

## **HFTM/HAFA Alumni Association - Board of Directors Meeting Thursday, February 25, 2016 4:30pm**

### **1. Attendance**

*Present:* Melody Lau, Adam Fikis, Daniel Chang, Heidi Wilker, Lauren Chan, Lora Bender, Nicole Chan, Kathy Wilson, Dave Grant, Nina Mueller

*Absent:* David Humphrey and Statia Elliott

### **2. Last meeting minutes:**

- They were uploaded this week

### **3. Financials**

- We have an award and a deposit coming up
- request updated financials for year end March 31, 2016

### **4. Careers Night**

- Was well received with 34 alumni participants and 48 students participants
- Skype session with Rachel was especially well received – consider doing something similar next year with alumnus abroad
- Previous year numbers: alumni was 34; 94 students for comparison
- Decrease in student attendance was anticipated because Justin Talion would hand out participation marks to attend and he is no longer there
  - o Student council opinion: thinks this year students were more engaged, which may not be the case when students attend because of participation marks
- Mix of first to fourth year students attending
- Survey was sent out this year to students with what career focuses they were looking to have attend
  - o would like to do this again next year but use the data to guide the recruitment of alumni
- Also, use survey to get more information from alumni attendees making it easier to i.e. slotting alumni in the correct area and table.
  - o Consider having a MISC table for those who are no longer in Hospitality Industry
  - o consider having a drop down box for category of table you'd like to be at and/or a survey (for alumni)
- Post event surveys: Kathy to follow up with Jana – Melody will email the responses
- Student feedback:
  - o They wanted to balance out the rooms with people, which generally worked well; everyone enjoyed the evening
  - o Could look into the timing for each 20minute session; it seemed rushed at times. E.g. either add 5 min leeway times between each session and/or make 2 sessions instead of 3.
  - o Updated list of online Alumni was a good change - something to continue - try to promote those alumni coming to try and draw in more alumni

- Could put the list up on the TV in the foyer with alumni bios
- Something to consider: do we want to keep sit down dinner or change to finger food beforehand remembering that it is a thank you to Alumni for coming).
- Additional: to reach alumni best – PUSH out an update your contact information form for alumni on social media.

#### **5. Golf Tournament/Networking Dinner Update**

- New Date: Monday, September 19, 2016 at Richmond Hill Golf Club
- Decided on a Monday for F&B reasons as it is the weakest day; second reason to try and market the event by having some draw at each hole e.g. wine promotion, taste test
- Later tee-off @ 1:00pm - each group will have a tee-time instead of a shotgun start
- The course will run the tournament starting at 40 people - aiming for more than that of course
- Looking for alternative option to market to non- golfers; fitness centre/Spa
- light lunch is also an option pre-golf; dinner in evening to be focal point (market to those who aren't golfers)
- Idea: to have a stand-alone networking dinner
- Both David Humphrey & Matt Cornell have agreed to be advisory helpers and Matt will guarantee two 4-somes
- Committee needs help with: logistics, creativity, sponsorship packages, etc.
- For students: Consider a discount to participate but also as a volunteer opportunity – could we bus them in?
  - Possible volunteer positions:
    - 3 some + student caddy; student selling mulligans; students at each hole
- Lisa Fodor will be available to help us get this event off the ground.
- Marketing: who are we targeting?
- Ideas to Market event:
  - Karen Lam - excellent videographer - have her do something for the event
  - testimonial video to nurture the industry relationships and attract customers
  - Send out a save the date to Alumni ASAP; on social media right away and an email blast March 17<sup>th</sup> an e-news blast to go out to all university alumni and another on March 21<sup>st</sup> targeted to alumni from our school within a 1-2 hour radius to go out about the golf tournament.
  - Blurb for e-news needed by March 7th - perhaps with photo or at least a link
  - splash page for the Golf Tournament - link to Alumni website
- Ultimate goal: Event needs to be repositioned so bring in a high caliber of alumni

#### **6. School Update**

- Statia isn't here so none today.

#### **7. Fall Social Look Ahead**

- Potential locations: Ripley's Aquarium. Lora to research opportunity.

- Create an Alumni Awards Committee (ad hoc committee for neutrality) so its away from the board and we can receive more nominations
- Lora to chair the committee
- Past winners would be great to approach on this
- Looking for about 3-5 people so there is an odd number
- Statia to be an advisor to this committee
- To be PUSHED on social media
- Create clear and thorough Nomination criteria in order for the committee to quickly understand which nominee(s) meet all the specified criteria in order to simplify the selection process
- Create a form – Kathy to send Lora other alumni association’s nomination forms for guideline
  - o UGA awards have it down to a science - separate the nominations from the event. Then it is easier to go through and choose
- Event date: third week in October
- Consider a Press Release for this event - social media and online

## **8. Student Update**

- Election for September has already occurred
  - o Transition with the committee will happen in April
  - o The student committee is a mix of co-op students coming back, new students and as well as the current committee members
- Grad Formal is coming up at the Art Gallery, a reception instead of sit down dinner
- New Eat. Sleep. Travel shirts (baseball tee’s) available
- Hospitality and Case Competition, Guelph was invited 3 years ago with Ryerson and UoMontreal - Hospitality and Tourism case; 12 teams competing. Guelph to host for the first time. Takes place over 2 days; panel discussion and a reception; second day is the competition.
  - o Alumni board is invited to attend March 4 & 5th - weekend
  - o Student council has raised \$11,000 in sponsorship money - AMAZING!

## **9. Hornblower Magazine Ad**

- Reached out to us to do a half page Ad
- \$500/half page ad – YES – money is in the budget
- Ad is due Mid-March
- Question: What do we want the purpose of the ad to be
  - o For the Golf Tournament to Relaunch the event?
  - o Do we want all 3 events on the page (golf tournament, fall social, careers night?)
- Alumni affairs able to help with Ad design – Ad to be pushed out on Social media
  - o Adam to help with design of Ad
- Hornblower is distributed to certain alumni; have it at the University and given to graduates
- Distribution Questions: What are the circulation numbers? Melody to find out
  - o Can we get an article written on the Golf Tournament - Lora to find out if they are looking for new articles (Maybe for the following week)

- Other: Look into Portico Ad & what their distribution is for golf tournament

10. **HAFH/HFTM Alumni Awards Scholarship - March 22, 2016**

- Adam to present the award on this date

11. **Next Meeting**: first two weeks of April? Lora away the last 2 weeks.