



HFTM/HAFA ALUMNI ASSOCIATION
BOARD OF DIRECTORS MEETING AGENDA
Wednesday, March 4, 2015

Oliver & Bonacini Events
401 Bay Street
Simpson Tower 9th Floor

Dial in #: [1-855-219-6965](tel:1-855-219-6965)

Participant Code: 387194930

| | Item | Responsibility / Presenter | Time Allocation |
|----|--|----------------------------|-----------------|
| 1. | Welcome Attendees, Introduce New Secretary Beth Bruno | Melody | 2 Minutes |
| 2. | Last Meeting Minutes Approved & On Website | Melody | 3 Minutes |
| 3. | Review Careers Night | Jennifer/Jana | 7 Minutes |
| 4. | Review Financials | Melody/Daniel | 10 Minutes |
| 5. | Golf Tournament Update | Heidi | 12 Minutes |
| 6. | Research Potential Venues for Fall Social AGM | Melody | 7 Minutes |
| 7. | School Update | Statia | 5 Minutes |
| 8. | Student Update | Meghan/Simon | 5 Minutes |
| 9. | General Discussion / Questions / Reminder of Next Meeting Date <ul style="list-style-type: none">Wednesday, May 13, 2015 | All | 1 Minute |

1. Welcome
Present: Heidi, Jana, Simon, Melody, Daniel, Beth
Absent: David, Jennifer, Statia, Meghan
2. Last Meeting Minutes Approved & On Website
 - a. Topped up Matching Account by \$1,669 for HAFA HFTM Association Scholarship and paid out \$1,000 award - motion passed on January 8, 2015 and approved by Melody, Jennifer, Heidi and Statia
 - b. HAFA HFTM Association Scholarship Winner Amber Douel - Awards Ceremony on Tuesday, March 24, 2015 at 5:30 pm
 - c. Confirmed location of awards will be at PJ restaurant. Jana to be in attendance, Daniel to be confirmed
 - d. Discussed showcasing award winner on website to promote awareness of scholarship program – send info to Lisa Fodor to upload
3. Review Careers Night
 - a. Survey feedback received - 6 responses
 - i. Mixed feedback but overall positive
 - ii. Feedback on how room layouts can be improved to enhance networking capabilities – an issue in the past, but difficult to avoid
 - iii. Length of time for networking 20 minutes and questions – mixed feedback to extend/reduce as evening is already long
 - iv. Suggested different prep work to better facilitate networking including providing suggested questions and profile information in advance for students
 - v. Variety of industries represented was well received
 - vi. Profile summaries – dated format and inflexible for last minute changes. Consider eliminating booklet and reducing to a single handout next year
 - vii. 6 responses may not be a large enough sample size – consider ways to encourage attendees to complete
 - viii. Thank you, photos and upcoming events are sent out by Alumni House in one email. Jana to look into Alumni House's best practices for surveying and communicating post event information.
4. Review Financials
 - a. March 31st fiscal year end approaching – no update currently
 - b. Daniel to prepare draft budget to present at next board meeting
 - c. Jana to connect with Alumni House to confirm investment/endowment funds future outlook
 - d. Need to ensure Brenda York scholarship for \$1000 is included in 2015-2016 budget
5. Golf Tournament Update
 - a. Budget
 - i. Daniel to secure revenue breakdown from Alumni House
 - b. Goals
 - i. 48 golfers contracted with golf course – our minimum goal, looking for more players and more participation from industry. Prior year was 44, but date is better suited in 2015 for 10-15 regular attendees that could not make it last year.
 - ii. 5-10 non-golfers. Non golf activities planned and as such looking to draw new attendees.
 - iii. \$5000 minimum profit – hoping for more.
 - iv. Looking to utilize social media to create more buzz and promote the event.
 - v. Board members to encourage key influencers in industry to participate

- c. Sponsors
 - i. Sponsor levels are TBC with Golf Committee likely similar to last year with Gold, Platinum, Breakfast and Tee Sponsorship Levels
 - d. Volunteers
 - i. 2 alumni, 2 students confirmed so far, looking for 2 more volunteers. Beth previously posted on HAFA alumni LinkedIn and Facebook pages to solicit
 - e. Deadlines
 - i. March 16th 2015 1st teleconference planned to discuss: pricing registration fees, activities and pricing for non-golfers, determine any changes to sponsorship fees. Pdf to be created once confirmed
 - ii. May 1st 2015 1st email to alumni – ahead of alumni weekend. Jana to manage date clearance with Alumni House
 - f. Banner – several years old and broken. Unanimous vote to replace. Melody to source supplier. Jana to ask University to design.
 - g. Silent Auction
 - i. 2014 not a lot of bids because there was not enough time to see items. Recommendation for 2015 to display items at breakfast and move into dining room afterwards
 - ii. Assign MC to manage auction – 1 person scripted
 - iii. Quality of items were questions – more variety needed
6. Research Potential Venues for Fall Social AGM
- a. Date selected before June 26 2015 for announcement purposes – looking at mid October on a Wednesday or Thursday
 - b. Want alumni location, successful leveraging alumni location in 2014
 - c. Review constitution and by-laws – incorporate social media protocols
 - d. Jana to research protocols on sharing updated constitution
7. School Update - Statia not in attendance
8. Student Update
- a. New curriculum being developed and reviewing pre-requisitions and changing electives
 - b. Applications have dropped this past year
 - c. Student elections – New President Nicole Chan, Vice-President Lauren Chan
 - d. University looking for new professors, school currently reviewing applications, students meeting with prospective professors. Has been on-going for 1 year
 - e. Last week classes end of March and exams the 1st two weeks of April
 - f. Simon will send Melody the incoming Student President and Vice-President email addresses
9. General Discussion / Questions / Reminder of Next Meeting Date
- a. Grad Launch on March 31st, 2015 in PCH – board member attendance to be confirmed
 - b. Grad formal on March 20th, 2015 at Aberfoyle Mill - Daniel attendance to present award to be confirmed
 - c. Next meeting dates
 - Wednesday, May 13th 2015 at 6:30pm