

ALMA MATER SOCIETY OF QUEEN'S UNIVERSITY INCORPORATED  
2015-2016 Corporate Special General Meeting

November 10, 2015, 2015 at 6:30PM  
New Medical Building, Room 132A, 15 Arch Street, Kingston, Ontario

**1. Call To Order**

Meeting was called to order at 6:37pm.

**2. Roll Call of Members**

Present:

A. Aguilar, Student Director  
M. Blair, Chair  
K. Chinniah, President  
D. Coderre, Community Director  
A. Dungca, Student Director  
E. Fuller, Media Services Director  
G. Giannopoulos, Student Director  
Q. Giordano, Vice-Chair  
S. Harper, Hospitality & Safety Director  
N. Kalergis, Corporate Secretary  
T. Lively, Retail Service Director  
E. McElroy, Student Director  
L. Parry, General Manager  
M. Lindsay, Community Director  
S. Letersky, Vice-President (University Affairs)

Absent:

M. Lindsay, Community Director

Mike Blair: 19 present; achieved a quorum of exactly 19.

**3. Approval of Agenda**

BE IT RESOLVED THAT the agenda of the Corporate Special General Meeting of AMS Inc. is adopted, as presented.

Moved by: VP Beaudry

Seconded by: President Jamieson

Any amendments?

President Chinniah: Recommendation of L. Parry to move the approval of the auditor to the top of the agenda.

M. Blair: Friendly amendment. Item #11, will now be read:

WHEREAS the Board of Directors resolved, as recommended by the audit committee, to recommend the appointment of KPMG LLP as auditor of AMS Inc. for 2015/16.

THEREFORE BE IT RESOLVED THAT KPMG LLP be appointed auditor for AMS Inc. for 2015/2016 and the board be authorized to remunerate the auditors accordingly.

M. Blair: Now motion #5. Any other changes?

All for approval of the agenda. 6:40pm

#### **4. Approval of past minutes**

BE IT RESOLVED THAT the minutes of the Corporate Special General Meeting of AMS Inc., held on November 11, 2014, are approved as presented.

Moved by: VP Beaudry

Seconded by: President Palmeri

All for. None opposed. Motion carried at 6:40pm.

#### **(11) Appointment of the Auditor 2015/2016**

WHEREAS the Board of Directors resolved, as recommended by the audit committee, to recommend the appointment of KPMG LLP as auditor of AMS Inc. for 2015/16.

THEREFORE BE IT RESOLVED THAT KPMG LLP be appointed auditor for AMS Inc. for 2015/2016 and the board be authorized to remunerate the auditors accordingly.

Moved by President Chinniah

Seconded by VP DiCapua

M. Blair Questions to the auditor?

B. Hoffman: Audit went really well. Everything is good and internal control wise everything is under control.

All for approval.

Motion adopted at 6:41pm.

#### **5 Reports**

None. Ended 6:42pm.

## **6. Presentations**

### 6.1 Hospitality & Safety Services Director

VP Wood: One thing I'd like to touch on is the colour change for the StuCons. Something I believe the StuCons have appreciated, but I have heard comments from students saying they are having trouble finding StuCons when they need them. Comment for future consideration. I think the grey detracts from student safety.

S. Harper: I think it would be more appropriate for a football game, rather than the Underground.

President Jamieson: You touched on ID scanning software at the Underground so no one gets in with a fake ID. Was there a % of people were there were incidents that they were caught and now that its removed, is it a greater liability?

S. Harper: The software has only been used once or twice. Not a big problem at the Underground because of fear of being banned from the service. Staff is well trained.

President Toth: Talk about hiring process for StuCons and have more people interested in that position. Not sure the exact details, but I believe when you apply you can pick top three student positions. Ways to move it up to the top 1?

S. Harper: Most people don't want to work for StuCons. Major attraction to the job is pay. Would look into increasing pay to inteece students. Want to project to students that it's a great job and highlight the positives of working for the service. A lot of people are not applying to StuCons at all, mostly CoGro, P&CC, TAPS.

Proxy Susic: Regarding StuCons, one dilemma is the negative perception received because there might be problems between StuCons and students. Have we looked into a plan to decrease that perception and a strategy to rebrand the role so its seen they are helping students?

S. Harper: In a lot of cases, people do have that negative perception. Hard when you remove students from the Underground. We are working on greeting students, but there are times when people are aggressive and we do have a hands-off policy so in that sense we are trying to show we are helping students.

Presentation done 6:58pm.

### 6.2 Retail Services

Presentation.

## **P&CC Questions:**

President Jamieson: Do you ever use recycled paper?

T. Lively: I think it's partially recycled paper. I'm not exactly sure which one we are using. We also have a variety. I can get back to you on that. We do try to be as environmentally-friendly as possible.

President Palmeri: Any desire to move towards online submissions for the P&CC?

T. Lively: Our printer supplier went through the online submission process. It went against our idea of a full service model. The way we see it is that students come in and it is done correctly and do payment at the time of sale.

Rector Young: To do with the declining course packs and more classes going online. I've noticed when I'm at P&CC, there is a lot of talk about binding. Have you seen a pick up in binding sales because of that?

T. Lively: The biggest driver is that when we went to orientation week events and we promoted printing off those class notes and we say APSC 171, many engineering students got their notes printed.

Proxy Crawford: With regards to the specialization of system roles, would it be considered in loss of quality?

T. Lively: We have tried to do a lot in professional development. When increasing production quality, we wanted to implement workshops on Adobe programs. For our customers, we want to ensure we are offering the highest level of service possible. We do ensure every gets a shot on every program at some point.

Representative Lawson: Is there any risks for printing copyrighted material? Any ideas to implement?

T. Lively: Through access copyright, we pay an annual fee that covers our printers. Up to 10-20% of a copy-righted work. It is an issue if they are finding PDFs of their book and then coming to print it off. It's very difficult for us to know if they bought it through legitimate means. Also difficult for Access Copyright to find it out.

### **Tricolour Outlet Questions:**

Proxy Crawford: Gentle point – would remind you the engineering students own the bookstore through the Queen's University Engineering Society Incorporated.

T. Lively: Only a collegiate comment.

Representative Lawson: I've heard a few complaints about the bus being on time for peak times. Is there any formal feedback system if you are looking into other bus services?

T. Lively: Limited to one. Can't go through other providers. Unfortunately, we can't always hold Coach Canada to their word.

### 6.3 Media Services

#### **Queen's Journal:**

Rector Young: In the past, the Journal hasn't had the most positive relationship with the AMS. I think the Journal has more on university-wide issues. Has the Journal tried to be more proactive with student leaders on campus, rather than covering events that students have been featured in.

E. Fuller: We have seen a much stronger relationship with the AMS and StudioQ, which is something that has not happened before.

VP DiCapula: Now with the new online website, what are the online advertising efforts. The new website does not seem to have any of that. Was that a major revenue source and if so, why is it not utilized?

E. Fuller: The new website does have a lot of advertising space. IT was launched mid-summer, which is why it hasn't been seen. We are hoping to see that in the future.

Representative Lawson: Targeting of a large contributor base – specific faculties?

E. Fuller: Don't know if they are looking at any particular faculties. Last training session had 80 new faces come. Only a month and a half in but look

President Garcia: What's the difference between some of the video production made by Journal vs. StudioQ? Seems redundant.

E. Fuller: StudioQ is shying away from the editorial content and they're not doing the news stories that QTV did previously. More film focused and less news.

Ended 7:21pm.

#### **Walkhome:**

VP Wood: Given the rise of apps you can use on your phone that will allow people to walk home from a distance, is Walkhome looking to implement a similar system for students beyond the Walkhome.

E. Fuller: App is a long term goal. Often times, depending how busy, teams will walk just beyond the boundaries to make sure students get home safely.

President Toth: Have you ever considered having incentives for customer surveys? Often people who were just walked home do not go and fill a survey.

E. Fuller: Since it's still early in the year, they are looking ways to engage student body to get as much feedback as possible.

### **StudioQ:**

Rector Young: Clarification question – has there been any change with the ARC streaming services that have been provided in the past and has it affected the service negatively?

E. Fuller: There has been a change. Last year, QTV streamed 80 of the Gaels game. This year, ARC announced they would like to go to Station 14, but with that, we signed a contract with a minimum of 12 since Station 14 is trying to juggle multiple projects. Volunteers can still go Station 14 games. From this contract, we have seen a growth from the live stream portfolio – different conferences. They are getting both the sport experience and a broader experience through other outlets.

VP Mallory: How will you keep track of clubs and associations to get their photos in on time.

E. Fuller: Something the team is looking at and transitioning with.

VP Wood: I have heard unpleasant rumors about Station 14 with volunteers.

E. Fuller: As this is a new partnership with us, we are looking into what it will look like. We are looking to get out of it. We have had a month and a half of games and there has been some ups and downs, but it is something we are seriously considering.

VP Beaudry: Please reach out to Emma regarding that issue so we know in the future and can deal with it.

Ended 7:33pm.

### 6.4 Offices

Presentation.

### **Marketing and Communications**

Rector Young: Any feedback as to whether or not is becoming an overwhelming portfolio for one person?

President Chinniah: The marketing and communications office is one of the heavier roles in terms of duties and responsibilities. Something we will continue to look at to ensure we are dispersing our resources appropriately.

VP Wood: One thing I would like to ask from first year students that there is a shift away from Facebook and Instagram, wondering if they are looking at other options for social media or staying in the safe spot.

President Chinniah: We get more engagement from current students on Instagram than Twitter. More on Facebook on Twitter. More on Instagram than Facebook. Instagram is the medium today. Will that change? Maybe. We will look at all these platforms. We do observe these newer platforms as they arise. We are comfortable with the idea of Instagram and Facebook.

President Garcia: In computing building, Snapchat have a sticker or banner when you are in a particular building.

President Chinniah: The thing with having a Snapchat account – they post a lot of jokes in their snapchat. I'm not sure how valuable it is at this point.

VP DiCapula: Focus groups – how effective has it been? And how many resources?

President Chinniah: We haven't done our brand perception survey. In terms of focus groups, find it useful. We give more info than we couldn't relative to surveys. Helpful for the three of us asking for certain things, it becomes helpful. We need to get the marketing research right first before expanding.

Proxy Crawford: In completing this research, is there any information you have found valuable to faculty societies?

President Chinniah: No. Right now, we only have one marketing research coordinator who is still developing processes. When we present this data with university administration, they are more likely to agree with us. But we need to fix that first before we share to the faculty societies.

7:43pm.

### **Human Resource Office**

Proxy Susic: Comment on how you have been increasing efficiencies of evaluation and what measure have been taking, how the processes are very thorough so the best candidates are chosen?

President Chinniah: In terms of evaluation, we have brought them to a process. A smarter survey monkey tool to guide people. It has dropped the time from 4 hours to 40 minutes. They want to hire without any experience necessary: we ask for a resume, a cover letter, the AMS hiring panel put a large amount of consideration on a proposal on the components on the job, what I want to do with the job. I had to extract information from the previous job. But the proposal does not give any credence for what you would do in the situation. Instead of having a proposal, we want to create certain questions that test thought processes but do not require special knowledge of the service. Increase number of applicants and test the thought process.

Proxy Crawford leaves at 7:52pm.

M. Blair: More members have entered so we still have a quorum.

VP Wood: I see what you're doing with removing the proposal system. One aspect I worry about is without having any prior knowledge about the position; they might not know what they are getting themselves into. If they meet with the people in the current position, they are showing they want the position and get an idea of the time commitment. Is there a way to remove the proposal but encourage people to talk to the outgoing positions to learn more about it?

President Chinniah: We will not take out the part on people going to talk with the outgoing person. We will make sure that's communicated well. These positions are designed for people who do not have past experience.

President Siddiqui: Can you give me some examples of learning objectives?

President Chinniah: When I transitioned my successor to media services – the financials of the services, the goal plans, the strategic outlook. Sometimes when I transition them was on StudioQ because that was a big thing. It's a good insurance scheme that it touches on all the points.

President Palmeri: First question – with respect to new application process, do you have strategies to make the changes known to the student population?

President Chinniah: Yes

President Palmeri: With respect to application processes, how would the no-experience-necessary clause apply to those special circumstances when you are hiring mid-way.

President Chinniah: If you are hiring an application in the mid-year point, you need to consider applicants who are ready to step in. During the normal hiring period, we will hire applicants that aren't ready so we can train them and get them up to speed.

VP Letersky: in the hiring process, we hire base on potential of applicant and how thye can grow in the role. Professionalism and maturity in particular.

Rector Young: Because of those extenuating circumstances, consideration to make it part of the application process so they know that while there is no experience is required, it will be something taken into consideration.

Ended 7:59pm.

#### **IT Office:**

VP Wood: With the closure of the campus computer store, would the IT office expand?

President Chinniah: No – Amazon offers a much cheaper price.

#### **Advancement Office:**

No questions.

Representative Lawson: Was the event successful even though it was raining?

K. Chinniah: According to Kingston police, they found it successful. We have not received a negative comment. As it continues, we may be able to find funding that will not be student fees.

President Siddiqui: Concern about Reunion Street Festival, what would stop you from taking the fee away?

President Chinniah: We can say there needs to be a serious conversation on how dynamic the fee is. We do not need to expand the festival but if Assembly wants the fee to decrease, we can look for additional funding.

Cohen: At other schools, Homecoming is held earlier in the year. Can we do that?

President Chinniah: They aren't going to do that. Crowd control. First year that Homecoming came back, we had one warmer and one colder, and the warmer Homecoming was "not good".

Ended 8:09pm.

## 6.5 Consolidated Budget

Proxy Susic: Would you be able to comment on the deficits of TAPS?

VP Beaudry: The blue bar was when it was rebranded the Underground from Alfies. Actually budgeted to do better but once you add the allocated expenses in, it's about \$10,000 less.

VP Wood: What happened in 2013-2014, what happened with high revenues across the Board?

VP Beaudry: That's including allocated expenses. Starting in 13/14, the allocated expenses were admin (space costs). The VPOps at that time looked at it and dissected the costs. Although it may look like the service is doing much worse, it is most likely to do with the allocated expenses.

Proxy Lawson: Why is Walkhome to make money?

VP Beaudry: Great point. We will not add more expenses to Walkhome to make it look like \$0. The fee itself is being reviewed by the Board of Directors. Will have to keep an eye on it. Sign that the fee may have to be lowered.

VP Wood: Comment: how the budgeting was done for the commissions this year. One comment I would like to make is the fact we were reviewing the budgets six months in their portfolio when they have already spent  $\frac{1}{2}$  to  $\frac{3}{4}$  of the money already, even an online system over the summer. There was a budget not approved and we have already spent a majority of the money. Why is the CIA costs so high?

VP Beaudry: I definitely agree it needs to be adhered to. For the CIA budget, they have a lot of expenses because of the different expenses. Such as the Clubs Manger and Clubs Assistant Manager's salaries. Another big thing is running the election through the CIA.

VP Wood: POI: The numbers do show up on the minutes that were sent out so people can follow along with the numbers.

VP Wood: What is the PSE Bursary?

L. Parry: Provision for any permanent staff member if they have any child in need of funding and they are a full time student and can possibly receive a bursary as part of the total benefit package.

VP Wood: Part of AMS student fund – does part of my AMS student fee go to Journal?

VP Beaudry: Not necessarily. You are not double paying for rent and student Journal fee. The rent the Journal has to pay is put in that number. \$36,400 is the rent plus the admin charge that the Journal pays. It is exactly equivalent to the rent that is expensed out.

Rep Rigori: Who manages Equity for the AMS? We brought up the idea of studnets being involved in managing investments?

VP Beaudry: CIBC manages investments so there is a rep we speak with twice a year and he comes and visits the VPOps and GM. 60% of all investments are bond and 40% are equity. Decisions are through CIBC.

Representative Rigori: Discretionary line item for exec. Just wondering if you could give an example of a big item for staff appreciation.

VP Beaudry: For counselor and officers working for us throughout the year. A huge item is any transition expenses. We do a transition weekend with the outgoing and incoming team. Goals for the year moving forward. That's about 1/3 of that budget between \$10-15,000. We don't allow any expenses for alcohol.

Ended at 8:45pm.

## **7. Assembly Budget Package 2015/2016**

## **8. Budget 2015/2016**

## **9. Audited Financial Statements 2014/2015**

*WHEREAS the audited financial statements of AMS Inc. for the 2014/2015 year are subject to approval by the members of AMS Inc.*

*THEREFORE BE IT RESOLVED THAT the audited financial statements for AMS Inc. 2014/2015 are approved, as presented.*

Moved by: VP DeCapuala  
Seconded by: Representative Lawson

All for motion. Motion adopted at 8:46pm.

### **10. Audit Findings Report 2014/2015**

No questions.

Ended 8:47pm.

### **12. AMS Annual Report 2014/2015**

No questions.

### **13. Bylaw Amendment**

WHEREAS bylaw amendments are subject to approval by members of the corporation.

AND WHEREAS the board resolved to strike bylaw 12.2.1, in doing so permitting the Society Annual General Meeting to take place on a different day than the Annual Corporate Meeting.

THEREFORE BE IT RESOLVED that bylaw 12.2.1. is struck, as presented.

Moved by: President Palmeri  
Secunder: Representative Correy

Representative Rigori: Does anyone know why this was made a rule?

VP Letersky: Some comments made were for purposes of having the permanent members on the Board come and for students to attend all at one meeting.

All for.  
Motion is adopted at 8:50pm.

### **14. Discussion Topics**

### **15. Adjournment**

#### **Motion to adjourn:**

Moved by: Representative Correy  
Seconded by: President Garcia