



HFTM HAFA ALUMNI ASSOCIATION  
 University of Guelph  
**BOARD OF DIRECTORS MEETING AGENDA**  
 Wednesday, January 19, 2022, 12:00 to 1:30pm

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	Item	Lead	Time Allocation (min)
1	<b>Welcome Attendees</b> <ul style="list-style-type: none"> <li>Lora, Laura, Rachel, Adam, Sandra, Patrick, Lisa, Statia, Shruti, Daniel</li> </ul> <b>Regrets</b> <ul style="list-style-type: none"> <li>Rachel</li> </ul> Minutes by: Patrick	Lora	5
2	<b>Last Meeting Minutes – November 17<sup>th</sup>, 2021</b> <ul style="list-style-type: none"> <li>Meeting minutes approved</li> </ul>	Lora	5
3	<b>Finances</b> <b>12:35 Finance Update</b> <ul style="list-style-type: none"> <li>April 2022-March 2023 Update</li> <li>Daniel shared document (attached) and went through financial forms – results assumption based on Fall Social being live in person</li> <li>Industry Event – attendance of other events to promote the AA at trade shows</li> <li>Advertisement budget – to replace horn blower ads – timing to be centered around graduation/convocation time – welcome to alumni family</li> <li>Talked about ordering name tags for those who don't have one yet and budgeting for a Board dinner in the spring. Patrick said he has a budget to cover some cost including SWAG.</li> </ul>	Daniel C	15
4	<b>School of Hospitality, Food and Tourism Management</b> <b>12:05pm - Statia Elliot Update HFTM School</b> <ul style="list-style-type: none"> <li>Winter term started</li> <li>Online until Feb 1<sup>st</sup></li> <li>Faculty members having troubles deciding what to do</li> <li>Student Health and Accessibility - 3000 cases of students who have presented with number of issues and disabilities regarding Winter Term</li> <li>Program revisioning consultant hired – first meeting with Dean, next PAB and Alumni – February to be the start of this project</li> <li>Internal quality insurance review of the HTM program (IQAP)</li> <li>Several surveys to be presented to all stakeholders of HFTM</li> </ul>	Statia	10

5	<p><b>Hospitality &amp; Tourism Management Student Association</b>  <b>12:08 – Shruti HTMSA Update</b></p> <ul style="list-style-type: none"> <li>• Shruti updated herself as president of HTMSA</li> <li>• January slow month from HTMSA perspective – helping to support career activities EXPO and Career Night initiatives. Will have a booth at Expo and will be attending Career Night</li> <li>• HTCC March 4,5 – team working on sponsorship working with Prof Elliot</li> <li>• Grad Formal, trying to see what students what and to see at the event – kind of event looking for</li> <li>• Social event instead of event, grad formal will be featured on social media rather than in formal event</li> <li>• Lora offered to create a video to send to graduate student class (did the same for 2021 graduate Cohort)</li> </ul>	Shruti	5
6	<p><b>Alumni Affaires &amp; Development</b></p> <ul style="list-style-type: none"> <li>• Alumni and Reunion Weekend update – will be moving forward with reunion specific events, but cancelling the larger events like the Presidents Milestone Lunch and Craft Beer Tasting</li> <li>• The Lang School of Business is working towards building and enhancing EDI within the business school and the supports it offers it students and faculty</li> <li>• Talked about the ability to support the idea of class reunions up to 27 people – in reference to Alumni and Reunion week.</li> <li>• Talked about the Canon newsletter issues (i.e., incorrect dates on invitations).</li> <li>• Talked about Alumni resources available – Careers Centre, media help, etc.</li> </ul>	Patrick	10
7	<p><b>Events</b></p> <ul style="list-style-type: none"> <li>• Career night discussion – 49 alumni registered and 22 student (MGMT 1100 @15% grade bonus)</li> <li>• Lots of support from the school and from HTMSA to go into classes and encourage attendance</li> <li>• Lisa created videos to add to social media about importance of attending Career Night, going live tomorrow</li> <li>• Adam suggests assigning mentors to students/vice versa – at the end of the event, partner, or pair up with students (10,000 coffees)</li> <li>• Idea – ask about mentorship in the survey at the end of the Careers Night</li> <li>• Deadline for Student Registration at 12:00pm on January 27th</li> </ul>	Sandra/Laura	15
8	<p><b>Social Media &amp; Website</b></p> <ul style="list-style-type: none"> <li>• Notes from Rachel presented by Lora: <ul style="list-style-type: none"> <li>- Talked about upcoming social media posts for Careers Night – tag a fellow student and win SWAG. What SWAG do we have to give away?</li> <li>- Decided to focus on promoting event to students – had a good number of alumni already.</li> <li>- Newsletter for group – once or twice per year to share information to the alumni of the program – Reach out to Rachel with ideas</li> </ul> </li> </ul>	Lora (in Rachel's	15

9	<p><b>Open Discussion/Questions</b></p> <p>Adam</p> <ul style="list-style-type: none"> <li>• Association name change discussion (following student association lead) <ul style="list-style-type: none"> <li>- Lora talks about updating our logo with a new look – Adam shares reason for including the HAFA and HFTM inclusions.</li> <li>- Possible change to HTM AA – opportunity to refresh and become that much better as an association/value</li> <li>- Decided to hold discussion to see the future of the program and also sports will be added into the Alumni family at the end of this year – will need to be considered for the re-branding.</li> </ul> </li> </ul> <p>Lora</p> <ul style="list-style-type: none"> <li>• Follow up discussion – new Board position update/survey <ul style="list-style-type: none"> <li>- Will get in touch with people expressing interest in volunteering.</li> </ul> </li> <li>• Discussed the idea of a Board appreciation dinner in spring. <ul style="list-style-type: none"> <li>- Everyone liked the idea. Lora to set up date. Looking at CN Tower.</li> </ul> </li> <li>• Confirm next meeting date and minute taker for next meeting <ul style="list-style-type: none"> <li>- Date confirmed, time 12pm. Everyone liked the new BOD meeting time. Hope to meet in spring together in person sometime.</li> </ul> </li> </ul> <p>Laura &amp; Lora</p> <ul style="list-style-type: none"> <li>• Strategic planning and budget April 2022 <ul style="list-style-type: none"> <li>- Lora and Laura discussed creating a strategic plan with goal to engage more alumni, to be in line with fiscal year. They will be meeting separately and will present thoughts at next meeting.</li> </ul> </li> <li>• Alumni engagement strategy (2022 events/Board participation) <ul style="list-style-type: none"> <li>- Strategy discussed was attending industry events and giving everyone an opportunity to attend the events to promote the board/alumni. Lora and Laura to discuss and present at next meeting.</li> </ul> </li> <li>• Laura presented the idea of creating a “Job Board” application to share roles and opportunities. <ul style="list-style-type: none"> <li>- Patrick and Shruti spoke about the Business Career Development Centre which most of the BOD didn’t know about – but resources are already available to students and alumni and postings by email already go out.</li> </ul> </li> </ul>	All	10
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2022 Meeting Dates

*Jan 19 – Mar 9 – June 15 – Sept 7 – Nov 9*