



HFTM/HAFA ALUMNI ASSOCIATION
 University of Guelph
BOARD OF DIRECTORS MEETING – Minutes
 Wednesday, September 8th, 2021

	Item	Lead	Time Allocation (min)
1	Welcome Attendees Lora, Laura, Rachel, Adam, Statia, Patrick & Lisa Regrets: Daniel C	Lora	5
2	Last Meeting Minutes – June 16th, 2021 <ul style="list-style-type: none"> Laura & Sandra approved the minutes 	Lora	5
3	Finances <ul style="list-style-type: none"> Last year’s statement (Apr 2020 to Mar 2021) has been approved and submitted. In April, \$5,000 was transferred to an operating account to support potential activities in this fiscal year. As the association normally kept up with \$6-\$7K for annual expense in pre-pandemic time, I believe this would be sufficient. There would be approximately \$4.5K balance remaining in the account. Daniel is still waiting for the interim statement which would give us more detailed insight where we stand but as we already pointed out in past meeting, the deficit we saw in last year is expected to be recovered. Daniel will share the statement as soon as I receive it. <p>ACTION: Rachel suggested Daniel present the budget in detail at our next meeting.</p> <p>ACTION: Endowments, investments, sponsorship and scholarship information can be provided by Patrick/Jennifer.</p> <p>ACTION: Statia inquired that a budget forecast be prepared as a planning tool. Noted that this had been available in past years. Lora will send an email to Daniel to get this started.</p>	Daniel C sent update via email	10
4	Alumni Affairs & Development <ul style="list-style-type: none"> Alumni Affairs & Development office staff not going back to the office in person until January. They will be on campus the odd time when necessary. 	Patrick	10

	<ul style="list-style-type: none"> • Offering 'History of pandemics course' in fall 2021 - a lifelong learning initiative. • Developing various micro credential courses and webinars for graduates/alumni on a variety of topics. Patrick will connect with Lang on business perspectives from faculty. Offer, single webinars, e.g., fairness equity in the workplace with Ann Pegoraro. More to come in November. No fee for these courses. • Fall Social Event October 14th- Working on getting staff up-to-date and receive support in the hybrid event. Invites will be ready for September 23rd. Registration closes October 11th. Event trail run October 12th, with Rebecca/Alumni in the food lab to test it. <p>ACTION: Lora to reach out to Rebecca to confirm October 12th date.</p>		
5	<p>School of Hospitality, Food and Tourism Management</p> <ul style="list-style-type: none"> • Held our first faculty meeting yesterday – virtually. • Last weekend was student move-in weekend, lots of activity on campus. • Classes delivered in a hybrid model, large lectures virtual, faculty can run small classroom seminars. • Students are 90% vaccinated, masks are mandatory. • HTMSA orientation held virtually yesterday. Zoom orientation with fun games. • The School has a pause with the HTM major for Fall 2022. We are working with the Policy Advisory Board - meeting September 19th at 1 PM. Extending a few invitations beyond the PAB. • Statia invited Lora to participate in a meeting with the dean to be held on September 16th. • Setting up a series of focus groups to assess market needs. Hoping to engage a lot of people. • Statia working on a path revisioning the program. • One-on-one meetings with key stakeholders will take place. • It will be well into 2022 before we have normalcy in the sector. What should be the focus? Broad range – HR, finance, analytics, entrepreneurship. Statia will continue collecting information. • Statia has designed 3 possible models for a new program. • Working on our way through with outcome of a new program that can take us forward for the next 50 years. • Rachel – a response needs to be made pubic very soon and make a strong statement why the program was paused, show sympathy towards the people that this decision has been affected by. Rachel suggested a press release. More transparency, more info on the website. The message is not controlled, a lot of rumours. Public relations standpoint, something needs to be done soon. • Patrick waiting for messaging from Dean regarding a townhall meeting. Hope to have a message this week. 	Statia	10

	<ul style="list-style-type: none"> • Laura Baxter – need a message on LinkedIn and an email to alumni. The association wants to align messaging with their social media platforms. • Lora –a needs assessment survey of the market is needed, evolving needs, gaps and education that U of G could address. • PAB want to be part of the process and address focus groups, surveys, etc. which will take place October 19th! Statia will ask PAB chair regarding the townhall meeting. • The alumni association would be invited to attend focus groups. <p>ACTION: Statia will post information on the alumni association social media feed tomorrow. The alumni can take information and add to other social media feeds.</p> <p>ACTION: Patrick to provide weekly updates to the board regarding status of official messaging.</p>		
6	<p>HFTMSA</p> <ul style="list-style-type: none"> • The new incoming HTMSA President is Shruti Kukreja and Vice-President Bree Johnson were invited on short notice. They did not attend. • Note, the day after the meeting, Bree Johnson has been replaced by Emily Brown. 	N/A	5
7	<p>Social Media & Website</p> <p>Rachel</p> <ul style="list-style-type: none"> • Focus on the official communication message from the Dean. The association will post when available. • Future posts: Ways you can be involved, participate in events, etc. • Best communication reach to alumni is through email, then our LinkedIn group with over 1,000 alumni. • When the fall social details are in place, start with the official program pause statement, then continue with townhall, fall social, etc. <p>Sandra</p> <ul style="list-style-type: none"> • Award committee members include Daniel Mclsaac, Scott Fowler and Amber Douel. • Sandra announced our 2021 alumni award winners. Arrangements will be made for engraving of the awards. She has reached out to winners for their home addresses. • Winners will be announced sept 23 by email. <p>ACTION: Sandra will send Lisa information for the fall social to add to website next week.</p>	Rachel/Lisa	5

	<p>Lisa</p> <ul style="list-style-type: none"> Removed nomination form, stated closure. <p>ACTION: Lisa to create a member association webpage to include photos and bios.</p> <ul style="list-style-type: none"> Once fall social details are provided, add them to the website. Save-the-date to be sent to faculty/staff for the fall social event. Add last meeting minutes to website. 		
8	<p>Events</p> <ul style="list-style-type: none"> Fall Social: Format of the event, board can attend in person (discuss masks) Fall social event format: Lora will deliver a welcome, followed by awards presentation, a statement/announcement of the school from statia, then introduce panel discussion, labour issues and decline in the hospitality industry, etc., break into 2 ten-minute networking session, then Lora wrap-up. Adam agreed to be the moderator for the panel. Use similar script to last year. Rehearsal – Tuesday, October 12th Board given option to attend in person for rehearsal and day of event. Masks will have to be worn. Host the panel via zoom and have the lab in the background. Panelists will be online. No in person reception. Patrick/Jackie will manage zoom administration from home. Lisa will take photos. Patrick has swag that could be used for prizes. A silent auction will move forward – Lora to reach out to her contact regarding auction platforms. Auction should close prior to event, winners can be announced throughout the evening. Tentative – Silent auction open the week of October 4th. <p>ACTION: Lora will reach out to contacts regarding auction platform.</p> <p>ACTION: Patrick will look into a third-party website for silent auction items, they take a percentage. They will bring in all the items and had someone to take care of it. He will also look into additional auction items.</p> <p>ACTION: Laura – Create event schedule, questions for panel, website information, contact Rebecca, dry run in lab would be a great idea. Reach out to Rebecca with Oct 12 date. Lora and Adam should be there.</p>	Laura	10

	<p>ACTION: Everyone – reach out to your networks and inquire for fall social prizes.</p> <p>ACTION: Lisa to get U of G masks from the bookstore.</p>		
9	<p>General Discussion/Questions</p> <p>ACTION: Lora will send out a google doc to note if you are away for more than a week. A discussion took place that sometimes the association cannot get ahold of members quickly.</p> <ul style="list-style-type: none"> • A fall social prep meeting will take place Friday, September 17th at 4 p.m. • Next general meeting – November 17th, 2021 	All	10

2021 Meeting Dates

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