

HFTM/HAFA ALUMNI ASSOCIATION

Board of Directors Meeting — Tuesday, September 26, 2017

1. Attendees

Present: Lora Bendar, Statia Elliott, Daniel Chang, Melody Lau & Adam Fikis + Shawn Goh by Skype
Absent: Dave Grant, Chris Moulton, + Student Council

2. Fall Social

- Venue is chosen: SpiritHouse
- Need: we need people to sign up and buy tickets
- Coordination was by email - going to go and check it out tonight briefly
- Rundown of night:
 - 4:00pm location opens
 - Board meeting is in a separate room
 - Lora will get there for 5:00pm
 - Hostess stand for check-in & tickets
 - Tables for silent auction
 - Start time: 6pm
 - Two Mixology Workshops: 2 drinks to showcase one at 6:30 and 7:30pm (lesson is approx 15-20min)
 - Negroni & Whisky with Benefits
 - there will be people actually making them
 - Welcome drink is cucumber collins + everyone will get a drink ticket
 - the drink tickets will only be the ones charged
 - welcome drinks are charged per person (we need final numbers 48hrs in advance)
 - workshop drinks have small samples
 - Food: calamari, sliders, charcuterie boards, flatbread veggie and Meat versions, if we need more we can order chips and guac

6:30pm - First Workshop (people who are interested) + first round of food
7:00pm - 50th Anniversary Promotion followed by Awards
7:45pm - Second Workshop (people who are interested) + second round of food
8:00pm - Silent Auction Closes
9:00pm - Event Ends

- Auction is being run start to finish from Dave (need to figure out how to take CC payments)
 - Adam is helping reach out to contacts on the list
 - If you know anyone on the list or add to the list if you know anyone
 - Mail any silent auction gifts/prizes to Dave
- Nine students coming from the University; some to man the front desk, some to help with the auction
- Shawn to send Adam a list of students who are coming
- Council members to attempt to come early for 5:30pm
- Awards:
 - change the possible physical award to something more modern and memorable?
 - Lora to look into pricing and will email us the information
- Name Tags for the Association (\$10 for each position)
 - Name + logo
- University students to sell Merchandise at the Fall Social
- Stickers to hand out to alumni? Stickers? qty: 500
 - Memorabilia from the school for 50th
 - Ideas: pins (handed out to those attending the 50th anniversary weekend), scarf, ties (to be sold?)
 - HFTMSA made lanyards — is going to
 - have them available from now on to 50th
- University email - needs to have better wording
- Reach out to Alumni directly to receive nominations; we have received two nominations so far
- Awards committee: same people as last year except added Rachel Baque - call to choose is October 5th

3. Financials

- Good news: the investment account is back on track; financials are up to date since May
- we have it available for use
- Expenses are low, since we cancelled the golf tournament
- Plan to support \$1500 worth of scholarships + grad awards
- Overall we are looking good for now - we should be able to be in the surplus of about \$600 based on a \$600 revenue
- Fundraising target: \$1700-2000 in order to fund another scholarship
- Daniel would like updates from Joyce more often, Daniel to send

4. Alumni Careers Night

- Wednesday, January 24th, 2018 at Macdonald Hall
- Start thinking of a strategy to get students out to the event
- Dave Grant to sponsor reception after event - Arterra Wines
 - issue: licence - PJ's?
 -

5. Social Media – Strategy

- Going to start #TBT for 50th Anniversary - Statia to send class photos to me to post for these days
 - name that prof?
- Alumni Profiles to continue - HFTMSA to help reach out to recent grads

6. Alumni Affairs & Development

- New rep to “unofficially” start October 10th

7. HFTMSA

- Lanyards - Shawn sent us photos to look at; he will bring some samples to the
- Team of 25 total
- World Tourism Day - Tomorrow
 - students can get involved with a video collage and photo booth
 - they are going to focus on Canada and Canadian Tourism
 - Will send the video collage to us to post
 - In the UC from 9-5
- Fall Social
 - 9 people have shown interest in coming Shawn will update
- Think Pink
 - 19th of October from 7-10pm at Mijida
- NYC Trip - 9-13th November
 - tickets go on sale after Thanksgiving
 - open to anyone but discounts to HFTM students
- Hurricane Irma Fundraiser — Rename: Hurricane Relief
 - More details to come but ideas are: a social with hors d'oeuvres at PJ's or a bake sale
 - all proceeds going to the Caribbean Tourism Recovery Fund - Tourism Cares
 - Looking at Nov. 1 from 7-10pm
 - Idea: all tips from PJs going to Irma Fundraiser (don't need an event - just tent cards telling people their tips are all going to charity)
- Food Bank Thanksgiving Event 10-11th October
 - Prep 50 meals for the Food Bank with Simon Day
 - getting volunteers from HFTMSA & HFTM students to help give back to the community
 - looking to do this once a semester

8. School of Hospitality, Food & Tourism Management

- 50th anniversary meeting took place September 12th
 - Event Structure - May 24-26th, 2019
 - Friday
 - 3:00pm - welcome and check-in
 - 7:00pm reception at Bullring
 - 9:00pm Pub Crawl (bus)
 - 12:00am Paint the cannon - BYOB Spraypaint.....lol HAFA 50th Design (Lisa to get paint)
 - Saturday
 - Campus Tours in AM
 - Lunch: Food & Wine stations sponsored by Alumni - decide if each room will be a different decade; music from different rooms (Location: MacHall)
 - issues: accepting donations due to Hospitality services but things are changing for outside vendors with food trucks, etc.
 - Night: Gala Dinner
 - 6:00pm - pre dinner reception
 - 7:00pm - Gala in Crewman Hall - capacity: TBC
 - Sunday
 - Breakfast: in PJ's come as you please from 8-11am
 - will put up seating outside as well
 - Looking for approximately 400 attendees
 - Hotels: block booking rooms shortly
- Students were capped by 85 students for first year students because University is at Capacity
 - Bruce McAdam's first year class has 100 students; assuming transfers will end up with
- New major: HFTMA goes first and then specialize after the fact in 3rd and 4th year depending on Food Service; Lodging and Tourism for Co-op purposes
- Leadership program: Statia is meeting with Policy Advisory Group to get more interest, so far they have 7 registered students
 - Need to get to 20 registrants
 - Social Media campaign went out with 40 people who are interested
 - Need 20 participants by January
 - Hospitality Leadership Certificate - Nina to check Statia's email and put it on Facebook
 - Statia to bring postcards to put on tables

9. Winter Social 2018 — SPRING SOCIAL

- Set Date: May or June?
- Ideas: Curling, Axe Throwing?, Wine Tour Bus, Street Party, Ping Pong, Archery Tag, Food Truck Festival, Family Picnic
 - Alumni Block Party (The Food Dudes)**
 - Adam to reach out to him to see if we could have them plan it + cost