



HAFA/HFTM ALUMNI ASSOCIATION  
 BOARD OF DIRECTORS MEETING AGENDA  
 Wednesday, December 10, 2014 6:30 PM - 7:30 PM

---

Toronto Downtown Marriott Eaton Centre  
 525 Bay Street  
 Carlton Room, 2<sup>nd</sup> Floor, 6:30pm

Dial in #: 1-855-219-6965  
 Participant Code: 387 194 930

	Item	Responsibility / Presenter	Time Allocation
1.	Welcome Attendees Present: Daniel, Kris, Heidi, Melody, Jennifer, Statia, Emily Absent: David, Simon	Melody	1 Minutes
2.	Review Financials -Golf Tournament	Heidi/Daniel	3 Minutes
3.	HFTM Fall Social Review	Melody	7 Minutes
4.	Alumni Night on January 21 <sup>st</sup>	Jennifer	15 Minutes
5.	School Update	Statia	5 Minutes
6.	Student Update	Simon	5 Minutes
7.	Hornblower Sponsorship	Melody	5 Minutes
8.	Confirm 2014-2015 HFTM/HAFA Alumni Association Board of Directors	Melody	2 Minutes
9.	Alumni Association's Strategy and Organization -Update Strategic Plan -Next Meeting Publishing Board Meeting Minutes	All	1 Minute
10.	General Discussion / Questions / Set Next Meeting Date	All	1 Minutes

**1. Welcome**

**2. Review Financials**

- a. Daniel to keep records for Golf Tournament, Fall Social events going forward for accuracy
- b. Summary from Alumni House shows net proceeds from Golf Tournament at

\$4,467.87

- i. Amount to be checked against Heidi's records for congruency
- c. Need to incorporate HST charge in next year's Tournament registration fees

### 3. Fall Social

- a. 85 RSVP, 64 actual onsite attendees
- b. 5 responses to feedback survey
  - i. Networking stated as most popular reason for attending event
- c. Increased communication/updates through Alumni newsletter was positive
  - i. Will ensure deadlines are met next year to enable same level of communications
- d. Final venue, F&B cost: \$2,902.54
- e. Suggestions for next year:
  - i. Board will consult with Alumni Advancement to determine the best method of incorporating the AGM components into the fall social, e.g. 6-6:30pm AGM, 6:30pm onwards Reception; or have attendees review financials/proposals at onsite registration, sign to agree
  - ii. Recommend leveraging Alumni connection for venue selection, e.g. new Delta in Toronto (York and Bremner)

### 4. Alumni Night

- a. Set Up:
  - i. Similar to previous years; 3 x 25 minute roundtable rotations between 6 – 7:30pm
  - ii. Simon Day to provide Alumni dinner before roundtable discussions
  - iii. PCMA to host networking reception after roundtable discussions
- b. Communications:
  - i. Need to approve email by Thursday, December 11 for Alumni House distribution on Friday, December 12
  - ii. Suggested sending reminder email to all registered Alumni with tips on how to maximize time with students
- c. HFTMSA Involvement:
  - i. Suggested reaching out to HFTMSA to gather feedback on student interest in which industries/Alumni they would like to learn about, meet
  - ii. Suggested preparing tip sheet for students on how to maximize their participation in Alumni Night; Alumni Association to prepare tip sheet, HFTMSA to distribute
  - iii. Seeking volunteers to assist with directions within the building, moderating timing of sessions
- d. General/Other:
  - i. Suggested making effort to branch out, seek out Alumni who have not attended previously
  - ii. Jennifer/Melody to assist Lisa Fodor in managing groupings of Alumni in roundtable discussion groups, to control group sizes and fit into appropriate classroom spaces
  - iii. Cut-off for Alumni registration: January 14, 2015

## 5. School Update

- a. Focus on three priorities
- b. Transformational Learning:
  - i. Statia meeting with different stakeholders to revamp the undergraduate program
  - ii. Focus on experiential, hands-on learning
  - iii. December 16 Retreat scheduled as follow up to Fall 2014 Retreat, to make decisions with faculty and school on curriculum changes; some changes to be implemented for Fall 2015
- c. Research that Counts:
  - i. Focus on important, relevant research
  - ii. E.g. PJ's now both restaurant and research lab, examining sustainability in restaurant setting, food waste, etc.
  - iii. Relevant research bringing good investors; Longos, Tim Hortons, Schneiders
  - iv. Looking to increase emphasis on Lodging sector
  - v. Currently hiring for two new faculty positions
- d. Community:
  - i. Statia attending more industry events with students to enhance U of G engagement within industry

## 6. Student Update

- a. Successful fall

## 7. Hornblower

- a. Alumni Association to purchase ½ page ad for \$500
- b. Suggested including specific details
  - i. Three annual events
  - ii. Links to social media pages
  - iii. Alumni support for current students (scholarship)

## 8. 2014 – 2015 Board of Directors

- a. Kris Knox to takeover role of Secretary and Social Media
- b. Emily will be leaving the board to do some travelling
- c. 2014-2015 Board :

President	Melody Lau, HAFA '06
Vice President	Jennifer Mueller, HAFA '96, MBA '02
Treasurer	Daniel Chang, HAFA '11
Secretary	Kris Knox, HAFA '02
Past President	David Humphrey, HAFA '11
Faculty Liaison	Statia Elliot, HFTM Director
HFTMSA Rep	Meghan Wright, Student Association President

Alumni Recognition President	Jennifer Mueller, HAFA '96, MBA '02
Alumni Affairs Rep	Vacant
Director of the Golf Tournament	Heidi Wilker, HAFA '76

## **9. Strategy & Organization**

- a. Minutes will continue to be posted on Alumni website
- b. 2014-2015 Board Members to be posted on website (Lisa), LinkedIn, Facebook (Emily)

## **10. General/Other**

- a. Golf Tournament 2015:
  - i. Date: June 26, 2015
  - ii. Seeking new committee members
  - iii. Heidi to send critical path to Melody
  - iv. This year's event to include non-golf option, Fitness/Spa package, details TBC
- b. Next Meeting Dates:
  - i. Space offer for meeting on January 21 at HFTM Job Expo, meeting not confirmed
  - ii. Wednesday, March 4, 2015 at 6:30pm
  - iii. Wednesday, May 13, 2015 at 6:30pm