

Agenda & Motions

Alma Mater Society of Queen's University Inc.
Regular Board Meeting
Saturday June 18, 2016 | 9:00 AM
AMS Board Room, Queen's University, Kingston



[PUBLIC]

Item	<u>OPEN SESSION</u>	Type	Time
1	Call to Order	Procedure	1 min
2	Roll Call	Procedure	1 min
3	Approval of Agenda	Action	3 min
3.1	<i>BE IT RESOLVED THAT the agenda of the June 18th, 2016 meeting of AMS Inc. is adopted, as presented</i>		
4	Approval of the Past Minutes	Procedure	1 min
4.1	<i>BE IT RESOLVED THAT the minutes of the April 13th, 2016 meeting in open session of AMS Inc. are adopted, as presented.</i>		
5	Reports	Information	15 min
5.1	Chair of the Board		
5.2	President		
5.3	Vice President (Operations)		
5.4	Vice President (University Affairs)		
5.5	Hospitality & Safety Services Director		
5.6	Retail Services Director		
5.7	Media Services Director		
5.8	General Manager		
6	New Business		
6.1	Update on Previous CapEx: Perfectfry	Discussion	15 min
6.2	Update on Previous CapEx: P&CC	Discussion	15 min
6.3	TAPS & TRO POS System Update CapEx Proposal	Action	15 min
6.4	Advancement Office Goal Plan	Action	15 min
6.5	Human Resources Office Goal Plan	Action	15 min
6.6	Information Technology Office Goal Plan	Action	15 min
6.7	Marketing & Communication Office Goal Plan	Action	15 min
6.8	ReUnion Street Festival Programming and Operational Plan	Discussion	15 min
6.9	Common Ground Goal Plan	Action	15 min
6.10	Common Ground Marketing Plan	Action	15 min
6.11	The Queen's Journal Goal Plan	Action	15 min
6.12	The Queen's Journal Marketing Plan	Action	15 min
6.13	Publishing & Copy Centre Goal Plan	Action	15 min
6.14	Publishing & Copy Centre Marketing Plan	Action	15 min
6.15	Queen's Student Constables Goal Plan	Action	15 min

6.16	Student Life Centre Goal Plan	Discussion	15 min
6.17	Studio Q Goal Plan	Action	15 min
6.18	Studio Q Marketing Plan	Action	15 min
6.19	The AMS Pub Services Goal Plan	Action	15 min
6.20	The AMS Pub Services Marketing Plan	Action	15 min
6.21	Tricolour Outlet Goal Plan	Action	15 min
6.22	Tricolour Outlet Marketing Plan	Action	15 min
6.23	Walkhome Goal Plan	Action	15 min
6.24	Walkhome Marketing Plan	Action	15 min
6.25	Ad-Hoc Journal Review Committee Creation	Action	15 min
7	Adjournment	Procedure	1 min



ALMA MATER SOCIETY OF QUEEN'S UNIVERSITY INCORPORATED
2016-2017 AMS Board of Directors Open Session Minutes

June 18th 2016, at 9:00AM
AMS Board Room, John Deutsch University Centre, Kingston, Ontario

ITEM 1: CALL TO ORDER

The June 18th 2016 meeting of the AMS Board of Directors was called to order at 9:06am.

ITEM 2: ROLL CALL OF MEMBERS

Present:

Q. Giordano, Chair
G. Giannopolous, Vice-Chair
C. Thompson, Vice-President (University Affairs)
D. Walker, Vice-President (Operations)
T. Lively, President
L. Parry, General Manager
A. Zhou, Corporate Secretary
B. Rudson, Student Director
J. Fonseca, Student Director
E. Trus, Student Director
C. Bevans, Student Director
M. Garcia, Media Services Director
L. Burns Scully, Retail Services Director
B. Kim, Hospitality and Safety Director

Guests:

S. Anderson, SLC Managing Director

Regrets:

D. McConomy, Community Director
M. Lindsay, Community Director

ITEM 3: APPROVAL OF AGENDA

BE IT RESOLVED THAT the agenda of the June 18th 2016 meeting of AMS Inc. is adopted, as presented.

Moved: Q. Giordano
Seconded: G. Giannopolous

No questions or comments.

All for.

Motion unanimously adopted at 9:06am.

ITEM 4: APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING

BE IT RESOLVED THAT the minutes of the April 13th 2016 open session meeting of AMS Inc. are adopted, as presented.

Moved: Q. Giordano
Seconded: G. Giannopolous

No questions or comments.

All for.

Motion unanimously adopted at 9:06am.

ITEM 5: REPORTS

ITEM 5.1: CHAIR OF THE BOARD

- All student directors have been assigned to a committee. Please keep assigned committees in mind as we progress through the agenda. (Q. Giordano)

Report ended 9:07am.

ITEM 5.2: PRESIDENT

- Please note, the not for profit act will be discussed at the meeting on Monday. (T. Lively)

Report ended 9:08am

ITEM 5.3: VICE-PRESIDENT (OPERATIONS)

- I am looking at beginning the budgetary process, and I have just begun the space operations process with Lynn. (D. Walker)

Report ended 9:09am.

ITEM 5.4: VICE-PRESIDENT (UNIVERSITY AFFAIRS)

- On Wednesday the Academic Affairs Commissioner met with USAT to discuss policy-related problems. A sub-committee will be appointed to discuss this further. (C. Thompson)

Report ended 9:09am.

ITEM 5.5: HOSPITALITY & SAFETY SERVICES

- A new espresso machine was purchased which introduces the possibility of selling two shot espresso drinks. (B. Kim)

Report ended 9:10am.

ITEM 5.6: RETAIL SERVICES DIRECTOR

- No comments or questions.

Report ended 9:10am.

ITEM 5.7: MEDIA SERVICES DIRECTOR

- The Journal is working on a second issue of the summer this weekend. (M. Garcia)

Report ended 9:10am.

ITEM 5.8: GENERAL MANAGER

No questions or comments.

Report ended 9:10am.

ITEM 6: NEW BUSINESS

ITEM 6.1: UPDATE ON PREVIOUS CAPEX: PERFECTFRY

- The old Autofry has been around for 16 years, it has since been replaced with a Perfectfry. This purchase was made by Kyle Beaudry at the end of his term, it is covered under Section 4.5.2.1 of the AMS Board of Directors Policy Manual. (D. Walker)

Discussion ended 9:12am.

ITEM 6.2: UPDATE ON PREVIOUS CAPEX: P&CC

- An emergent capital approval was made on April 25 to update POS systems at the P&CC. This expenditure was made to comply with PCI standards and updated systems from Windows XP to Windows 7 Pro. (D. Walker)

Discussion ended 9:14am.

ITEM 6.3: TAPS & TRO POS SYSTEM UPDATE CAPEX PROPOSAL

- The current point of sale systems are no longer compliant with Payment Card Data Security Standards since they still run on Windows XP. It is important to maintain safe standards as these systems obtain debit and credit card information. Upgrading to Windows 7 will require expenditures of \$32,900. During this process, two POS systems at the Tricolour Outlet will be eliminated because they have seldom been used and are taking up space. (D. Walker)
- There is a possibility of updating the systems to cloud storage, however it would raise concerns about the security of this sensitive information. This was the most the yearly turnover could handle due to cost issues and issues with who has access to the data and getting easy access to IT services. (D. Walker)

BE IT RESOLVED THAT the AMS Board of Directors approve the capital expenditure of \$32,900 for the POS System Update at Tricolour Outlet, the Queen's Pub, and the Underground including all installation costs, from RCHB Services to be depreciated over 5 years.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 9:22am.

ITEM 6.4: ADVANCEMENT OFFICE GOAL PLAN

- Last year was the first with the Officer of Advancement position. The office and executive covered the ReUnion Street Festival which received some funding from Queen's. It had 6-7 objectives, but the metrics for evaluating its effectiveness weren't clear. (T. Lively)
- It is difficult to establish trust with the Campus Activities Commission as an expert on sponsorship as there has been some distrust between the AMS and various clubs. Receiving recognition may come in a year or two but the office will be viable for many years to come. (T. Lively)
 - Look at modifying objectives. Fundraising goals can be raised by a certain amount to communication value for office. (C. Bevan)

- The 175th anniversary of Queen's will provide opportunities for branding and events. It is a potential chance to build relationships, and talk about sponsorships obtained to gain more trust. (T. Lively)
- There is a closer relationship now with the QUAA and Advancement Office. One differentiating factor is the logistics of the relationship. For instance, there are now potential mentorship opportunities. (T. Lively)

Motion to approve the Advancement Office Goal Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 9:29am.

ITEM 6.5: HUMAN RESOURCES OFFICE GOAL PLAN

- Removing the proposal from salaried staff applications was effective at increasing the number of applicants. We are looking at the offices and at HR policy to find ways to improve professional development and training. We are also looking at how to further improve marketing. (T. Lively)
- The HR Suite is a new system for fall hiring. It tracks policy as well as the enforcement of policy (e.g. age requirements). This will help address difficulties in enforcing compliance. (T. Lively)
 - Compliance is a longstanding problem because everything is manual. We must think about collecting and sorting existing data. (L. Parry)
- It is also important to improve internal processes, Emma had to spend a long time organizing things on her computer and finding templates. This will be discussed in a future meeting. (T. Lively)
- The HR office has become a place to vent frustrations, but this does nothing for recurrent issues. Unhappy staff are encouraged to talk to the Executive or General Manager as there is no anonymous forum for this. (T. Lively)
- The wellness credit and nutrition credit are going well, there have been no complaints. (D. Walker)

Motion to approve the Human Resources Goal Plan.

Moved: Q. Giordano

Seconded: D. Walker

Motion unanimously adopted at 9:40am.

ITEM 6.6: INFORMATION TECHNOLOGY OFFICE GOAL PLAN

- Last year was the first time with permanent staff. Now building on work from last year (standardizing processes, working on document management systems). With the Marketing and Communications Office the website is being made more user-friendly. (T. Lively)
- iTrack will keep track of problems and solutions used for previous problems. Trying to improve the process of how competing projects are looked at. Working on getting better criteria. (T. Lively)

Motion to approve the Information Technology Office Goal Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 9:47am.

ITEM 6.7: MARKETING & COMMUNICATION OFFICE GOAL PLAN

- Focusing on improving the quality of marketing research, increasing social media presence, and working on website. Priorities include personifying the AMS, increasing engagement, improving visual identity. (T. Lively)
- Issue of decentralization will never be solved. There have been issues in the past with inconsistent messaging because of the vast number of volunteers. (T. Lively)
- Many of those working on social media are doing marketing for the first time and don't know about marketing and branding strategies. Targeted marketing is a recognized problem. We are trying to bring in real life personalities on social media. Currently working on creating preset Instagram pictures, templates and stock photos. (D. Walker)
- There are no templates for crisis management as it is hard to predict the kind of issues that may come up. (T. Lively)
- There have been no marketing metrics used in previous years, looking into getting that information for this year. (T. Lively)

Motion to approve the Marketing and Communication Office Goal Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 9:59am.

ITEM 6.8: REUNION STREET FESTIVAL PROGRAMMING AND OPERATIONAL PLAN

- This plan should be treated as an appendix to the Advancement Office Goal Plan, there is no motion for it. (T. Lively)
- The plan is not fully up to date, many of the times have changed. Currently putting together a proposal for city council and sending invites to the steering committee. Everything marketing-wise will be done by June 23. The board will be updated again about the progress of the street festival. (T. Lively)

Discussion ended 10:03am

ITEM 6.9: COMMON GROUND GOAL PLAN

- 2013-2014 was the best year for the Common Ground, mainly because of the success of the Brew and sale of bagels and cream cheese. The next year the COGS increased faster than revenue leading to a lower surplus. Prices have not changed in many years despite inflation. New priorities include expanding the capabilities of the Brew, improving customer service at the Common Ground, and increasing food sold (e.g. Mac and Cheese). (B. Kim)
- To improve customer service, the accountability of staff will be improved. Common Ground management will be creating electronic customer service reports to critique and congratulate staff immediately. Staff will be taken aside after and during shifts for debriefs. Also, if management notices issues they will be pointed out immediately. (B. Kim)
 - Management evaluations happen once a semester, lasting 5-10 minutes. Management training will be updated to include how to approach staff with feedback. (D. Walker)
 - Want to establish a culture that normalizes constructive criticism. (L. Burns Scully)
- Financial sustainability is an important priority, currently going through portioning and pricing in spreadsheets. Looking to increase sales at the Brew and improve keeping track of inventory. (B. Kim)
- The deficit was largely due to the decrease in sales because of inadequate marketing which was not done in the same volume as in the past. (B. Kim)
 - There were also internal issues with a lack of prioritizing portfolio work and customer service not being as up to date as possible. The exchange rate has also affected COGS because of our American suppliers. (D. Walker)
- Currently, the purchasing manager manually counts inventories. Looking into making an accurate account of waste and looking at spreadsheet errors from the last year. (B. Kim)

Motion to approve the Common Ground Goal Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 10:19am.

ITEM 6.10: COMMON GROUND MARKETING PLAN

- Marketing the Brew is a huge priority as it is a new establishment. However, it is acknowledged that the Cogro needs a strong presence as well. Looking into getting some marketing metrics with the marketing manager who is coming in July. Improvements to Cogro will be based on those metrics and findings about Cogro's consumers. (B. Kim)
- There will be templates created for quick campaigns during marketing lulls. (B. Kim)
- Cogro is meant to be a hub of student life while the Brew is a hidden gem with a quieter, more relaxed experience. However, both provide similar services. (B. Kim)
- Renting the Brew (e.g. open mic nights) was only done because the Brew would not be used during those times. (B. Kim)
 - Open Mic Night wouldn't be appropriate at the Cogro. (D. Walker)

Motion to approve the Common Ground Marketing Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 10:30am.

ITEM 6.11: THE QUEEN'S JOURNAL GOAL PLAN

- Deficits were largely due to lack of advertising revenue. For the next year there will be a head sales representative to manage sales representatives for print and web advertising. (M. Garcia)
- The goal is to make \$1,500/month as the previous target of \$32,000 for the year was unreasonably high. This goal will increase annually. Advancement campaigns are a potential non-advertising source of revenue. (M. Garcia)
- Looking at improving capturing and analyzing data about paper pickup locations and frequency. Will be reducing editions from 20 pages per issue to 16 and using the website to hold the other content. (M. Garcia)
- Contracts with printing companies are based on the volume of copies printed, not pickup rate. Current system of metrics is not foolproof, papers are manually counted by the delivery person. Looking for a better way to analyze print readership as pick-up does not necessarily mean readership. (D. Walker)
- Increasing contributors by 10 per issue and improving quality are not necessarily conflicting goals. The articles are reviewed by the editor before being published. Most editors have contributed in the past and have guidelines for the quality of articles. (M. Garcia)
- To address libel-related issues, the Journal consults with Queen's Legal Aid and the in-house counsel comes in once a year. (T. Lively)

Motion to approve the Queen's Journal Goal Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 10:43am.

ITEM 6.12: THE QUEEN'S JOURNAL MARKETING PLAN

- Focus on increasing contributor base and readership. Difficult for the public to understand how to contribute, right now the contribute section is at the bottom. Metrics are easier to evaluate on the website. Googly Analytics has been used to analyze readership with some accuracy. (M. Garcia)
- Printing will be kept consistent, reducing the paper count will not change the amount paid. (M. Garcia)
- The Journal's Business Manager is arriving in July to discuss increasing advertising revenue. (D. Walker)
- Sales representatives and managers are on commission, this is an incentive to increase advertising. (M. Garcia)

Motion to approve the Queen's Journal Marketing Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 10:49am.

ITEM 6.13: PUBLISHING & COPY CENTRE GOAL PLAN

- In a stable position, the course packs comprise over 60% of sales but its sales are dropping so the P&CC is diverting from course pack revenue to focus on other items with high margins (e.g. wide format printing, binding). The drop in course pack revenue is largely attributed to errors in course packs leading to dissatisfied customers and loss of trust from students and professors. However, last year was relatively error-free. (L. Burns Scully)
- Difficult to reach professors as they typically think of the Campus Bookstore first. (L. Burns Scully)
- While establishing itself among first years and professors is important, a caveat is that many courses are moving online and are already strongly established with the bookstore. (L. Burns Scully)

Motion to approve the Publishing & Copy Centre Goal Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 10:54am.

ITEM 6.14: PUBLISHING & COPY CENTRE MARKETING PLAN

- The P&CC is in a good position and has strong recognition. Marketing is being split up by year and service. (L. Burns Scully)
- The free posters during Orientation Week were very well received, both Studio Q and the P&CC were featured. The posters have high margins and are fast to create. Studio Q takes a great picture, the P&CC prints it out as a poster and sells it at the Tricolour Outlet. Looking to tap into using historic photos to entice alumni consumers. (L. Burns Scully)
- Selling during Orientation Week is more convenient at the Tricolour Outlet, otherwise the P&CC would struggle with competing through price. (L. Burns Scully)

Motion to approve the Publishing & Copy Centre Marketing Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 11:00am.

ITEM 6.15: QUEEN'S STUDENT CONSTABLES GOAL PLAN

- In 2015-2016 the uniforms were changed from yellow to grey, this was effective in improving staff morale. Yellow was too intrusive, not the best in a club environment. In 2013-2014 there was a lack of initiative from new hires to address issues, they relied heavily on senior staff. In 2014-2015 there was an internal management issue. Goals and budgets had to be re-evaluated and many were not carried out. The video ad was sent out, leading to more popularity in the underground. (B. Kim)
- The mandatory fee for Student Constables did not pass due to a lack of marketing and communication of needs. In the future it is hoped that the fee will be increased to improve accessibility to StuCon services. (B. Kim)
- Next steps include more critiquing and less experiential training, improving the professionalism of service (e.g. being gently reminded rather than thrown out), increasing class talks, improving the use of stock images, improving structure/organization. Hoping to increase wages to increase retention of staff. (B. Kim)
- The fee increase is important to increase wages and retain workers as well as subsidize the fees paid by university organizations that require StuCon services. (B. Kim)
 - As well, if there is increased physical activity or alcohol being served at an event, the AMS becomes liable for any event that occurs, even if we do not know about it. To prevent these incidents, Student Constables are mandated at every event. If StuCon fees are too high, clubs may be unable to hire them and run the event without security or insurance. The AMS would be liable for any damages incurred. (D. Walker)
 - The QSC surplus only covers the wage increase previously passed by the board. Necessary subsidies and education about the StuCons would need to be supported by a modest fee increase. (D. Walker)

Motion to approve the Queen's Student Constables Goal Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 11:14am.

ITEM 6.16: STUDIO Q GOAL PLAN

- Biggest issue is with the Athletics and Recreation contract. The number of games has decreased and the amount paid per game has decreased. (M. Garcia)
- Last year there was a live stream manager, while there is potential with this we don't recognize it as viable. (D. Walker)
- ASUS does photos for free, but the quality of Studio Q's photos is significantly higher. As well, since it is a free service there is little accountability for the services provided. (M. Garcia)
- Last year, managers were responsible for keeping track of equipment and for keeping the equipment secure. Only staff and managers have access through traceable key cards. (M. Garcia)

Motion to approve the Studio Q Goal Plan.

Moved: Q. Giordano

Seconded: T. Lively

Motion unanimously adopted at 11:23am.

ITEM 6.17: STUDIO Q MARKETING PLAN

- Studio Q has been rebranded as the new provider of design and media services at Queen's. Keeping social media up to date is important to facilitate this. Hoping for future partnerships with other AMS services. (M. Garcia)
- The extended Kingston and Queen's community (not just the AMS) is another focus of Studio Q. (M. Garcia)

Motion to approve the Studio Q Marketing Plan.

Moved: Q. Giordano

Seconded: B. Rudson

Motion unanimously adopted at 11:55am.

ITEM 6.18: THE AMS PUB SERVICES GOAL PLAN

- 2013-2014 focused on rebranding the Underground from being Alfie's. The next year there were only a few people per night in the first semester, frost week helped business pick up in the second semester. In 2015-2016 the Pub did not sell as much because of internal personnel issues, decrease in quality of customer service, and insufficient marketing. (B. Kim)
- Trying to create a chip promotion to address long wait times and creating an atmosphere for constructive criticism by redoing the Underground office. Re-evaluating formulas for food costing and re-evaluating waste. (B. Kim)
- There are no scheduled breaks in the kitchens, staff members are encouraged to ask for breaks if needed. There is potential for air conditioning in the Pub. There are no wellness assessments except through the number of rehires. (B. Kim)
 - Breaks are mandated by law, perhaps we can allow staff to take breaks during downtime. (G. Giannopolous)
 - It would increase wages significantly, but this is something that can be looked into. (B. Kim)
- There is no concrete number for the projected deficit at this time, it will be provided at the meeting next month. (B. Kim)
- Staff performance during training in September and October is a standard used for wait times. (B. Kim)
 - Currently implementing strategies to collect statistics and evaluate the current situation. (D. Walker)

Motion to approve the AMS Pub Services Goal Plan.

Moved: Q. Giordano

Seconded: J. Fonseca

Motion unanimously adopted at 11:49am.

ITEM 6.19: THE AMS PUB SERVICES MARKETING PLAN

- Focusing on Saturday marketing efforts and advertising. Focusing on showing the Pub and showing competitive pricing. Will be training managers on how to market the pub. Moving forward the marketing efforts will be more consistent. (B. Kim)
- Cross promotion between QP and the Underground may not be the most feasible idea since QP doesn't get busy until midnight. (B. Kim)

Motion to approve the AMS Pub Services Marketing Plan.

Moved: Q. Giordano

Seconded: D. Walker

Motion unanimously adopted at 11:55am.

ITEM 6.20: TRICOLOUR OUTLET GOAL PLAN

- The Tricolour Outlet has been struggling in recent years. Sales have decreased to \$1.4 million. A big reason is pricing. To keep prices competitive sales margins have dropped to 36% which is unsustainable. There have been struggles in the past couple of years as the store did not market itself. After several years with the same clothing the market has become saturated. Looking to continue to be a trendy store (which differentiates us from the Campus Bookstore), increase services (e.g. custom clothing and school supplies), improve operational efficiency, recode items in the store, and reduce the error rate. (L. Burns Scully)
- Recoding must be done in the POS system, all items in the store must be retagged. Want to get through as many items as possible but it would be unrealistic to expect that all items will be recoded. Bigger items will be done November or December. (L. Burns Scully)
- The winter line is being released after January to try to create a market after Christmas and get people looking at other items. (L. Burns Scully)

Motion to approve the Tricolour Outlet Goal Plan.

Moved: Q. Giordano

Seconded: D. Walker

Motion unanimously adopted at 12:17pm.

ITEM 6.21: TRICOLOUR OUTLET MARKETING PLAN

- Marketing is a growing issue as there is a large variety of items to market. The clothing will typically sell itself. Working on approaching first years especially to sell bus tickets. (L. Burns Scully)

Motion to pass the Tricolour Outlet Marketing Plan.

Moved: Q. Giordano

Seconded: B. Rudson

Motion unanimously adopted at 12:20pm.

Motion to adjourn until 1:00pm.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 12:20pm.

S. Anderson, SLC Managing Director, enters at 12:55pm.

ITEM 6.22: STUDENT LIFE CENTRE GOAL PLAN

- Currently focusing on customer service and removing ancillary (mail, storage, lost and found). There is now an online room booking service (CheckFront). (S. Anderson)
- There will be a 2-4 month assessment with an architectural firm, direct public consultation (referendum, survey), and board consultation to determine the changes to be made to the SLC. (S. Anderson)

Motion to approve the Student Life Centre Goal Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 1:07pm.

S. Anderson leaves at 1:07pm.

ITEM 6.23: WALKHOME GOAL PLAN

- Last year finished with an unexpected deficit of over \$4,500. In March and April there were reports that students were followed when walking home during the night time. More staff were hired during that time, increasing the wage expense. (M. Garcia)

- GPS has been added to radios, increasing the accountability of staff. It will also help give patrons an educated estimate of how many minutes they can expect to wait. (M. Garcia)
- The Walk for Any Location campaign has been effective at reducing stigma around Walkhome, showing that it is not only for intoxicated students. (M. Garcia)
- With the increased enrollment for next year, Walkhome will require more staff or patrons will experience longer wait times. (M. Garcia)
- Utilization rates have shown that there are fewer people working in the beginning of the night and more during the middle of the night. There are extended hours during exam season and more walks are requested during March and April. Metrics are checked weekly to evaluate the effectiveness of each shift. (M. Garcia)
- The target is to have three walks per team per night with each walk being about 31 minutes. Trying to push for 4-5 walks per team per night. Busier nights will have 6-7 walks per team per night. (L. Burns Scully)
- There have been talks about the logistics of creating an app, particularly about how to protect anonymity. The goal is for the app to be completed for Frosh Week and analyze how frequently it is used during that period. (M. Garcia)
 - It is important the we release a finished product, meeting the deadline should not compromise the quality of the app. (D. Walker)

Motion to approve the Walkhome Goal Plan.

Moved: Q. Giordano

Seconded: B. Rudson

Motion unanimously adopted at 1:16pm.

ITEM 6.24: WALKHOME MARKETING PLAN

- Want to continue Walks for Any Location as it comprised most of the marketing, want to change Walkhome's image from being for drunk students to being a program that allows patrons to have someone to talk with. (M. Garcia)

Motion to approve the Walkhome Marketing Plan.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 1:18pm.

B. Kim, M. Garcia, and L. Burns Scully leave at 1:19pm.

ITEM 6.25: AD-HOC JOURNAL REVIEW COMMITTEE CREATION

- Members include Georgie Giannopolous (Chair), Ben Rudson, Quinn Giordano, and Michael Lindsay (Community Director), Lynn Parry (non-voting member), Carolyn Thompson, Tyler Lively. (Q. Giordano)

- The first meeting will establish the direction of the committee, but financials is a great place to start. (D. Walker)
- Singling out financial sustainability should be avoided since we are trying to address a number of risks. Looking at outstanding structural issues, recurring risks, liability is a better direction for the objectives of the committee. (T. Lively)
- Mandate: That the Committee develop a series of reforms based on the 2007 Journal Report that address outstanding structural issues and risks affecting the Queen's Journal and evaluate current and potential risk mitigation strategies.

Motion to approve the creation of the Ad-Hoc Journal Review Committee.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 1:28pm.

Motion to open the agenda.

Moved: Q. Giordano

Seconded: G. Giannopolous

Motion unanimously adopted at 1:29pm.

ITEM 7: ADJOURNMENT

Motion to adjourn.

Moved: Q. Giordano

Seconded: R. Rudson

Open session ended 1:32pm