



HFTM/HAFA ALUMNI ASSOCIATION
BOARD OF DIRECTORS MEETING AGENDA
 Wednesday, September 16, 2015 6:30 PM

Toronto Marriott Downtown Eaton Centre Hotel
 525 Bay St, Toronto, ON M5G 2L2
 Room – Dundas Room

Dial in #: [1-855-219-6965](tel:1-855-219-6965)
 Participant Code: 387194930
 Host Code: 202924984
 6:30pm - 8:30pm

	Item	Responsibility / Presenter	Time Allocation
1.	<p>Welcome Attendees & New Board Members</p> <ul style="list-style-type: none"> - Everyone present introduced themselves. <p>Present: Heidi, Lauren, Nicole, Melody, Jennifer, David, Statia, Daniel, Jana Miller</p> <p>Absent: Lora, Nina</p> <p>Nina Mueller – New Board Secretary Adam Fikis – New Vice-President Lora Bender – Director Alumni Recognition</p>	Melody	5 Minutes
2.	<p>Last Meeting Minutes</p> <ul style="list-style-type: none"> • Already on Website: https://www.uoguelph.ca/hftm/board-minutes 	Melody	1 Minutes
3.	<p>Golf Tournament Review (2015)</p> <ul style="list-style-type: none"> • Final Numbers (According to Alumni Affairs) <ul style="list-style-type: none"> ○ 1,040 Invitations went out ○ 36 Accepted ○ 32 Attendees including 28 golfers ○ \$3,100 (sponsors), \$1,065 (other) ○ \$6,755 (total rev) ○ \$3,807.96 (net proceeds) - revised after meeting ○ Heidi (Scholarship, Faculty lunch (absent)) <ul style="list-style-type: none"> ▪ Both to be credited as they ▪ Jana to provide updated financials from Joyce • Feedback from Attendees/Organizers <ul style="list-style-type: none"> ○ Jana – Time commitment was the major objective based on one informal conversation, concern turn has been low in the last couple of years ○ Melody, David – Date was a challenge (this time) ○ David – Historically we've had a good turnout with asset management and consulting firms. ○ Heidi – We rely on Alumni Affairs in terms of data base, registration etc. Alumni weekend always falls on the 2nd weekend of June. Last year was the 50th anniversary of the University. We ended up choosing a date after Alumni weekend to avoid overloading Alumni Affairs. 	Heidi/Jana	15 Minutes

	<ul style="list-style-type: none"> ○ This year Canada Day and Independence Day (US) fell on the same week. Many people were off for the whole week as a result. ○ Offered fitness centre & lesson with a pro as an alternative this year which was under utilized ● Future of the Tournament <ul style="list-style-type: none"> ○ Does golf offer the right product to our target demographic? 25-45yrs old. ○ Alternative options board is considering - afternoon rather than morning and dinner instead of Lunch ○ In the past the strategic direction has been networking (fall social), student centric (careers night), golf tournament (revenue). ○ Might be an opportunity to use policy advisory board as a resource ○ Tournament needs a new strategy <ul style="list-style-type: none"> ▪ Repositioning to be discussed at a future meeting (Heidi Wilker to get in touch with new Golf Tournament Co-Chair Dave Grant) ○ Richmond Hill – To be used again (all agree) as they were a supportive venue in the last two years ○ The board should start nominations for alumni awards and collect feedback at the golf tournament next year <ul style="list-style-type: none"> ● This way we can get a stronger pool of candidates ● David: How are other alumni associations from Guelph getting funding? Jana will investigate. 		
4.	<p>Financials</p> <ul style="list-style-type: none"> ● Review Updated Financial Statements <i>We need a revised set of financials once we have golf tournament clarifications.</i> ● Review and approve budget (April 1, 2015 - March 31, 2016) ● Update Brenda York Scholarship - deadline for revision October 1, 2015: <ul style="list-style-type: none"> ○ Remove the “on campus” piece in the description. ○ Statia to follow up with executive programs (Chuck Evans) Also, Statia will promote the scholarship to the college's new PR person (Kathryn Statton) ○ Jennifer: MBA Graduates need to be added to the Alumni House email distribution list. Noted by Jana. 	Daniel/All	8 Minutes
5.	<p>Fall Social Planning</p> <ul style="list-style-type: none"> ● Location & Date Set <ul style="list-style-type: none"> ○ Trump Hotel, Oct 28th – 6pm ● Timeline for registration, nominations and selection of award recipients <ul style="list-style-type: none"> ○ Jana: End of August Save the Date, on social media now, week before the event email blast. ○ Melody: Our Secretary will also post on the alumni association's Facebook and LinkedIn group page to generate nominations and RSVPs for the Fall Social ○ Jennifer: The award winners should be included as information in last minute reminder 	Melody/All	12 Minutes

	<ul style="list-style-type: none"> ○ David and Jana: The registration webpage will not allow having more than one nomination submitted at a time and at present the event invitation is only sent to a local geographical area. This was brought up by the board before. We need to explore other ways to get nominations in. Jana's email has already been provided as an additional method to nominate recipients ○ Statia: Are we able to send out a blast to all alumni for nominations? Jana will look into it. ○ Jennifer: We need two weeks lead time to get awards engraved. ○ David: We should ask for nominations from previous award recipients. Melody will contact previous winners. ● Event Details & Tasks <ul style="list-style-type: none"> ○ Lora will be looped into the planning on a call next week ○ AV Requirement: Melody → Screen projector, podium and microphone. ○ Melody to create handouts for the event. 		
6.	<u>School Update</u> <ul style="list-style-type: none"> ○ 130 incoming students. Two new faculty members in the school (lodging). Valerie Allen retired (farewell last week). Alison Crerar will be filling her shoes. ○ Change to undergrad: Hospitality & Tourism Leadership (major)-2018 Fall (in take) ○ Three streams: Hotel, Food or Tourism with 1st 2nd year core classes, 3rd 4th year specialize ○ MSc, PhD – Hospitality & Tourism (promoting) ○ Executive Programs – Looking to offer new product 	Statia	8 Minutes
7.	<u>Student Update</u> <ul style="list-style-type: none"> ○ Events include: World Tourism Day, Pumpkin Sale, Think Pink, Mentorship Program (4th year with 1st year), New Apparel, HTCC (Hospitality, Tourism, Case Study Challenge – U of G Host), ○ Programs/Association include: Alumni Student Mentorship Program, HAC, PCMA, CFP, HFTP Associations 	Nicole/Lauren	8 Minutes
8.	<u>Alumni Association Status</u> <ul style="list-style-type: none"> ○ Just recently found out that the board has not been incorporated. ○ A lot of opportunities open up. Strategic plan? We have been operating under the assumption that it was a corporation in the past. ○ UGAA – Covers liability insurance 	Jana/All	10 Minutes
9.	<u>General Discussion / Questions / Select Next Meeting Date</u> We will plan through email. <ul style="list-style-type: none"> ○ One meeting before October 28th to discuss the fall Social 	All	5 Minutes