



HFTM/HAFA ALUMNI ASSOCIATION  
 University of Guelph  
**BOARD OF DIRECTORS MEETING – Minutes**  
 Thursday, March 11<sup>th</sup>, 2021

	Item	Lead	Time Allocation (min)
1	<b>Welcome Attendees</b> Lora, Laura, Rachel, Adam, Daniel M., FangYu, Patrick, Lisa Regrets: Chris, Daniel C.	Lora	5
2	<b>Last Meeting Minutes – January 20<sup>th</sup>, 2021</b>	Lora	5
3	<b>Finances</b> <ul style="list-style-type: none"> <li>• Written update was provided</li> <li>• Year ending statements indicates \$15,000 surplus in the endowment. This should be a true indication of its value</li> <li>• Can plan usual sized events such as Fall Social &amp; Spring Event in addition to scholarships.</li> <li>• Will have year-end fiscal year statements shortly.</li> </ul> <b>Fundraising – Patrick</b> <ul style="list-style-type: none"> <li>• Gordon Seale agreed to donate a stay at his resort in Barbados for next winter worth \$4,500. Could do a raffle to fund raise and announce winner at Fall Social.</li> <li>• To continue discussions throughout board meetings and gauge interest based on COVID restrictions &amp; travel appetite.</li> <li>• Could look at doing this annually</li> </ul>	Daniel C	10
4	<b>Alumni Affairs &amp; Development</b> <ul style="list-style-type: none"> <li>• May bring staff back to campus in May. Impact on Alumni Affairs unknown currently – in person events to be confirmed</li> <li>• Alumni &amp; Reunion week – virtually this year. Alumni email will go out in one month to alumni.</li> <li>• Patrick to find out what programming and meeting are taking place and will report back to the alumni association. Trivia night, ice cream making night – could participate in these events.</li> <li>• Other alumni association hold AGM during the week (normally in person). Discussed our own AGM (history of) – it used to be the Fall Social. They were stopped as the Association is not incorporated so the need to share financial information was not required. The constitution is not legally binding.</li> </ul>		10

	<ul style="list-style-type: none"> <li>• Constitution should be taken off the website – Lisa to action</li> <li>• 2 scholarships and a bursary were given</li> </ul>		
5	<b>School of Hospitality, Food and Tourism Management</b> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	Chris	10
6	<b>HFTMSA</b> <ul style="list-style-type: none"> <li>• Price is Right hosted by first years took place (40 people)</li> <li>• Cider event was postponed as SRNM. The Cider company host the event and Thursday March 18<sup>th</sup></li> <li>• The virtual grad formal organized for end of March. Alumni Association messaging to be included. Daniel to let Lora know who to send materials to (idea to send video of us congratulating the recent grads – Lora to edit video).</li> <li>• Club Managers event was also postponed until Fall 21</li> <li>• Daniel will transition out of the role on April 8<sup>th</sup> and therefore this will be Daniel’s last meeting.</li> <li>• New President is Shruti Kukreja who is current president of HAC, VP will be Bree Johnson.</li> </ul>	Daniel M	5
7	<b>Social Media &amp; Website</b> <ul style="list-style-type: none"> <li>• Social Media Stats <ul style="list-style-type: none"> <li>○ Paid for posts (\$20) = 4 to 5 times more engagement</li> <li>○ Event posts get most engagement</li> <li>○ Jan 21<sup>st</sup> post alumni registrations was boosted – about 1,000 reached and 117 engagements</li> <li>○ Top locations – Canada 177 people, US 6 people, Pakistan 6 people, UK 5 people</li> <li>○ Most engagement is from Toronto, Guelph, Ottawa, Kitchener, Mississauga, Brampton, Burlington so it makes sense to host events in GTA</li> <li>○ 62% women, 35% men</li> <li>○ Majority are age 24-35, a newsletter may engage older alumni</li> </ul> </li> <li>• Newsletter could possibly engage older alumni. Patrick to provide wider Lang Newsletter open/click through stats to assist decision making regarding newsletter idea</li> <li>• Dean’s office looking to create quarterly newsletter – could add HFTM messaging within this newsletter. Will include wide range of topics beyond alumni.</li> <li>• Alumni profiles could be added to social media and drive traffic to website. Discussed idea to interview Statia and others for alumni/faculty engagement.</li> <li>• Discussed idea about having a map showing where alumni are all over the world.</li> </ul>	Rachel	5

	<p><b>Website – Lisa</b></p> <ul style="list-style-type: none"> <li>• Talked about sending head shots for the website by April 1<sup>st</sup> (png format preferred).</li> <li>• Nominations deadline for Alumni awards – August 13<sup>th</sup>, 2021, to be promoted on social and added to website.</li> </ul>		
8	<p><b>Events</b></p> <ul style="list-style-type: none"> <li>• 2021 virtual Career Networking Night recap. Talked about how the award recipients were well received.</li> <li>• Discussed the golf day and in person events – not sure if it is the best idea for this spring season (COVID) <ul style="list-style-type: none"> <li>○ Lora reached out to ClubLink – put Nick in touch with Laura, regional sales manager Clublink</li> <li>○ Burlington - \$90 with cart</li> <li>○ Blue Springs - \$110 with cart – restrictions on date – Monday</li> <li>○ Tee time format, sign up, tee time foursome every 7 to 10 min and no gathering, but we can put up a table and give a gift but following rules – patio tables, f &amp; b food court at one hole, drink at another hole, setup throughout the course</li> <li>○ Good groundwork – even if can't do this year, can line up for next year.</li> </ul> </li> <li>• Fall events – in person opportunity? Asked Patrick state of events depends on every area and how they are doing. Therefore, expecting to plan an online Fall Social, but will plan an in-person component if able to last minute. Rachel noted that virtual also reaches a lot more alumni from different cities.</li> <li>• October event date works out well especially for timing with Careers night planning/promotion – tentatively booked for Thursday October 21<sup>st</sup>, 2021.</li> </ul>	Laura	10
9	<p><b>General Discussion/Questions</b></p> <ul style="list-style-type: none"> <li>• Laura Baxter has expressed interest the VP of the Alumni Association. Board agreed and welcomed Laura into the role.</li> <li>• Director of Events role will therefore be vacant. Adam to reach out to people that may be suitable for the role. Lora and Laura to work on updating job description and promoting on social media.</li> <li>• Adam recommended that a new role be created in the alumni association for a senior student or recent grad to engage younger grads and support Rachel in PR and Communications. Role ideas – Alumni Ambassador. To remain on agenda for next meetings for everyone to think about. Adam to flesh out idea. Patrick to invite Young Alumni to a board meeting to assist to craft the role.</li> <li>• Patrick to find out about print options to reach older alumni (newsletter idea).</li> </ul>	All	10

	Next meeting - June 23 <sup>rd</sup> during alumni week so will be moved to June 16 <sup>th</sup> . Patrick will send an invite.		
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2021 Meeting Dates

*Jan 20, 2021 \* March 11, 2021 \* June 16, 2021 \* Sept 8, 2021 \* Nov 17, 2021*