

**HFTM/HAFA Alumni Association - Board of Directors Meeting**  
**Tuesday, May 17, 2016 at 6:00pm**

**1. Attendance**

*Present:* Melody Lau, Adam Fikis, Heidi Wilker, Lora Bender, Nicole Chan, Chris Moulon, Dave Grant, Nina Mueller, Statia Elliot, Yonnie, Karen

*Absent:* Daniel Chung, David Humfrey

*Present new:* Chris (Alumni Advancement Manager) replacing Kathy who will be removed from the email list.

**2. Last meeting Minutes**

Nina sent meeting notes to Lisa Fodor today, she had forgotten to do so in March.

**3. Financials**

Investment fund:

- The investment fund income did not perform as strong as last year with a 50% reduction. However, it still sustained enough to cover the other expenses.

Golf Tournament

- Registration income this year is clearly lower than previous three years, but cost saving from Golf Club's offer and sponsorship mitigated the loss.
- Heidi mentioned the 2014 cost is not correct, should have been well over \$5000 for profit, asked Chris to have those changes made.
- With revamp on our events planning, this financial outcome may improve this year
- Daniel will reflect on budget for the event further to see what can be done.

Fall AGM Cost:

- For some reason it's classed at Miscellaneous expense, looking to have this changed as it should be an independent cost.

Other Miscellaneous:

- Board meeting cost grew a lot (120% from last year) in comparison to last year's ledger, this is an area that Daniel is going to confirm with Joyce.
- One undergraduate scholarship seems to be missing from the financials for \$1000.00, Chris will speak with Daniel to confirm.
- *Areas of concern:* board of directors meeting conference phone cost is \$1200. Would like to try different options to save this money for next year, i.e. skype, facetime, etc, with this money going directly to a student scholarship instead.
- May 2017 give out the Brenda Yorke scholarship again— applications would be due January 2017 – in recognition of an MBA candidate

#### **4. Fall Social**

##### Location Options:

- Last few years: AGO, Four Seasons, Trump – cost approx. is \$3500
  - o Looking to stay within this range
- 2016 Options: Distillery District, Steamwhistle (\$1550 for a Wednesday) & Ripley's
  - o Ripley's is quite expensive and the room sizes aren't overly conducive, either too small or too big.
  - o Steamwhistle would be the gallery option with the long bar; Lora is waiting for them to get back to her on additional details. Cost is reasonable.  
Drawback: tours are running until 6pm so set up would be harder
  - o Cactus Club Café – Upstairs? Too much money and doesn't have a separate space.
- Top choice currently: Steamwhistle
- Social Media: Put a call out to Alumni for additional venue ideas and connections
  - o Looking to draw on Alumni to try and help with keeping event costs down
  - o Nina to email everyone a wording for this
- Ideas: 180 degrees restaurant– Dave will look but thinks it will be much too expensive.

##### Alumni Awards Committee

- Lora to be the liaison to the committee; ex-officiolo member (non-voting) in order to be a tie-break
- Looking for 5 voting members
  - o Suggestions: Ask past award winners, they can be located anywhere
  - o All committee members to send two email contacts to Lora who may consider being members by June 1, 2016
  - o Lora to reach out to these Alumni contacts after June 1, 2016 to form the committee
  - o Social Media: Call out for 5 people to become part of the committee – Nina to word and send to all committee members for approval.
- Award nomination deadline: Sept 26, 2016 – none have been received as of yet.
  - o Social Media: Nina to put another call to action out.
- Social Media: Make sure we advertise the event and nominations together once the place has been set.

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

- Golf Package Cost: \$190 (18-holes, a light lunch, dinner, access to driving range)
  - o Price has increased \$20 from last year since it went from breakfast/lunch to lunch/dinner
  - o Only dinner cost: \$60
- We are hoping the shift in time will increase attendance and support
  - o Using Ryerson's successful golf tournament as an example
- Social Media: Stress that is a fundraising event, trying to hit that home

- Explain where the money is going – for student scholarships
- Chris changed wording “supporting the next generation of hospitality leaders”
  - Having a strong call to action
  - Wanted to shift the invitations so right from the start its more clear what we are doing
- Online registration form is up and they have to test it – Heidi asked to send it out by June 1, 2016 – Chris is going to double check and let us know if this is possible, it was scheduled for beginning of June already.
- Hornblower to be sent out soon with our Ad advertising our events
- Tee-off start 1:00pm (no longer a shot-gun start), Chris to update on the online registration
  - If there are over 60 golfers it will be changed to a shot-gun start
  - There will be approximately 2 hours downtime for people – what will we be doing to entertain them – food for thought.
    - Opportunity to network here – drinks will be available.
- Heidi to send Chris upgraded HTFM reworked graphic for evite
- Aim to have student volunteers and in addition have a student or alumni who has received the scholarship in the past to try and tie in the relationship that was built
  - Chris will give us the names of those who have won these scholarships in the past
  - Idea: put up pictures of this years winners if they are unable to attend
- Heidi and Dave ask everyone on the board to ask 5 people to promote the event and attend the dinner and reach out to 3 more for sponsorship opportunities
- Social Media: Get as much info out there as possible – each member to share the information on their own social media pages.
- Sponsorship opportunities: see facebook post with amounts
  - Looking to nail some sponsorship by the end of June
- Thinking of having a plaque or a trophy with major sponsor name for golf winners
- Spa idea: was to target a school to send RMT’s from schools as part of the training for the golfers and or dinner attendees
  - The school that was doing it no longer does it
  - Possibly look at it as an activation instead this year and reconsider for next year
- Make the dinner an Appreciation dinner for Valerie Allen
  - Discussed and thought it could distract from the event itself i.e. trying to do too much at once with the golf tournament
  - Want to keep the messaging consistent for the event
- Create a google document of who you are reaching out to so we don’t all ask the same people
- Student Members to network with the students and help to get the word out within Guelph
  - Could be difficult as the school year is just starting

## 6. Succession Planning

- Heidi is going to step down as chair of the Golf Tournament for 2017 and Dave is going to take over as Chair
- Melody is finishing her two year term as President; Adam Fikis to take over
- Role that needs filling:
  - o VP role needs to be filled by fall social
    - Committee to send Adam any recommendations, if not, he will write up a blurb and put it out on social media
  - o Daniel to stay as financials? Adam to confirm with him.

## 7. New Alumni Advancement Manager (Welcome) – Chris Moulton

- New to the role; graduate of 2005 B.Comm

## 8. School Update

- 2019 is the 50<sup>th</sup> anniversary of the school
- Stata building a committee for this event – asking Valerie Allen to join (retired faculty), current faculty, Heidi will take part, alumni from each decade?
- Looking for approximately 6-7 members
- The new MAC hall should be opening this Summer, it is going to be amazing building that has mixed existing structure with a modern twist
  - o Classes in this building are scheduled to start in the Fall

### Career Night

- January 17, 2017
- Chris Reached out to doing it in Mac Hall
  - o Challenge would be that it is stretched throughout the building
  - o Chris went ahead and booked some of the rooms for this already

### Alumni Weekend – June 11<sup>th</sup>

- Tours of the building will be available
- If anyone would like to give tours; contact Chris
- Chris will be sending the committee the information

### Student Update

- Yonnie (President) & Karen (VP) have joined the meeting – new student council members
- First event: orientation, no date has been set yet; organizing committee has coordinating
- Happy to help with social media – have asked them to send out an update for graduates to join the Alumni Facebook Group
- Convocation: June 13<sup>th</sup>; Chris needs people to help this day – Adam and Lora to go

## 9. General Discussion

- Mailing address for the association needed: Adam's home address to be used
- Next Meeting: early Fall – likely September, specifics to follow