



	Item	Lead	Time Allocation (min)
1	<p>Welcome Attendees Lora, Laura, Rachel, Adam, Statia, Daniel, Shruti, Sandra</p> <p>Regrets Patrick</p>	Lora	5
2	<p>Last Meeting Minutes – January 19, 2022</p> <ul style="list-style-type: none"> • Last meeting minutes approved on the call • Laura to take minutes for tonight’s meeting • Next meeting to take place in the early evening as it is difficult to pin down a time in the daytime. 	Lora	5
3	<p>Finances</p> <ul style="list-style-type: none"> • Available funds for operating budget confirmed at \$11,000 • \$2,000 allocated every year for scholarship. Agreed to increase to \$2,500 to account for inflation and cost pressures that students face. 	Daniel C	10
4	<p>Alumni Affairs & Development</p> <ul style="list-style-type: none"> • Move to next meeting/via email 	Patrick	10
5	<p>School of Hospitality, Food and Tourism Management</p> <ul style="list-style-type: none"> • McPhee has been engaged to conduct consultation with stakeholders. Focus groups have been held and a survey was conducted in early March. Stakeholders were invited to participate in one or the other. Approximately 24 focus groups took place, and 57 surveys were completed. • Not very many students participated in the survey, so the University develop its own student survey to get broader input. • The consultation is now complete, and the report will be sent to the Dean in two weeks. 	Statia	15

	<ul style="list-style-type: none"> • 2022 is an IQAP year for the school and Statia is currently collecting data for the contents of the report. The final report goes to the university in November and then to the government of Ontario. The surveys conducted by McPhee throughout the consultation may also be used for the IQAP report. • The PAB meeting is taking place next week. • A question was asked about the next steps in the revisioning process post consultation with McPhee timeline. Statia will request a timeline about when key decisions will be made. • A discussion took place about how to keep alumni informed about progress with the revisioning of the program. Although the school has not communicated in this way with Alumni previously, it was discussed that Statia is happy to provide updates on the HAFA HFTM Alumni Association LinkedIn page. • A newsletter/email was discussed to provide an update from the board of the alumni association about what has taken place this year. It was agreed that a small paragraph would be included about what is currently taking place. 		
6	<p>Student Association Update</p> <ul style="list-style-type: none"> • HTSMA Case Competition took place and the school placed third in the hospitality category. • This will be Shruti's final meeting as President. The incoming President is Nathan who is in Management Economics & Finance. 	Shruti	10
7	<p>Events</p> <ul style="list-style-type: none"> • Feedback from Career's Night 2022 was discussed. • The operations session was very popular and crowded while some of the others were not. To balance the number of students in each group next year, several smaller operations groups will be formed instead of one large group • A hybrid event to be considered next year as it will continue to engage people that are unable to attend in person. • A golf day is being considered for the end of May or early June. Sandra has been inquiring with courses to get ideas about prices. • The golf day will be relatively straightforward this year compared to the golf tournament and a way to get people together in person. No fundraising will be done unless companies would like to donate. In this case, companies can sponsor a student to play in the tournament. • Rachel to send a save the date email as soon as the date is set. • Golf subcommittee meeting set for mid-April. • A discussion about the fall social took place. To lessen the amount of work in the summer/fall leading up to the fall social it was discussed that a call for nominations for our annual awards could 	Sandra	15

	<p>go out soon. It was also discussed that given many people are on vacation, we should try to complete as much work related to the fall social as possible in the spring.</p> <ul style="list-style-type: none"> • Custom outreach to previous award winners will take place to increase the number of nominations. • A hybrid-style event in Guelph or Toronto is being considered but with a focus on the in-person element of the event. Location options from each board member were requested by Sandra. • The date was initially discussed to October 4th or 5th. • A work-back schedule will be put together to kick things off. 		
8	<p>Social Media & Website</p> <ul style="list-style-type: none"> • 20/30 of the HAFA Class '82 are gathering during alumni week. Rachel to promote on social media if possible as an example for other classes. • Followers on social media channels have been steady. • Feedback from careers night indicated that most people heard about the event on email rather than social media channels. Will shape outreach strategy in future. • Discussion was had about the scholarship recipient this year which was recently announced on social media. Rachel to prepare a letter to the recipients. • The student awards ceremony will take place in fall this year and be combined with the Lang ceremony. • Lora reached out to Kostuch Media to discuss opportunities to advertise through Hotelier Magazine. Rosanna Caira is open to editorial content and sent a media kit. • Also discussed Stay Magazine – could reach out to Joe Baker. 	Rachel	15
9	<p>Open Discussion</p> <ul style="list-style-type: none"> • Alumni Association appreciation dinner scheduled for Thursday, May 12 at the CN Tower Restaurant • Further discussion about events attendance and Business Career Development Centre to be had during the dinner. 	Lora/All	15