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**Present:** Nick DeSumma, Nick Molkoski, Stephanie Bellotto, Matt DeSumma, Faraz Iftekharruddin, Kevin Jang, Shannon Kelly, Genelle Martin, Tarique Plummer, Ryan Price, Jonathan Ricci, Tyler VanHerzele, Kaitlin Brown

**Regrets:** Hubert Lee

**Guests:** Zemar Hakim, Idris Omar Hassan, Joseph Small, Klaudia Wojtanowski, Megan Lacoursiere

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**1. Call to Order & Land Acknowledgement**

The meeting is called to order at 4:06pm on Friday, March 3<sup>rd</sup>, 2017 on the second floor of the Fred Nichol Campus Centre, Waterloo.

We acknowledge the traditional territory of the Neutral, Anishnawbe, and Haudenosaunee peoples.

**2. Adoption of Agenda**

**Motion 1** (Kelly/ Plummer): **Motion to adopt the Agenda as presented.**

**Vote: 8-0-0**

**Result: Motion Passes Unanimously**

**3. Adoption of Consent Agenda**

**Motion 2** (Jang/ Martin): **Motion to adopt the Consent Agenda as presented.**

**Vote: 8-0-0**

**Result: Motion Passes Unanimously**

**4. Adoption of Minutes: February 10<sup>th</sup>, 2017**

**Motion 3** (Iftekharruddin/ Kelly): **Motion to adopt the February 10<sup>th</sup> 2017 Meeting Minutes as presented.**

**Vote: 8-0-0**

**Result: Motion Passes Unanimously**

**5. Regrets and Absences**

Director Lee is writing a midterm

**6. Conflict of Interest**

No conflicts of interest to declare

**7. Comments from Acting Chair of the Board and CGO**

**Vice Chair Molkoski**

Chair DeSumma apologizes as he is currently in Kingston for the OUSA General Assembly with VP Aitchison, AVPs Yurt and Marfisi, President-Elect Brar, and DPRA Muller

1. Applications for the Student Life Levy closed earlier this afternoon. Dispersal meetings will take place in the coming weeks, and I should have a better idea of numbers for you by the March 24<sup>th</sup> Meeting.

2. Board-Elect Training has been progressing along. We had our first Training Session on February 17th, which seemed to be well received. I hope that everyone has and is continuing to meet with their Mentees. Since this Board is completely new, they depend on your expertise. Please do everything you can to help ensure that they are as prepared as possible for May 1st!

3. Tarique's transition into Chair/CGO has also been moving along well. We have currently touched base on numerous occasions regarding items such as the role, Vice Chair-Elect Del Bono's role, and the relationship between himself, the Board, and President-Elect Brar. We are currently in the process of formalizing Board-Secretary hiring, and planning the Board of Directors transition retreat.

4. Director of the Year voting is on the Facebook page – please go vote for someone ASAP and give a reason why they deserve it.

5. If anyone has any questions, please pass them through email!

## **8. Comments from the President and CEO**

### **President VanHerzele**

Next Friday I will go into more detail as we also have the VPs coming in to submit their updates

1. Coordinator positions are open within the Union right now, the closing date is Friday March 10<sup>th</sup> at 3pm.

## **9. Comments from the Executive Director & COO**

### **ED Champagne**

No comments for the board

## **10. OUSA Membership Fee**

**Motion 4** (Kelly/ Iftekharruddin): **Motion to approve the spending of \$11,147.96 for the OUSA Membership Fee**

**Vote: 8-0-0**

**Result: Motion Passes Unanimously**

### **President VanHerzele**

This is a reconciliation of how this fee is paid each year. As in VP Aitchison's letter, this is us following through with the second half. We had more undergraduate students than anticipated so that is why it rose above \$10,000 limit. We are bringing it to you today because of the executive limitation. This will be finishing off our membership fees this year to OUSA.

### **Director DeSumma**

When the advocacy fee comes in, as it was an approved referendum question, will this need to come to the board each year?

### **President VanHerzele**

Anything over \$10,000 has to come to the Board for approval. This was slated at \$9900 with our projections on enrollments but because it increased it was pushed over 10,000. As the population increases it will be in the approval list earlier in the year. The actuals are higher than what we anticipated during budget season. As for the fee it will go to provincial advocacy and OUSA membership is part of that.

#### **11. Policy Change: EL#2d**

**Motion 5** (Martin/ Jang): **Motion to approve the policy change of EL#2d as presented**  
**Vote: 8-0-0**

**Result: Motion Passes Unanimously**

#### **Vice Chair Molkoski**

This change was recommended by the Finance Committee. We think that based off what the Finance Committee brought forward in the Midterm Report changes our executive limitations. We hope that the policy will change how we can manage finances in the future in regards to the currency on how they are presented and ensure a consistency in our government.

#### **President VanHerzele**

From my end because this change occurred, is there any amendment I need to make before my term ends or can I leave that to the monitoring schedule?

#### **Vice Chair Molkoski**

I will confirm with Chair DeSumma

#### **12. Strategic Discussion: 2017 #LaurierVotes Elections**

#### **Vice Chair Molkoski**

We want to have a strategic discussion on what we can improve, what went well, and what the committee should discuss. This could include policies or strategy for marketing.

#### **Director Ricci**

I was happy with the election and the pilot of a shorter election period. I know there were some concerns about candidates not coming out. Is there some sort of penalty or demerit if they can't come to events?

#### **Vice Chair Molkoski**

That is something along the lines of how we have requirements for Ownership Linkage events. Policy for elections would depend on other policies within the elections committee but that is happening in the coming weeks, good point.

#### **Director Kelly**

The pilot of starting a week earlier, it was nice that it was off the bat. However, as a candidate it may have discouraged a few since not too many people have their head in it in the first week. Not sure if any one else feels that way

### **Director Plummer**

It is too restricting to ask candidates to be at events because they should be able to have political freedom. If they do their work and get the votes to be on the board, that's fine. If you force them to be there they may develop some resentment. We also need to look at the fact that nominations were open in October. You have 3-4 weeks and then the nominations hit. You come back to school thinking about courses and books when that week is over it is the all candidates meeting so half of the time period is over.

### **Director DeSumma**

To reiterate what Director Plummer is saying, I don't think necessarily starting early had an effect because we held info sessions in October, November, and December. We did our due diligence to promote that. We gave them what they can do to apply, run, and nomination packages were available at the same time as info sessions. I don't think that had an impact starting earlier as it was fine. I don't think it is something that we need to reverse it was just lucky how many came out this year

### **President VanHerzele**

The freedoms that candidates have during elections is an important part of student autonomy. Although the reason we have an elections committee and schedule is to get more engagement in the process. Without students knowing these events are happening our turnout goes down. In an electoral process if there are not enough participating and voting then it is perceived as a popularity contest. You want them to put their heart and soul into it but having them attend the events that are sanctioned by the Student's Union to get people involved has the reach of the candidate's networks and the Student's Union's Networks. With higher voter turnout there is a better representation of the student body. I have talked about this all year after only being elected by half a quarter of the school. I don't feel that is necessarily reflective of the entire Laurier student body. The attendance piece should be considered, not attending is a penalty in itself.

*Chair DeSumma and Director Bellotto entered the meeting at 4:22pm*

### **Director Martin**

Showing up shouldn't be restrictive it is more than posters and more than your name on the ballot. With one person running there was less voter turnout. If you are going to

events, you likely are bringing your friends. I am not sure if it will fall down to demerit because why run if you are not going to show up?

### **Director DeSumma**

Another thing we should be focusing on is not only attendance. We need to start considering what else is to it. We should look at all aspects and redevelop mediums to see what works better to encourage student support. Right now we are doing the same each year and attendance is declining so there should be a refresh of the whole process.

### **Director Ricci**

The reason why is because a Conservative Party of Canada leadership candidate got fined for not showing up to a debate. Not saying we should look into a penalty I just wanted to get feedback

### **Chair DeSumma**

I think that is a great point, although students are the ones running and class time always takes priority. We don't have any authority to have students skip to go to an open forum. It is a great point but we can't do that because they are students.

### **Director Iffekharuddin**

Speaking to Chair and Director DeSumma's points, we should look to change the time of open forums to make it something like Wilf's night which is well attended.

### **President VanHerzele**

I was going to bring up something that I chatted to the Director of Marketing, Meghan and the President's Council about. We have seen a lack of enthusiasm for certain programs that have been successful in the past. There is a culture shift which is something we haven't adapted to yet, the idea of changing the event structures and finding something that will work. To Director Iffekharuddin's point, being in a place where the students are is valuable which is why the concourse was selected in Waterloo and lobby in Brantford. This is where students are in their natural habitat. I wonder how many people hear something that grabs their attention while waiting in the Starbuck's line. It is a re-direction in my eyes that is important.

### **Director Martin**

I have a friend who goes to Brock and they do a car pool karaoke which is interactive and it is cool to watch as a car interview. Making candidates sing songs is an interactive way that is student oriented. People just watch because they know her and if the Cord was willing to do something as well it could be a great initiative.

### **Director Price**

I want to go back to accountability that was mentioned. I think we should be careful when setting exact rules because they are students and I like the idea of demerit points so they are held accountable without reasonable excuse. Next year's students should go through because it could deter a lot of students running for positions and the overwhelming response of what they need to follow. Maybe for every new regulation we should get rid of 2 old ones to stream line it.

### **Director Jang**

More to Director Martin's cool idea and I know we have an all candidate's night and people get to know the candidates. In terms of being more creative it is easy to forget what each person said. Having that published and having equal time for candidates to sell their platform would be something that we can look into making more attractive and not all set traditionally into the elections process.

### **President VanHerzele**

That is something that should be looked at by next year's team and something else if you are a student and you want to be in a position, you make it happen. We all have our busy schedules but we go above and beyond as it is important. As someone who ran a campaign with full time class in Brantford plus as a don, you have to be adaptable yourself. It may be your team or resources putting forward. We have a role to encourage those to ask for the support. What exists are what are some options to best market myself to allow me to be successful so that I don't miss key turnouts of the structure. For those trying to achieve something it is something we should commended.

### **Director Elect-Omar**

There is a couple of things that I want to mention or advise the committee of what it should look like for next year. There are a few things to have the same understanding; what is the main point of the election, what is the Student's Union's role, and the process for people who are interested. Going back to my own experience as a mature student I though I went through some challenging things. Those are simple, my recommendations would be instead of incoming directors sending everything that they are posting, isn't it better for the elections committee to explain everything that is expected. If it is writing something online, it is too much for the returning officer. Our main responsibility is to help those, but if we put everything into "you can't do this" and "you can't post here or there". There are too many rules and it eliminates the participation as I was going to withdraw because it was too much. Why are we making it too complicated? Just tell them what is expected and guiding them. Generally speaking, as a Student Union we should be there to attract more students to be part. Having too many policies and procedures creates a lack of welcoming.

### **Chair DeSumma**

Thank you for your recommendation. While I agree that there are a lot of rules, the reason we have those, which were publically available since October 28<sup>th</sup>, is so that candidates can be aware of the rules. The rules create a fair and equal process for everybody. That is why it applies to everyone. We do have a sit down process if you feel like you didn't deserve a demerit. We don't want to give demerits, it's the last thing we want to do - that is why there is a process set in place for you to have the ability to appeal and get rid of it based off your reasoning. If a candidate violated them, it is on them because rules were posted months before the application process and after as well.

### **President VanHerzele**

Those concerns are valid to some degree becoming creative in a place where there are strict guidelines, it is left to the candidate to figure out. Since there are clear policies the equity and equality piece it is up the the candidate to figure out. With only one Presidential candidate this year I thought about how is one candidate going to be creative staying in boundaries. Because everyone is part of the Union as a student we need to consider everyone's experiences. You may have a different scope and that is why we have the structure that we do. Having seen four elections, it is something that we are trying to increase when it comes to the transparency of our candidates. The limitations are clearly laid out and you learn what they are and how to play creative between them.

### **Director Kelly**

At the meetings before the information sessions, the calendar was laid out but wasn't emphasized enough. A problem could be that some candidates in the past don't feel like the events are important enough.

### **Director Martin**

I was wondering if you could provide an example. Yes, you have to email in and you have to wait. Can you provide an example of how it was restrictive outside of the email part? You mentioned that there were several challenges can you explain them so that we can better improve?

### **Director Elect-Omar**

If you post something you have to take a picture of it and then send the pictures to the Chief Returning Officer. If you don't send them in a certain time period, you will get points. If someone complains about what you were doing, then you will get points. What is the point of taking a picture of the location where you posted a poster since you have been told where you can post? Now you have to take a picture and send it in. The other question is if someone complains about you and no one will tell you who that was, you will still get points even if you say no that's not what happened. It is so

confusing for the committee and the candidate because I was frustrated. The committee said because it is he said she said then I lose some points. I asked them to invite the individual so that we can have a 2-3 min conversations instead of you having an hour conversation and I am waiting outside. There are levels when you don't need confidentiality.

**Chair DeSumma**

Idris, thank you again for your recommendations. I personally don't feel this subject matter is appropriate for the conversation we are having here. We can meet at a later date to go over your concerns, however this is not a conversation we should be having at the board table.

**Director Elect-Omar**

Sorry my understanding was that this is advise for the incoming election and anyone who experienced challenges while running should share.

**President VanHerzele**

Feedback is something we take seriously and I have put focus on the operations end of this. Just to be clear conversations that happen at the board are recommendations not advice. Any policy changes that are being made is something that happens outside of the board table and we have the discussion and approval at the board table. Your feedback is extremely valuable because as someone who has also faced challenges all feedback is necessary for us to make the process smooth and accessible. By all means as Chair DeSumma mentioned however we are talking through walkie-talkies. He is more than willing to sit down with anyone for the feedback.

**Director DeSumma**

In regards to what we did to promote voting such as extending voting days and the incentives we offered, do you think that these had a good impact or do we need to change and perhaps go back to 2 days?

**Chair DeSumma**

We have the statistics by day and by hour on each day. The first day was the best day and the second day it gradually decreased. The second day got a couple hundred more that we are not sure we would have gotten on the third day. With one Presidential candidate because it wasn't the same format, it was a weird election you might say. Having them figure out if that is the reason for a lower percent is not the case if we have 3 days next year and see how many Presidential candidates there are. Then we can make a better estimate if it was the days or not it is hard to tell with the circumstances this year. Like I said we went down four percent with only one



Presidential candidate and 12 Board Elect candidates that 22 is a high number for the limited seats you vote on. Take that with success rather than the numbers as decline

### **Director Elect-Wojtanowski**

As a board-elect member speaking to the comments of the different rules, the creativity that comes into play to best manage that and fit into your schedule. Yes, you did have to take pictures and send them in incase one was torn down. For me a creative way that I went about it was using Snapchat and then sending off all the images at once. It was helpful speaking with Liz and the DRO were very effective in communicating quickly and timely. It is all we can ask as they are students as well and that is what I wanted to share.

### **Director Elect-Hakim**

I had the same problems as a candidate. Liz recommended that I didn't put it in the same spot. That was difficult as there were only a certain number of places to put them. The game, I like that analogy and I feel like we need to advertise the game before it starts. When I talked to people, they said they would have run if they knew about the position. So maybe through Residence Life or O-Week we can do something. The 4% decrease was likely because of one Presidential candidate.

### **Director Elect-Small**

I think we need to address the issue of how the undergraduate population at Laurier sees the Student's Union. Based on investigation I did, I think the Elections Committee should address how the Student's Union is perceived. It seems there is a disconnect into the functionality of the Student's Union. One common complaint I heard seems that it is a "high school Student's Union". They don't know a lot of power themselves I think students carry that perception based on prior experience that it is a secret club for the popular kids. If we work on expressing the functionality and highlight what the Board of Directors provide in order to get them involved it will show them what they are getting out of this.

### **President VanHerzele**

As someone who was never a cool kid my entire life, the perception piece is key. If you are seeing it as a high school level to plan dances they couldn't be further from the truth. Overseeing a \$10,000,000 budget, operating on our own terms is something we should all know about. I am guilty of it too, expressing who we are. If we were to talk to the full time staff and my team, my ambitious goal was to help all students understand what the Student's Union is and why we do what we do. I can't confidently say if I have done that, but the perception piece of what is the Student's Union and what does it operate is something every student should have a better understanding of.

### **Director DeSumma**

The perception what we do and why we do it would be a goof transition with marketing. What you can get out of this position, one of the coolest parts of our marketing this year was seeing what the past Directors are currently up to. To continue that if you serve in this position that is what you can do in 5-10 years as it may drive more to run.

### **President VanHerzele**

As a direct follow up, telling our story is something we struggle to do. We often put ourselves down. Laurier is trying to share the Laurier story, what we stand for and what we do. Every organization should strive to do this as people are more inclined become apart of it!

### **Vice Chair Molkoski**

That was an effective discussion.

## **13. New Business and Announcements**

### **President VanHerzele**

Hiring at the coordinator level by next Friday, we talked about the story thing. You could start that!

### **Director Jang**

For all or the positions that re-opened?

### **President VanHerzele**

Just the ones that have reopened, it is updated on Facebook and the hiring website

### **Chair DeSumma**

Vote for Director of the Year and put BOD on CCR by March 31<sup>st</sup>

## **14. Adjournment**

**Motion 14** (Plummer/ Martin): **Motion to adjourn the meeting.**

**Vote: 10-0-0**

**Result: Motion Passes Unanimously**

*Meeting adjourned at 4:58pm*

*Next Meeting Friday, March 10<sup>th</sup> at 4:00pm Waterloo*

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*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: March 3<sup>rd</sup>, 2017



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

Date Signed: March 3<sup>rd</sup>, 2017



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