

ALMA MATER SOCIETY OF QUEEN'S UNIVERSITY INCORPORATED
Board of Directors Regular Meeting Open Session Minutes

August 5th, 2015 at 7:00PM
Teleconference

1. Call To Order

Meeting was called to order at 7:01pm.

2. Roll Call of Members

Present:

A. Agulair, Student Director
K. Beaudry, Vice-President (Operations)
M. Blair, Chair
D. Coderre, Community Director
A. Dungca, Student Director
N. Kalergis, Corporate Secretary
E. McElroy, Student Director
L. Parry, General Manager
C. Wright, Vice-President (University Affairs)

Absent:

Q. Giordano, Vice-Chair
M. Lindsay, Community Director
D. McConomy, Community Director
K. Chinniah, President & CEO
E. Fuller, Media Services Director
S. Harper, Hospitality & Safety Director
T. Lively, Retail Service Director

3. Approval of Agenda

That the Board adopts the agenda as circulated.

4. Approval of the minutes of previous meeting

5. Reports

6. Business Arising from the Minutes

7. New Business

- a. Common Ground Marketing Plan

WHEREAS the Common Ground Coffee Marketing Manager has submitted a marketing plan for approval to the AMS Board of Directors.

THEREFORE BE IT RESOLVED that the 2015 Common Ground Coffee Marketing Plan is approved as seen in Appendix 'A'.

Moved by: VP Beaudry
Seconded by: President Chinniah

8. Other Business

9. Adjournment

3. Approval of Agenda

Mover: C. Wright
Secunder: K. Beaudry

All for
Against: 0.

Agenda has been approved at 7:02pm.

7. New Business

Moved by: VP Beaudry
Seconded by: C. Wright

a. Common Ground Marketing Plan

WHEREAS the Common Ground Coffee Marketing Manager has submitted a marketing plan for approval to the AMS Board of Directors.

THEREFORE BE IT RESOLVED that the 2015 Common Ground Coffee Marketing Plan is approved as seen in Appendix 'A'.

- Question about new individual identity centres (A. Agulair)
 - They're supposed to get the designs from StudioQ, they just haven't decided on the colour. The Brew should actually be differentiated a bit more than Common Ground. Change of colour will come with new plan, which is to add a couple of differentiated products. Two new smoothies, and a couple other products. K. Beaudry
- Would like to hear about the rationale behind the split. I just want to hear why (D. Coderre)

- One, we thought this was coming to the August board in two weeks, but I can speak to this now or I can table this and speak to it then. They actually had a summit with Ken Wong; he said it was ridiculous that they were branding it the same way, the best thing to do is to make sure they offer something different to come to the building. (K. Beaudry)

Moved by: K. Beaudry
Seconded by: C. Wright

10 For.
0 Opposed.
1 Abstention (Michael Lindsay)

Michael Lindsay abstained,

Quinn and McConomy vote in favour.

Motion passes at 7:07pm.

Motion to Adjourn.

Mover: K. Beaudry
Secunder: D. Coderre

All for.

Adjourned at 7:07pm.