to that, but I believe the answer is yes.

Vice Chair Molkoski

Is there room to renegotiate prices in future years because what I am getting out of this is at the end of the year we should be able to look at an average cost per meal instead of this declining balance like in past years? Upon review after this year of that average cost for the meals is there space in there to renegotiate if it doesn't look promising? Or if it looks like this system is going to be more expensive than in past years?

ED Champagne

It would really depend on what that feedback says, it would have to be fairly explicit that the value is not there. We are not the first Aramark client to go to this type of a program. Carleton and Lakehead both have this program and the success rates are very high. If the matrix shows that the value isn't there we can definitely raise that and have a look yes.

14. Committee Elections

Finance Committee

Motion 5 (Kelly/ Iftexharuddin): **Motion to approve the acclamations of Vice Chair Molkoski, Directors DeSumma and Price to the Finance Committee.**

Vote: 8-0-4

Result: Motion Passes

- Director Ricci nominated **Vice Chair Molkoski** to the Finance Committee
- Vice Chair Molkoski nominated **Director DeSumma** to the Finance Committee
- Director Kelly nominated **Director Price** to the Finance Committee

15. Letter to the Board

Motion 6 (Ricci/ Lee): **Motion to accept the letter from Chair DeSumma to the Board as presented.**

Vote: 11-0-0

Result: Motion Passes Unanimously

Chair DeSumma

Following the last board meeting I had some concerns with the manner in which we held some of the discussions. Following the meeting I spoke to Vice Chair Molkoski and President VanHerzele to make sure I wasn't insane in thinking this, that there were actually some concerns there. After I addressed the concerns outside of the Board meeting we decided to write this letter to the board, or I did anyways just to express those concerns to you. For those of you with agendas, it is in the package. To explain where the concerns stemmed from as well as showing you that if those concerns escalated it could have violated policy, and tied it back to that. I don't want to repeat the letter since it is in the agenda but I wanted to express those concerns and bring it to the Board since we do act in a manner as a group and to address these concerns early with hope that moving forward throughout the rest of the year that we engage in a professional manner.

Director Ricci

Thank you, Chair DeSumma. I apologize I was not myself last meeting and it was probably not my finest meeting as a Director and some of the tone I had, questions, and comments were very uncharacteristic of myself. I wanted to take this opportunity to apologize to the Board and any of the guests that I know you guys want more from me so I just wanted to apologize. I am still going to ask those tough questions when it is needed because we should have those discussions but how the tone and the way I presented myself was very uncharacteristic.

Director Plummer

Please forgive my ignorance, is it that people behaved in a very unprofessional manner at the last Board meeting?

Chair DeSumma

Yes. I had concerns with unprofessional behavior within some of the discussions. That is how this stemmed. It is something that I have noted within the past meetings however last meeting what were it where it was really out of hand.

Director Martin

Thank you for acknowledging it an issue and for identifying it in the letter as it meant you saw it as an issue as well. Looking forward to not having something like this happen again.

16. Discussion: Organizational Priorities

We had this discussion last year as well and I thought it was effective. It is kind of as a Board to see where the priorities of the organization are moving forward. Since it's a largely a new board, as mentioned we did this last year, I wanted to see what you all think. Hopefully this can shape the direction we go this year as a Board.

Vice Chair Molkoski

Starting the academic year, the summer meetings were a bit harder with everyone in different locations and online connections and I think we will be able to be a lot more

effective now that we are all here at this table. I think that it is important that we are always staying constructive but respectful of each other. At the meetings we need to ensure we are professional at all times to respectfully represent our members, this board and organization. I think that there is that level of constructiveness that we always kind of have a goal when we are working together and we should be asking points of clarification if we don't understand and we shouldn't shy away from understanding. We should all be on the same level that we are willing to ask questions to make each other and this whole Board more effective.

Director Ricci

Building off Vice Chair Molkoski's points when making decisions where it is best for the students we need to think of every student as we the Student's Union is driven by them. We are all together now as the summer meetings are over and I look forward to the academic year.

President VanHerzele

The "Driven by Students" new marketing is up and it looks great! A focus that I believe the Student's Union could improve upon prior to holding this position and now within it is the feedback issue. How we are supposed to collect feedback from our volunteers of course, but we get that on the year to year basis. For improving our KPI tracking we are going to be able to develop our mandates more strongly on the operational end of this table. The feedback point on how we are going to connect with the student body, who aren't our volunteers and who don't access our services which is always in the forefront of my mind. Our goal here is to provide the best student experience for all 17,000 of our students not just the 4000-5000 who volunteer with us. That is something I wanted to bring up. If you there, there would be something more beneficial coming from the strategic end when it comes to feedback what sort of matrix you may want to see. This is sort of an exploratory year in which I am trying to ensure we are getting the right feedback right off the hop so that we can actually make some of those meaningful changes in our terms.

Director Bellotto

Not going off what Tyler said, I know during elections more people were running in relation to previous years so I hope we can influence more students to run for these positions or more Student's Union positions in general to get more involved.

Director Plummer

Building off what Director Bellotto said, I love the fact that she mentioned a very tangible point because at various times what I am hearing we aren't thinking exactly. That is something that when mentioning priorities, let's be very concrete in what we are

saying so that we can actually achieve them and we can list them and move forward with them.

Director DeSumma

From a Board point of view, I think another thing would be our accountability. Being held responsible for the hiccups we make, and I know that I am guilty of some and I apologize for the past meeting and my behaviour with that. I think that with the letter it is just a good way show that decisions we make effect not only ourselves but the entire Student's Union as an organization. So just every decision we make and what we do from the board table just making sure that we are doing our jobs effectively, professionally making sure that it doesn't look bad on us or the organization. Accountability would be a good thing too.

Chair DeSumma

One of the things that I was looking into this year is actually working a lot with Megan our Director of Marketing because one of the things when I initially ran three years ago was about the transparency point and not just because it was another buzz word. So that is something that we are looking into this year to have potential live stream meetings as that was talked about in the past. Now technology is super a lot better so that is something that we are looking in to for hopefully the next meeting. We will look into all the technology details and we figured it was a perfect time since Boost is presenting. Hopefully that works out, but if not we are still looking into it to kind of increase that transparency piece. This is something I thought of as a priority.

Director Plummer

When you say live stream what do you mean?

Chair DeSumma

I believe it's YouTube Live, students who can't make the board meetings once we market the meeting they can click the link and watch it from home. They don't actually have to make it to campus to sit in this room.

Director Plummer

Do we have any campaigns to inform or make the student body aware of how we function?

Chair DeSumma

That would be what we are working on through the Student's Union pages, in the past most of the advertisements for board functions was ironically through elections when it mattered most but that is again something that we are trying to work on through marketing so that more students are aware of what we do, aware of the meetings, so that they can actually be a part of it even if they don't want to come to campus and

watch the meeting in person. Hopefully that can spark some more knowledge about the board and as well elections but that's kind of like our main gate way for promoting the students as to what the board does is through the website and Student's Union pages.

Anthony Zambito

I really like the idea of a live stream being available. Would the Student Union work out a way so that people watching the live stream at home would be taken into account as watching the meeting, the same way that the member of a gallery would be.

Chair DeSumma

It would have how many people are watching the stream, I don't know if we would have the technicalities of their name on a guest list but it would definitely show viewership and hopefully can increase the number that watch the meetings. We are still looking into the specifics of how it works.

Director DeSumma

Would there be a functionality where if you were watching from the life stream the capability to ask questions as if they were in the gallery too. I know you can type YouTube questions. Or is in person the best medium in order to ask a question.

Chair DeSumma

Once we look into it maybe that is a thing that could be taken into account. Whoever is the marketing person here would be in charge of it so they could just forward any questions to me. If somebody would like to ask a question ideally that would be a perfect solution because then we could address it here. Hopefully it can get more students to want to come to the meetings in person, however more viewership is good.

Director Iftkharuddin

To go of that point I was wondering maybe you could have something like twitter where people could tweet their questions at the Board of Directors or at the Board. It is a simpler way instead of a live stream where they ask questions, they can just tweet the questions

Chair DeSumma

Like at an open forum, that is something we can look into as well. I know that right now we do tweet the meetings. I don't think many questions have come up so far but I guess we also haven't really presented the option so we can test that out as well and see if that works. I know the reason that we kind of decided on figuring out a live stream kind of thing was because at every board meeting we usually have two different accounts and avenues tweeting out what we are discussing. Instead of having two

tweets we either have a live stream and tweets or the Cord still does a great job tweeting as well so we still have them here.

President VanHerzele

It is an interesting concept when it comes to the board. One of which could possibly be quite effective for those who aren't able to make it to the meetings. From the operational end of this as well I encourage students if they have any questions about the Student's Union to also bring them to me and if they were to come to my twitter feed I would then be able to bring them directly to the meeting if it does impact our governance when it comes to the board level, which I would be happy to do. Just as another avenue for feedback if you would like to push that to your areas I would love to see some more engagement from my twitter side as well as our *Talk with Ty* idea which is going to be coming up and I have a formal idea for marketing, but it is a pretty interesting concept in which we will have that immediate report with some of our student body in regards to issues on campus or questions that they may have.

Chair DeSumma

The SU website has on every single page customer service feedback report that students can fill out so it is easily accessible and literally on every single page of the website. If you are on the website and have any concerns, then you can definitely use that as well.

Director Martin

I think that this is a move in the right direction in terms of transparency and getting people knowledgeable of what we are doing. With that being said we need to really focus on engagement as a whole because my only question would be what would draw someone to want to watch the meeting. I think that it is a lot of what are you getting from it? If I was a first year student, why would I want to watch a two hour board meeting so I think that if we encourage engagement as a whole and getting in touch with them. Today we have two first year students who are here which is exciting, in terms of the board and getting to know who we are and why they want to watch would be a good plan.

Chair DeSumma

That is definitely something we are trying to work on especially going into elections beforehand marketing and Megan and I have had a lot of discussions about it. We are working on something because I agree that has been a huge problem in the past so we are really hoping that we can market the board as a good experience for students who want to run but also very beneficial for them to kind of keep tallies on just because this is a multimillion dollar organization that students oversee. Getting more engagement is very important.

VP Aitchison

I agree with Director Martin's suggestions take you take a hybrid approach. I know that my counterparts at McMaster (MSU) their Student Representative Assembly live stream their meetings and normally they get about 100 people tuning in which is actually pretty good when you think about it as student politics, its more than what you normally get for debates. I also know that they do take questions from them but when they got to 100 people watching it got out of hand. You might want to navigate that carefully especially because it does say you need to be in person to ask questions. That being said I think that a hybrid approach would be great for transparency so I would support it if I were still on the board.

Director Kelly

Bring up that we have been talking a lot about engagement right now but as an organization priority to kind of flip the coin. As much as we want students being engaged that is not always going to be the reality of it. So for our priorities making sure that we speak on behalf of students and doing the best for that. Go beyond engagement.

Chair DeSumma

This is a great discussion and all important things to prioritize and hopefully with the new marketing where it says on the poster run for elections, it is a good strategy because it shows the importance of student involvement. Great work to everybody on the marketing team.

17. New Business and Announcements

Chair DeSumma

Homecoming is next weekend on this campus. Have fun, be safe, and make smart choices. I am looking forward to it.

VP Aitchison

I just want to thank you guys for appointing me interim CRO. I did read over the minutes and I do know that there are some concerns so I just want to hopefully elevate some of those. In regards there was some talk about bias, I do promise as much as anyone can promise that I won't be biased in any hiring process. I have already hired two AVPs, and I hired the ACRO last year as a student. I don't think I was biased in those hires. If you feel that I have been biased at any point feel free to go to Tyler since he is my supervisor. Also the time commitment thing, Senate is not any additional time commitment from what I was already doing. Again if you feel I am not doing my job appropriately feel free to go to Tyler. I just want to elevate your concerns.

Chair DeSumma

Speaking of those ACRO hiring as well it closes in 45 minutes. So after the meeting if anyone wants to apply quickly you can do that. Cover letter and resume to subboardchair@wlu.ca.

Director Ricci

Hiring and Recruitment is having their info session on the 18th at 7:00 PM and 20th at 10:00 PM in BA201. Encourage people to apply.

Director Kelly

Hiring is open for several committees and closes on the 27th

Director Bellotto

How many people have applied for the ACRO?

Chair DeSumma

It is not yet available to be announced because it is confidential hiring practices and because it hasn't been closed yet. Hopefully by next meeting.

Senator Brar

The general for awards and scholarships and bursaries and due September 29th.

Director Martin

Health and dental opt out deadline is 11:59 pm on 23rd

Anthony Zambito

Update as to how the election process is coming along?

Chair DeSumma

Colin and I will be sitting down with it hopefully next week or the week after.

VP Aitchison

I have been drafting some new policies based on what we talked about so I am going to run it by Nick and chat.

18. Adjournment

Motion 7 (Price/ Bellotto): **Motion adjourn the meeting.**

Vote: 11-0-0

Result: Motion Passes Unanimously

Meeting adjourned 4:16 at pm

Next Meeting Friday, September 30th at 3:30pm

fi, For Information

fd, For Discussion

D, Decision required

adm, Administrative task

The preceding reflects an accurate and complete record of the proceedings at the
aforementioned meeting of the WLUSU Board of Directors.

Date Signed: September 16th, 2016

Date Signed: September 16th, 2016



Nick De Summa
Chair of the Board & Chief Governance Officer
2016-17 Students' Union BoD

Nick Molkoski
Vice Chair of the Board
2016-17 Students' Union BoD