



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

October 24<sup>th</sup> 2016, at 9:45PM  
AMS Board Room, John Deutsch University Centre, Kingston, Ontario

**ITEM 1: CALL TO ORDER**

The October 24<sup>th</sup>, 2016 meeting of the AMS Board of Directors was called to order at 9:49pm.

**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

Regrets:

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

**ITEM 3: APPROVAL OF AGENDA**

*BE IT RESOLVED THAT the agenda of the October 24<sup>th</sup> 2016 meeting of AMS Inc. is adopted, as presented.*

**Moved:** Q. Giordano

**Seconded:** E. Trus

No questions or comments.

All for.

**Motion unanimously adopted at 9:49pm.**

**ITEM 4: APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING**

*BE IT RESOLVED THAT the minutes of the September 27<sup>th</sup> 2016 open session meeting of AMS Inc. are adopted, as presented.*

**Moved:** Q. Giordano

**Seconded:** D. Walker

No questions or comments.

All for.

**Motion unanimously adopted at 9:49pm.**

**ITEM 5: REPORTS**

**ITEM 5.1: CHAIR OF THE BOARD**

- Please respond to the Doodle poll as soon as possible so the November meeting can be scheduled.

**Report ended 9:50pm.**

**ITEM 5.2: PRESIDENT**

- Email question from M. Lindsay: The ReUnion Street Festival fell well short of its fundraising target. I infer from the President's report that we received a single donation of \$5000 and that the plan is to implement a system that will better identify those alumni who are likely to give to the event. It should be really simple to get 250 people to give \$20, but I'm not sure that a system is the answer. What are we doing in terms of engaging QUAA? Asking the university to include details of the program (with donation sheets) in mail outs and the magazine? Should we have an advisory board of 5-7 alumni who are responsible for providing guidance, but even more so with soliciting sponsorship?
- There isn't much engagement with QUAA, we mostly focused on corporate sponsorship. The low sponsorship numbers from RSF were primarily due to the timing of sponsorship requests and the lack of emphasis on soliciting sponsorship. Sponsorship activities began in July/August at which point many companies had already spent their sponsorship budgets. We expect to get more traction on sponsorship next year by starting sooner, and using a more aggressive and targeted strategy. We will be drawing on resources from Commerce Society on soliciting sponsors and will be targeting companies in the hospitality industry. Our pitch will incorporate metrics collected during RSF 2016 (e.g. attendance numbers). (T. Lively)
- The festival's strong four-year track record will likely help solicit sponsors as RSF has become a staple of Homecoming. Alcohol sponsors unfortunately have to be turned away since alcohol cannot be advertised on campus. (D. Walker)

**Report ended 10:00pm.**

**ITEM 5.3: VICE-PRESIDENT (OPERATIONS)**

- No concerns about September's numbers. (D. Walker)

**Report ended 10:01pm.**

**ITEM 5.4: VICE-PRESIDENT (UNIVERSITY AFFAIRS)**

- Met with the Accessibility Queen's granting committee that Georgie sits in. (C. Thompson)

**Report ended 10:02pm.**

**ITEM 5.5: RETAIL SERVICES DIRECTOR**

- No comments or questions.

**Report ended 10:03pm.**

**ITEM 5.6: MEDIA SERVICES DIRECTOR**

- Email question from M. Lindsay: The numbers on Studio Q are beginning to become alarming. Can we dust off the excellent work done by Georgie last year and convince ourselves that the service is viable (or worth subsidizing given the opportunities it provides)?
- The negative figures are not a cause for alarm. They are primarily due to the timing of cash inflows and outflows this year. (M. Garcia)

**Report ended 10:05pm.**

**ITEM 5.7: GENERAL MANAGER**

- No comments or questions.

**Report ended 10:05pm.**

**ITEM 6: NEW BUSINESS**

**ITEM 6.1: FINANCE AND RISK COMMITTEE: CONSOLIDATED RESULTS APPROVAL**

- We met last week to discuss the consolidated results. Most of the variance is due to timing, I see no cause for concern. (C. Bevans)
- The AMS was in a \$500,000 deficit, we have 6.5 months to make that back. Not too concerned about that right now. (D. Walker)

*Motion to approve the consolidated results of the Finance and Risk Committee.*

**Moved:** C. Bevans  
**Seconded:** D. Walker

**Motion unanimously adopted at 10:07pm.**

ITEM 6.4: AUDIT COMMITTEE: APPROVAL OF FINANCIAL STATEMENTS

- The Audit Committee met last week with KPMG. KPMG found nothing of concern. (Q. Giordano)
- The accounting department did a fantastic job maintaining the AMS's financial records. (D. Walker)

*Motion to approve the AMS Financial Statements.*

**Moved:** Q. Giordano  
**Seconded:** D. Walker

**Motion unanimously adopted at 10:10pm.**

ITEM 6.5: AMS ANNUAL REPORT APPROVAL

- This report covers our annual activities and financial statements. (T. Lively)
- It will be approved again at CSGM. (D. Walker)
- Bianca did a great job formatting the report. (G. Giannopolous)
- It was well done, with a sufficient amount of detail. (J. Fonseca)
- Based on our discussion over the summer, perhaps we should consider creating easy to read infographics to cover the information in the report. (Q. Giordano)
- Certainly a possibility. They can accompany the financial statements. (D. Walker)
- Having more of a technical report may be helpful as well to show how serious the work we do is. (B. Rudson)
- The report is physically published, we will look into finding a way to send it out to students electronically in recognition of the work that went into the publication. (D. Walker)

*Motion to approve the AMS Annual Report Approval.*

**Moved:** Q. Giordano  
**Seconded:** D. Walker

**Motion unanimously adopted at 10:17pm.**

ITEM 7: ADJOURNMENT

Motion to adjourn.

**Moved:** D. Walker

**Seconded:** E. Trus

**Open session ended 10:18pm**