

<p>Alliance of Nova Scotia Student Associations</p>	<p>Board of Directors</p>	
	<p><i>Meeting Minutes</i></p>	

Meeting Name:	Board Meeting		
Meeting Date:	June 26, 2012		
Meeting Time:	3:00 PM, AST		
Venue:	Call-in	City:	Halifax
Attendees			
Primary and Secondary Delegates:	Kyle Power (Chair/ASU), Jared Perry (SMUSA), Jamie Arron (DSU), Robert Bossler (ASTSU), Michael MacDonell (SMUSA), Patrick Carruthers (Treasurer/SFXUSU), Michelle Lahey (Vice-Chair/CBUSU), Matthew Rios (ASU), Alana Lawrence (CBUSU)		
Other attendees:	Jonathan Williams (Executive Director), Alexis Zederayko (Researcher)		
Absent:	Nick Head-Peterson (SFXUSU) (regrets)		
Quorum (50% of Members represented?): Yes			

- 1) Call to order

- 2) Roll call

- 3) Approval of Agenda

Agenda **approved by general consent.**

- 4) Approval of Minutes from May 24
Minutes **approved by general consent.**

REPORTS

5) Reports of the Officers

- a) Chair – Kyle Power (ASU)
 - i) Worked with Jonathan Williams (ED) to get hiring underway.
- b) Vice-Chair - Michelle Lahey (CBUSU)
 - i) Nothing to report.
- c) Treasurer – Patrick Carruthers (SFXUSU)
 - i) Went over final statements with ED.

JW(ED): ANSSA is about \$2000 under (net equity). We are looking at \$1900 from student assembly; we stand between \$1000 and \$2000 below from missed charges last year. If we do not collect all fees this year, we will be between \$3000 and \$4000 under.

6) Reports of the members

- a) CBUSU
 - i) Hired someone for Campus Affairs.
 - ii) Hosted a farmer's market on campus.
- b) ASTSU
 - i) Summer term started, off to a good start.
- c) ASU
 - i) University directed the Board of Governors to fight the copyright agreement.
 - ii) Pursuing alternate funding formula.
- d) DSU
 - i) Quebec was wild; requires longer discussion.
- e) SMUSA
 - i) Pretty quiet. Attended the NovaKnowledge conference; Jonathan Williams (ED) did a good job as a panellist.
- f) SFXUSU

i) Attempted to organize meetings with MLA's without much success.

7) Reports of the staff

a) Executive Director: Jonathan Williams

i) Busy past couple of weeks.

ii) Issued two statements regarding: a) QB strikes, and b) Aboriginal Day. Notes that there was not sufficient research prepared for the second statement.

iii) Posted to the website ANSSA's vision of a good University President.

iv) Met with Student Assistance last week. Meeting was productive; they have hired someone to perform research. We said that we want data on the demographics of students with unmet need. ED is pleased with the meeting.

v) Met with a friend from high school who organizes elections in HRM. The election is Oct 19th, and eligible voters have to have been residents of HRM for 6 weeks at that point; students should be able to vote. ED expressed a desire for voting booths on campus. This organization will be hiring about 50 students to help with the election.

vi) The NovaKnowledge session was very macro-focused. The information supplied was quite concerning. ANSSA took two angles: a) NS should be doing the most with what it has to increase accessibility, and b) NS should be doing what is possible to retain graduates.

vii) Met with Rebecca Rose from CFS to discuss NSCAD situation. The University is pushing to raise fees (ED is not certain about their stance on tuition). The Minister said yes to a fee raise, but it is not yet known by how much.

viii) Prepping for the 2012 audit with Patrick Carruthers (SFXUSU). Also working on the website and rebranding project and corresponding budget alterations.

ix) Alexis's work is going well, and ED is impressed and pleased with progress so far.

x) Visited new HUB Halifax space on Gottingen St.; the space is great. It changes the game in terms of pursuing enclosed office space, as the new location will have separate loud and quiet work spaces.

xi) Has been in contact with Veronica McNeil regarding ANSSA's internal governance.

xii) Met with Jared Perry (SMUSA) and Chair of SMU regarding SMUSA's membership in ANSSA. SMU's board wants to run a full referendum in Oct/Nov regarding full status, but there was nothing conclusively decided.

JP (SMUSA): this topic is on the agenda for discussion at the next board meeting.

xiii) Met with Tracy Boyer regarding NSCC's potential membership.

JA (DSU): Meeting with Jared tomorrow morning regarding HRM elections.

DISCUSSION AND APPROVAL

8) ANSSA financial position based on year-ends

JW (ED): Went over previous years' decisions to account for the current debt of \$2000.

- i) In 2009, ANSSA spent \$15,000 more than it earned. In the past, ANSSA banked money on non-election years, so the \$15,000 expenditure was predicted and strategically used to influence the election.
- ii) In 2010, there was a net gain of \$300. The 2010-2011 year saw \$12,000 expenditure for the Tapped-Out campaign. Probably the expenditure was employed to combat Tim O'Neill's tuition-deregulation advice, even though '10/'11 was not an election year.
- iii) Last year (2011-2012) had cost overruns; this should have been a 'banking' year. ANSSA purchased the computer, issued/published reports, spent on travel costs during the ED transition, and lost money on student assembly.
- iv) ED proposed charging the student unions and additional %10 fee to cover administration and risk. For example, the LeaderLab lost us \$400; ANSSA initially quoted 35 attendees to Brigadoon, and budgeted for 32 attendees, while only 31 came.

PC (Treasurer/SFXUSU): Does ANSSA want to spend every dollar, or put money away during certain years? What does the board think?

MM (SMUSA): Noted importance of saving money for a rainy day.

PC (Treasurer/SFXUSU): Agreed. It is what he would recommend.

KP (Chair): Noted that ANSSA is not a dormant organization between elections; there is more to politicking than just elections. ANSSA needs money for campaigns and to influence the current government.

ML (Vice Chair/CBUSU): We should be saving money.

MR (ASU): ANSSA should be looking towards the future, and it would be foolish not to save.

JW (ED): Agreed, and hesitated to criticize expenditures from past years; considering the significance of the O'Neill Report, and that last year had two campaigns to raise fees: the money spent was an investment. In the past, there were sound reasons as to why decisions were made regarding spending. In terms of banking, it is difficult to know what ANSSA needs to budget for a rainy day. We may need to leave this item until future budget discussions.

MR (ASU): Budgeting of past years was possible because ANSSA did not do as much.

9) NSAC/DSU ANSSA Membership Fees

JA (DSU): Agricultural College merger to go through in July without fees approved; there is a grey area regarding fees. There are upcoming meetings regarding fees being put through.

KP (Chair): Does the revised budget assume no fees from NSAC? (*Correct.*)

10) Approval of ANSSA Computer Policy

JW (ED): The policy is the same as previously discussed, but drops out the Mac requirement. As per the document sent out, there will be \$20 per month given to staff to use their own computer.

MM (SMUSA): For two staff, then, the cost is \$420 per year?

JW (ED): Approximately correct, but we do not have all staff year-round, and this cost only applies when there is no computer available. Also, the expenditure on hardware will be \$220, and \$320 next year for summer staff.

Patrick Carruthers (SFXUSU) **moved** and Michelle Lahey (CBUSU) **seconded the motion: Be it resolved** that ANSSA approve the Computer Policy.

Motion passed.

11) Approval of amendments to ANSSA budget and quotes for website/re-branding/campaign website template

ED obtained three quotes and would like to relay his impressions from meetings and discussions with three website creators:

- i) First: Is a start-up company, has experience with university newspaper website creation, would also do our rebranding. Is lower-end, definitely a 2nd choice. There were accounting mistakes on their quote that they submitted to us, as well as mistakes on their own company website. It is not recommended that ANSSA invest in non-perfectionists.
- ii) Second: This company does more corporate work, they are kinda amazing. They have site architects and they also do branding, but they would put our website together off of a template, so not necessarily the best fit.
- iii) Third: Are most recommended by the ED. Their top guy has done our type of work before, and they construct ground-up websites. They were the most attractive, informed, and interested company of the three, as well as higher-end. For a package, they charge no less than \$8500 for a website build, so we would be spending about \$1800 more (after taxes) than budgeted. A committee from ANSSA would be on the website board and branding boards. This company said that they may charge us more, given the complexity of our site/campaign/rebranding project. We would get new: logo, colours, fonts, templates for reports/communications/posters. One additional element: for about \$1500, we could commission a campaign website adaptable to whatever campaign we were running at that time. Second additional element: they have offered

(for a fee) help with choosing a new name, although ED does not recommend taking this component.

- iv) ED re-worked the budget to see how a contract with Third company would fit. Changes to the budget are as follows:
- Increased cost certainty and several alterations.
 - A change from covering 100% to 50% of Board members' Dental (as per the DSU standard).
 - Approximately \$300 cutback in the campaign section; the changes to our logo and brand were meant to come out of this line anyway.
 - Overall, there is a shift in money from back-end to front-end.
 - There will be savings regarding designing reports and campaigns, as the base for these projects will already exist (savings of money and time).

The budget fits, assuming a \$3600 drop in revenue (NSAC FEES) and \$1000 cut from the travel and meetings budget. However, we are not hiring staff until August, so there are no meetings or travel in the first 7 months of the year. Also, we will probably not be paying the full \$40,000 for each of the new staff. The ED further recommends banking the margins created by over-budgeting for staff; this move would bring us back into the positive.

Furthermore, 2013-2014 projections are improved going into next year, as we will be cutting back on fixed-end costs. Before projecting a \$15,000 deficit next year, ANSSA should be transferring money from non-election years to election years; we may have to hire staff on a part-time basis, but this decision also depends somewhat on SMUSA involvement.

With the election and SMUSA's referendum this year, the ED does not see a better time for ANSSA to make investments. There is the temptation to put off (rebranding/website/etc.), but over 2-5 years, it will be worth it in terms of time and money savings. It is better to make this decision now than to delay. ED agrees with the idea that ANSSA should aim for a margin on non-election years, but this is then not an appropriate year in which to bank in large quantities.

The proposed budget brings us to where we want to be at the end of the year. This decision should be about doing it right, not doing it cheaply, and looking like a strong, professional organization when we're asking people to give us money.

MR (ASU): Requested clarification: what is the timing of the conceptual discussion regarding what rebranding and renaming would mean for ANSSA? Felt that the Board has not done due diligence with respect to this issue.

JW (ED): Agreed. The idea was to have it ready for Sept, but the SMUSA referendum and vote are in Oct; there is a risk in putting it off, in that ANSSA may miss the boat. Board hasn't had the chance to discuss the merits of changing the brand.

MR (ASU): Admired the ambition of changing ANSSA, but is concerned about growing outside of capacity in case funding fails. Was not sure that there was agreement that the website needs a severe overhaul.

JW (ED): Understood in May that the decision was for a full re-design, but cheaply.

MR: (ASU): Is this the right time to engage a complete re-design?

PC (Treasurer/SFXUSU): N H-P (SFXUSU) indicated that the board is clear that we were to update and improve, not necessarily re-design.

KP (Chair): Noted momentum last year regarding re-imaging. The cost is more than was estimated, but all is packaged together, which is why it cost more.

JW (ED): Agreed, and the advantages of putting it all together include higher quality, savings, and consistency.

JA (DSU): Felt like this is a band-aid on other issues concerning the culture of ANSSA, and that we should take care of those.

PC (Treasurer/SFXUSU): This is a great initiative. He and N H-P noted that it may be better to do over 3 years, and doesn't understand how it would save us money.

JW (ED): It would save money that we spend on re-designing reports and campaign sites. He can look through past budgets for exact numbers.

KP (Chair): Noted that the ANSWERS report and others last year cost more than \$1000 to design.

PC (Treasurer/SFXUSU): Requested clarification regarding how many reports ANSSA produces in a year?

JW (ED): Noted that the number will increase with our increase in staff. Some change has to happen; we can't function this upcoming year on our current site. Whatever we produce this year will have to be gone over if we do not make these changes. Also, the redesign does not put us financially in the hole. It is responsible to strengthen now, especially since we can't run campaigns at SMUSA, so it is worth it to be visible. It is a strategic expense, and is not entrenched in the budget for next year.

KP (Chair): Requested feedback from all Board members.

ML (Vice-Chair/CBUSU): Noted that she and AL (CBUSU) would be more comfortable after discussion of what we want for web-site.

RB (ASTSU): Favoured moving forward, as the process includes figuring out a direction.

JP (SMUSA): Requested clarification: if we make this purchase, how much savings would we have compared to how much we have now?

JW (ED): We would see savings from design and communication material in the future. It would be a challenge to say exactly how much we would save, as we will have staff that we didn't have in the past. The benefits would include: more effective communications, more bang for our buck, a better campaign platform. There is only a transference of \$2000 to the

website budget, as the rest comes of the communication line anyway. He doesn't recommend banking from the communication budget, only from the salary over-budget.

PC (Treasurer/SFXUSU): Inquired as to why can't we operate with the current website?

JW (ED): There are challenges with the current website: it is difficult to use, and past posts (such as job postings) get quickly buried under recent releases. Also, the website hardly communicates what we do. In this type of an organization, our website is who we are. In context of the election this year, the vote at SMUSA, and Board involvement, we can adapt the project to reflect our priorities.

PC (Treasurer/SFXUSU): Can we change the tabs on the current website?

JW (ED): No. We would have to contact the makers and pay more for it. Also, it is hard to find our work.

Robert Bossler (ASTSU) **moved** and Matthew Rios (ASU) **seconded the motion: Be it resolved** that ANSSA approve the proposed June 2012 budget amendments and hire [the suggested organization] to (a) build the new website, (b) design ANSSA's new branding materials and (c) build a campaigns website template for use in future ANSSA campaigns.

Vote: **Motion failed.**

MR (ASU): Agreed to an overhaul, but a larger-scale brand overhaul requires discussion for efficient implementation.

JW (ED): Advised a motion for a hold on decision until after the Strategic Planning Retreat. ED will take care of the arrangements necessary to postpone decision as to whether or not ANSSA will engage these services.

Motion carried by general consent.

OTHER BUSINESS

No other business.

Michelle Lahey (CBUSU) **moved** and Matthew Rios (ASU) **seconded the motion to adjourn.**
Motion passed by general consent.

ADJOURNMENT