

March 15, 2017 -- HFTM/HAFA Alumni Meeting Notes

Attendees: Lora Bender, Nina Mueller, Dave Grant, Adam Fikis, Christopher Moulton and Yonnie Wong

Regrets: Statia Elliott, Daniel Chang, Melody Lau, Karen De Leon

Alumni Careers Night

- Lora & Chris were mainly involved in the planning
- What went well/what can we change
 - 40 registrants; 36 attendees - thought turnout was good
 - 5 surveys returned; negative feedback - no alcohol beverages (difficult to have because of student events)
 - Something that we had in the past - we decided not to because of the licencing in the new building.
 - Figure out loopholes/have reception in PJ
 - having multiple groups in the same room wasn't ideal due to the volume of conversation
 - Plan groups ahead of time and book additional rooms
 - Skype sessions are successful, consider targeting some more individuals get on board for next year
 - Potential for 2 skype sessions
- Alumni Registration deadline: push it back to earlier in December so we can better promote those alumni attending to the students
 - Target specific Alumni we would like to have attend - especially for the international Skype sessions
- Student council to do what they did this year again; promote careers night to 1 & 2nd years and find another way to engage more 3rd and 4th years
- Create a "cheat-sheet" for questions the Alumni and students can refer to if they get stuck and to start the conversation

School Update

- Gryphons on Bay to take place the first or second Thursday of May
- Going to charge 10\$ entry to try to minimize no-show rate
- HFTM to piggyback on this event
 - Consider selling HAFA/HFTM Swag
- Use this as a test run for the Fall Social - would we consider charging \$10 as well?

Social Media

- Alumni Profiles are doing really well
 - Ask is for Association members to help ask additional alumni for more profiles and content
- Also asking for additional #TBT content for Instagram
- #FunFactFriday is being updated for Toronto facts in April and Vancouver Facts in May
- Continue to update events, news, etc.
- Looking like Alumni are increasing engagement as a whole

50th anniversary - May 24-26 2019

- Targeting 400 people
- Arrive May 24th Friday - cocktail reception at different pubs
- Saturday - campus walking tour from 10am-12pm (guided and self-guided)
 - Lunch in MAC Hall 12pm-2 (food stations, appetizers & wine tasting)
- Tapping into alumni sponsorship for food and wine
- Saturday Night - Alumni Gala beginning at 6pm
- Sunday - brunch at PJ's people can come and go as they please 8-11am
 - Closing remarks
- 50th anniversary pins
- Looking for representatives from each graduation year and in charge of recruiting people from each of the graduating years
- Likely also have a scavenger hunt during closing remarks
- Start promoting on Facebook

Student Council Update

- New logo so Eat. Sleep. Travel logo isn't so in our Face
- Grad Formal - March 30th - alumni welcome to come to come to promote the Alumni Association and how to stay connected
- Awards night is March 28th
- Young Hoteliers Conference (YHS) happening currently - each school sends one or two students and get grouped into groups with other schools
- Yonnie to pass the torch to new student council members and to update us on those new members
- Hornblower advertisement: we aren't able to contribute this year due to financials.

Financials

- We are currently operating at a deficit and need to find a revenue generating event
- There is a transition in the finance department and changes and updates have been slow
- The investments still seem to be slightly confusing and Chris is going to look closer at these moving forward

Revenue Generating Event

- Ideally would be great to have an event in the Spring moving forward but piggybacking this year on Gryphons on Bay
- Summer event: Wine Tasting to Dave Grant's Wineries?
 - Chris has spoken to other schools that have done this: Cost = \$90
 - People thoroughly enjoyed it - scale is smaller
 - Chris is going to follow up with his contact at Waterloo
 - Adam to follow up with his contact at Ryerson
 - Chris mentioned a lot of these don't necessarily make money - more about establishing a culture to keep alumni engaged
- Idea for next year: The Rec Room (to be built in Toronto in the Round House - similar to Dave & Busters) - its Downtown and the GM is an MBA Graduate of HFTM Program.
- Curling Event; could be a money generating event - Chris to look further into it
- Dave said the Rec room would be a good idea for an event in Toronto in 2018. Lora also said the Rebel nightclub could be a good location for an event one day.

- Basically we need to think of ideas that will bring in money \$\$.
- Do we want to do any family Alumni events?

Fall Social

- Start planning now
- Adam is in contact with a contact at Drake to do the same
- Statia usually likes to plan a Policy Advisory meeting at the same location earlier in the day - connect with her about locations
- Idea to charge: \$10 + free drink and appetizers
- Consider adding silent auction to the Fall Social (additional revenue generator)
- Idea: have an event in Guelph to draw Alumni back to the University (The Keg?)
 - Pub crawl?

Next Meeting Dates - tentative

May 25, 2017

September 20, 2017

November 1, 2017

Just wanted to put something in the calendar so we can organize.

Additional:

Adam & Dave to finish Strategic Plan to plan where the Association is moving in the future and will plan to have that ready before the next meeting.

- Membership mandate
- Need framework - where we want to take things and by next meeting want to have organizational chart and an outlook of members.
- We now have 5 Board members - do we need 8? Could look at a younger alumni representative and possibly International alumni.