



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

March 9, 2016 at 7:00PM
New Medical Building, Room 132A, 15 Arch Street, Kingston, Ontario

ITEM 1: CALL TO ORDER

Meeting was called to order at 7:16pm.

ITEM 2: ROLL CALL OF MEMBERS

ITEM 3: APPROVAL OF AGENDA

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

Moved: President Kanivana

Seconded: Q. Giordano

Motion adopted at 7:17pm.

ITEM 4: APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING

BE IT RESOLVED THAT the minutes of the Corporate Special General Meeting of AMS Inc., held on November 10, 2015, are approved as presented.

Moved: VP Beaudry

Seconded: VP Letersky

Motion adopted at 7:18pm.

(11) Appointment of the Auditor 2015/2016

ITEM 5: REPORTS

ITEM 5.1: CHAIR OF THE BOARD

Report ended 7:21pm.

ITEM 5.2: HOSPITALITY & SAFETY SERVICES

- Purpose of TAPS is to provide a safe environment for students, are there concerns as the Underground gets more popular those instances of student safety could be at risk? (Proxy Crawford)
 - In respect to Bieber Fever, poor planning. Need more staffing, making sure line control is there. On our part to be more proactive. (S. Harper)

Report ended 7:39pm.

ITEM 5.3: RETAIL SERVICES DIRECTOR

- You're a non-profit corporation on a corporate basis. Can you speak more to aiming for a lower surplus? (Rigers)
 - The whole picture when you're looking at the number at the end of the day. Just because we have a corporate service, doesn't create cause or reason to have expenses you cannot justify. Important that we should be amazing for a lower surplus to make sure the service is operating as efficiently as possible. (K. Beaudry)

Report ended 7:53pm.

ITEM 5.4: MEDIA SERVICES

- Do you have any statistics on readership and trends on last couple of years? Are more people reading and interacting with the Journal before? (Proxy Crawford)
 - Pick up rates are hard to monitor. This year the team has started with the delivery person. But online we have seen a huge increase. About 40-50% of viewership since last year. (E. Fuller)
- You mentioned increasing the contributor base. Are there faculties or years who are areas of growth? (S. Anderson)
 - I don't know the specifics. They're not necessarily taking a tally from who's from what. (E. Fuller)
- Is it a goal for StudioQ to get back the contract for athletics?
 - Minimum of 12 and did about 17 games and we are resigning. Hopefully getting 80 games back. 80 is a lot and not necessarily all that it is worth. Our goal now is to get more to the 40-50 game range. (E. Fuller)
 - To fulfill the previous obligation, they would have to buy a lot of equipment that would cause depreciation that would have cost the AMS about \$65,000. Where we ended up with the contract is smaller scale and not just have one single line item of the service. (K. Beaudry)

Report ended 8:03pm.

ITEM 5.5: VICE-PRESIDENT (OPERATIONS)

- Another trend that was mentioned was the one less week, do you not have the same 12-week term? Just curious how that is affecting the financials? (Proxy Crawford)
 - We started school one week later. The week the services are operating are different then the schools. So it shows one week the services could have operated. (K. Beaudry)
- Curious as to how the corporate services that are governed under the commissions performed (S. Anderson)
 - When we did the revenue breakdown, they were listed. We can send out the slides. They were all around budget. SMART will have a small deficit. Their workforce increased so they could serve more people. Food Bank will be netting out around zero as well. (K. Beaudry)
- Could you give us an example of cost that was on Assembly last year that wasn't on this year? (T. Bennett)
 - Example: staff appreciation event. A hotel room was booked from an evening event that was relatively expensive and it was canceled this year. (K. Beaudry)
- Is there expansion for the criteria that the plan includes?
 - I've had very preliminary conversations with our broker to see if our coverage we provide could be increased. Not specifically adding a new category. Covered for a max. per year and max. per visit. What we've heard from students is that they will never reach the max. per year, but it's only covering a certain percentage of the visit. We do need to do a bit of balancing because there will be an associated cost on the insurer side. (K. Beaudry)
- From last Corporate meeting, there's 7-10,000 spent on exec and counsel appreciation, and would like to hear about that. (Rigers)
 - Fall presentation was for the budget. Two different lines: VP discretionary account, that will be relatively on track to budget. Other area is the Assembly line, \$10,00 below budget. Hoping to do more for the staff. More important to us than the larger scale expense of events that we have done in the past (K. Beaudry)
- There's been a decline in all the services in terms of surpluses. The reason given this year is more on optimism in budgeting and Canadian dollar, however it seems to show it's more than just that. Are there any more factors beyond that? (Proxy Crawford)
 - I think it depends on the specific example. Could be case of management team not raise their prices (i.e. CoGro) and something they'll have to look at next year. At that point, it becomes incremental. On other side, a lot of expense management. Another example is looking at honouraria and having those discussions, because it's not enough to just say yes another deficit, but student opportunity so it's okay. But how much is too much to lose and how much opportunity do you have to give so it balances out and I think the Journal is a good example of that. (K. Beaudry)
- You mention that a lot of businesses and services are reaching maturity. Do you think there's a chance for a new blue ocean strategy? (A. Lopez)
 - Before we look at new services is to look at the services we are currently offering and cutting costs and running more efficiently. Then being able to operate in new framework. How else can we be running this subset of services we already do. Then we can survey students. But for us, the discussion goes back to space and

how we do it. So we've been more focused on collaborating with student services first. (K. Beaudry)

ITEM 5.6: PRESIDENT

- Any plans to share that with the faculty societies? (Proxy Crawford)
 - We have shared it (for example, Fall Reading Week survey). We tend to obtain marketing research for a cross-section of students. It's something the Board wants us to move towards and the next administration would like to test faculty-specific temperaments. (K. Chinniah)
- Have you communicated the categories of information you do have? (S. Anderson)
 - We haven't because we test very specifically AMS questions. For example, what kind of customer comes into Common Ground. In that case, we compete with faculty societies and wouldn't want to share that information. As we develop further, we can start targeting individually faculties more. (K. Chinniah)
- As the Marketing Communication brand improves, will we start seeing internal charges to use it to the research to keep the allocation fair? (S. Anderson)
 - We are starting to centralize it at an AMS level. Some of the changes we made to the marketing communication office to make it more an area that the executive can test the temperament of students over a wide area. More interested in overall operations mean. More advocacy driven products at an executive level. (K. Chinniah)
- In the report, you wrote that you made some movement in developing the first steps in developing our advancement infrastructure. Do you think the AMS should have an entire office dedicated to advancement initiatives? (T. Lively)
 - Next President should evaluate to see if the central advancement office could create units within the AMS to create stewardship. It's not enough in a year to determine. (K. Chinniah)

Report ended 8:38pm.

ITEM 5.7: GOVERNANCE COMMITTEE

Report ended 9:04pm.

ITEM 5.8: LONG-TERM STRATEGIC PLANNING COMMITTEE

- From the expansion of Queen's Pub and Journal space area, I assume that means the QUIC is gone? (Proxy Crawford)
 - The plan is for the 67 Union Street project for the renovation of the PEC to be a totally new and expanded building. A new location for the QUIC. (A. Aguilar)
 - Some of our discussions have been surrounding what kind of spaces would be evacuated from the JDUC and QUIC is slated to become part of the Health and Wellness Centre, so we've made that plan with that assumption in mind.

Report ended 9:15pm.

ITEM 5.9: FINANCE & RISK COMMITTEE

Report ended 9:17pm.

ITEM 5.10: PERSONNEL COMMITTEE

- Example of how you would quantify equality vs. quantity for students? (S. Anderson)
 - For staff, we're thinking of a survey mid-point and the end of the year. For value of students, how often they use the service, etc. Idea is to start with these surveys and get that data. (A. Dungca)
 - Looks very good, good job. (S. Anderson)

Report ended 9:28pm.

ITEM 5.11: SPECIAL PROJECTS

- I think many groups on campus may not be aware. I want to know if there are any plans in future years on how it is marketed in future years (Lucas)
 - Jennifer Williams sent an email to all clubs on campus. While we did an info graphic, we hope to send it through faculty societies and continue to do that smaller targeting through email. (S. Letersky)
 - We did get a high number of applicants this year so it seems this is improving. (Q. Giordano)

ITEM 6: NEW BUSINESS

ITEM 6.1: ELECTION OF STUDENT DIRECTORS

INSERT NON-STUDENT DIRECTOR: MCCONOMY

Moved; President Chinniah
Seconded VP Beaudry

- Served the Board for six years now and has expressed interest in continuing. (M. Blair)
- What do you think are the advantages of having three non-student directors on the Board? (A. Aguilar)
 - I think it's really important to have a corporate memory. People who have been involved for a period of time. Gives you a sense of continuity. When I first sat on the Board, we were very concerned with Common Ground. When we moved into the Queen's Centre, I was very concerned about not getting traffic to the second floor. It has done really well and continues to service students by keeping the prices down. If we had only student members on the Board, there may have been only a one year time frame on the deficit and not give it the opportunity to rebound and perform very well. Different perspective. (D. McConomy)

Motion adopted at 9:41pm.

- Dan Coderre, another Community Director, his term will be ending as of April 30th so the search is on. A new person will be appointed for the next academic year. (M. Blair)

- Student Directors will be called upon to Chair one of the Board committees. Which committee would you like to chair and what experiences make you relevant? (T. Lively)
 - Finance and Risk committee is a committee to which I'm uniquely qualified. I can rely on my academic experience in Commerce, but furthermore my work experience with the CPPIB. (C. Bevans)
 - Going back to my role last summer, another role I was asked to fulfill in that was advising Canada's only rural health research institute. I looked at organizational and strategic history of that young non-profit and advise them in moving forward. Advised them in social value. Going back to Ara's committee of trying to facilitate science into initiatives and balancing it with institutions. Focused on community outreach and finding those tangible measures. I think that would be valuable experience in finding methods and strategies to pursue that data. (J. Fonseca)
 - Long-term strategic planning committee. Saw a lot of bold, blue skies and when you analyze them with the double-bottom line, I think that's a really exciting proposition. I've had a lot of experience organizing group and ensuring the discussion is effective. (J. Gibbard-McCall)
 - Personnel committee due to my experience last year on the personnel committee in HR and passion for HR. Working as a staff level, then manager and now officer, I have seen how our policies have affected students as a whole and our recruitment. Personnel committee has a great opportunity to expand on that. (M. Jackson)
 - Also long-term strategic planning committee. I've always focused on the big picture and the double bottom line is extremely important. Kanivana mentioned not to focus on doing more, but doing better. But I think the big picture is making the student experience better and focusing on the small things affecting our student experience. (E. Lipworth)
 - Most passion about Social Value Committee. Open ended, have to understand bias, significance of data, and how we can forecast it and what we can do to identify potential areas of change from this data. Given my background in math and engineering, I would feel very comfortable in this facet. (B. Rudson)
 - Personnel committee. Using jurisdiction to update the job descriptions of the corporation, to make them as easy as possible to understand. Lot of potential to go through that policy and something I've had experience with to help with the ASUS Human Resource Policy Manual. I would like to take those skills and apply them to the personnel committee. (E. Trus)

- My experience this year sitting on the Board. It's important for Student Directors to look back at the big picture instead of specific details. Could you give an example of a situation or time where you took a step back from a problem and apply big-picture thinking? (K. Beaudry)
 - Outline the problem. (C. Bevans)

- Working with pharmacy graduate students and working in a professional school setting where I'm trying to analyze a problem and stuck with looking at scope of profession. I was looking at how to better provide addiction services to rural patients. What I found was there are so many healthcare practitioners that have a role to play. Took a step back in the different roles of physicians (J. Fonseca)
- Orientation Week. On SOARB this year and next year get enthralled in a certain piece of policy or motion, but I think it's important to say what is orientation week here for and what you are really doing and address the problem and change what we are doing to fit what we need to do. (J. Gibbard-McCall)
- As SMART Head Manager, I wanted to buy a new truck. When I was faced with the questions saying it would be easier or benefit the service, but when I got into the proposal for capital expenditure, I had to ask those tough questions. There are so many other facets of that idea. (M. Jackson)
- Worked at music camp. Big part of what I did was not just teach individual students music, but create environment of positive community. Focusing on documenting everywhere I was putting this money, that I showed this family that I was using this money positively. (E. Lipworth)
- Opportunity in a chemistry lab and working with masters students. I started to see that there are a lot of inefficiencies. The data had to be thrown out. Started looking for a better way to do it. Increased accuracy of results and reduced testing time by about 50%, (B. Rudson)
- Had to take a step back in society. Easy to get bogged down in the current policy. But need to evaluate from the ground up. Can we find a new way that works to serve the students of the society and can we better serve the internal structures of the society. Evaluating from a holistic perspective (E. Trus)
- What's one thing that separates yourself from other applicants that is not really a position per say, but a way of thinking or something that you would bring personally. (A DeCapuala)
 - Understanding both the social and financial side. Being on both sides of a Board. (C. Bevans)
 - As a first year student, I know there's a lot to learn and being on a Board with strong individuals and taking advantage of a learning opportunity is something I'd like to have in the back of my mind. (J. Fonseca)
 - Being Manager of Campus Equipment Outfitters has given me that experience, can relate more. (J. Gibbard-McCall)
 - Have really developed a passion for HR in my role. Developed a need or want to provide more to students (M. Jackson)
 - Ambitious, I'd bring understanding that ideas are logistically and financially feasible. (E. Lipworth)
 - Balance of short term and long term of vision and goals. Done through triathlons. Often there is a trade off, but find to make short term goals happen but maintain long term goals for down the road. (B. Rudson)
 - Dual citizen between Canada and United States. (E. Trus)
- Climate change – what role does environmental advocacy plan on the Board? (L. Dowling)

- Need to balance social value as well as financial ramifications of those agreements. Variety of organizations within the AMS that are tremendous in forwarding this mission. (C. Bevans)
- Agree with Connor. (J. Fonseca)
- Double bottom line. Not sure where it sits within the Board; something to look at going forward (J. Gibbard-McCall)
- Same points. (M. Jackson)
- Small things; printing less, documents online. More than happy to look into it with your suggestions. (E. Lipworth)
- Do believe there is a spot on environmental initiatives within the Board. Appreciate if Board is using that material to use for decision-making instead of making new committees on that. (B. Rudson)
- Agreement, especially for the triple bottom line. Need to determine if this concept is applicable to the Board. Could perhaps do a pilot project to evaluate its effectiveness. (E. Trus)
- If you had to get rid of one of the committees, which would you get rid of and why? (President Garcia)
 - Look for ways to consolidate committees. Stick to schedule as much as you can. Difficult question to answer, but in that situation, having rotating committee works. (C. Bevans)
 - Existence of Long Term Strategic Planning committee. Having committees is more a short-term evaluation from a procedural standpoint. (J. Fonseca)
 - Every function on the Board is necessary for the improvement. Perhaps merge committees. (J. Gibbard-McCall)
 - Personnel Committee – reshaping or changing to get a broader look/perspective. (M. Jackson)
 - Personnel. (E. Lipworth)
 - More a consolidation between Social Value and Long Term Strategic Planning. Important to have that focus. (B. Rudson)
 - Governance Committee is consolidated with Personnel committee. (E. Trus)
- How do you identify the brand of the AMS and how students should identify with that brand? (Q. Giordano)
 - That it reflects the students itself. Diverse organization. (C. Bevans)
 - Making the AMS as Connor mentioned as student identification with Queen's itself. As first year, it's hard to understand what the AMS really is because it's so intertwined. (J. Fonseca)
 - Lots of ways to serve our students and don't need to have one unify brands. Allows us to serve more students. (J. Gibbard-McCall)
 - Get disconnect between students we run, but dis-attachment between corporate services and government side. Can we show students how much we can provide for them? It's so much more than just a student government. (M. Jackson)
 - Haven't worked with the AMS yet. Services we are providing. (E. Lipworth)
 - AMS is really the student experience at Queen's. And that is defined by the student. (B. Rudson)

- Can make the argument that the AMS is Queen's and Queen's is the AMS. I view a core part of our brand being a place to succeed in elections and faculty societies. How can we make the society a better place? (E. Trus)
- What's something a society has implemented in their services that you would like to improve in the AMS? (Tristan)
 - Improve seating in the Common Ground. Keeping in touch with student demand. (C. Bevans)
 - Student Constables. First year, frosh week experience, having StuCons play an active role. Orientation week is the first glimpse of the AMS. (J. Fonseca)
 - Much better job essentially on professional development and building a connection and network. (J. Gibbard-McCall)
 - One of opportunities that was run is the Secret Shopper program – beneficial on multiple levels. Important for service staff to improve service. (M. Jackson)
 - Publicizing what the positions are more than they are, as well as expressing what the AMS does and getting that education to the every day student. (E. Lipworth)
 - Untapped potential for TAPS. Can try out and expand its role in the summer and tap into the temporary visitors (B. Rudson)
 - Tricolour Outlet. Evaluate how students are consuming products from Tricolour Outlet and how it can expand to better reflect habits. (E. Trus)

Ended 10:58pm.

ITEM 7: ADJOURNMENT

Motion to adjourn.

Moved: K. Chinniah

Seconded: E. McElroy

Motion carried.

Meeting adjourned at 11:04pm.