



HFTM/HAFA ALUMNI ASSOCIATION
 University of Guelph
 BOARD OF DIRECTORS MEETING **MINUTES**
 Wednesday, January 20th, 2020, 7:30 to 9pm

	Item	Lead	Time Allocation (min)
1	Welcome Attendees Lora, Laura, Rachel, Adam, Daniel M., Daniel C., Patrick, Lisa Regrets: Chris, FangYu, Joseph	Lora	5
2	Last Meeting Minutes – November 18th, 2020 - Approved.	Lora	5
3	Finances - Update - 2021 Fundraising goal discussion: No changes until April. Think about fundraising goals for the year. - Raffle for stay at resort Barbados - Gordon Seale - revisit this for a draw in the future (Patrick)	Daniel C	
4	Alumni Affairs & Development - Update - Looking at ways to evolve and do webinars to keep things happening. Fund is down by 6% so fundraising is going better than it was before at down by 30%. How? Kept pushing forward with communications with Alumni to get donations. Have events still that keeps people engaged and even more from around the world since it is virtual. Plan to engaged alumni virtually at future live events to keep this trend. - Business school going through accreditation for business schools. Only 5% make it every year, and when you do you get more global leverage as a school and therefore better recognition. 5-year process started in 2015 so a culmination of a lot of effort. - Hosting a trivia night at university virtually – an idea for alumni. Tuesday next week, UofG topic but come up with a topic for our own maybe.	Patrick/Elizabeth	10
5	School of Hospitality, Food and Tourism Management - N/A	Chris	5

6	HFTMSA <ul style="list-style-type: none"> - Update, registrations/interest in Career night - Feb 4th first event - focused on casinos and cruises - Joseph will be a speaker. - Feb/Mar scavenger hunt to support local restaurants. Some ideas are still being worked on. - HTCC - Montreal hosting virtual event. - Elections for fall 2021 coming up - already have a President and VP possibility. - Share events with Lisa and tag the school and they will help promote. 	Daniel M/ FangYu	5
7	Events <ul style="list-style-type: none"> - Careers night Thursday, January 28th, 2021 (next subcommittee meeting Jan 25th) - Everyone use the HAFA logo for their background at the Career Night on Jan 28th. Also rename yourself on Zoom with "HAFA HFTM AA" plus your name. - Have profs do announcements to students virtually about the event. - Niagara Cider and Vodkows might donate again door prizes. When can we confirm door prizes? Get logos too. Have prizes sent to winner directly rather than come to us for distribution. - Up to 40 RSVPs for career night. - Another networking night the night before ours - Guelph Sports Event Mgt has networking night before. Dan to connect and make sure they know we have an event the night before. - Laura shares schedule of events. Alumni with roles login 5:15/5:30 to be ready. Start with networking not power point? Patrick will watch chats. Keep messenger group open to communicate during the event. Lora moderator. Talk to Chris about him speaking? Patrick emailed him. Adam will announce draw winners - Meet Mon to review more 7:30pm likely - for that call Lora, Patrick, Laura, Lisa, Adam - Get logos out of alumni who are participating to get more students registered. 	Laura	10
8	Social Media & Website <ul style="list-style-type: none"> - Updates/stats - Keep posts going all week leading up to the event. Need to get more students so make posts targeted with who participating to get students interested. 	Rachel/Lisa	10
9	General Discussion / Questions <ul style="list-style-type: none"> • Alumni LinkedIn outreach program update – to be updated next meeting. 	All	10

	<ul style="list-style-type: none">- Board positions descriptions – shared google doc. Need to get our position descriptions updated.- Idea of an Alumni newsletter since no Hornblower? www.canva.com to make newsletters. Feature an alumni - info on events - yes let's do this.		
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2021 Meeting Dates

Jan 20, 2021

March 11, 2021 (note new date)

June 23, 2021

Sept 8, 2021

Nov 17, 2021