

Wanke: I have canvassed people in the office and this is a much better lineup than last year. We also need a tent that will cost \$44,000. It has the capacity for 15,00 and will take up half of quad. Tickets for the Saturday show will be \$20-\$25. The tickets for Thursday show will be \$25. The line up will be as follows:

Wednesday, Wayne Lee

Thursday, USS & Dragonette

Friday, movie night

Saturday, Main Stage: OK GO

Dumouchel: How do beer revenues factor in?

Jennifer Wanke went over the alcohol sales from the previous years.

Dumouchel: That tent would fit 2200-2750, Are we comfortable to hit sales? It is high risk to get the tent and hope we have enough sales to cover the costs of it. How well will it sell out?

Wanke: This year we have a stronger line up and I will have the tickets on sale next week. I am confident in the logistics.

Dumouchel: How is the promotional strategy different?

Wanke: The ticket sales will be online and they will be on sale soon. We are advertising in the residence packages this year. The water park day will not be conflicting with the main stage day. There will be different tables in various buildings so we have a different push for tickets. The ticket sellers are much more excited about the shows this year. We will also be advertising during orientation.

Tighe; Are there going to be all ages events?

Wanke: Quad will be having all age events and movie night will be all ages and there will be non licensed evening events.

Dumouchel: Essentially there will be a reallocation of money for this event.

Wanke: I would compensate it that way.

Csorba: If we go with this would tickets possibly be on sale by August 22?

Wanke: We will have to wait for the contract for OK GO to be finalized. We will start selling the tickets for USS and Dragonette next week.

Dumouchel: The main risk is the weather.

Csorba: When did you start selling tickets last year?

Wanke: On the Monday.

Csorba: How are you improving advertising?

Wanke: We are launching a blog and using Facebook more. There will be more posters put up. I am planning to meet with the Gateway to see if they would like to do interviews with the bands. We also have two sets of posters that will be going up. There will be WOW posters and a second set of posters advertising just the shows.

Jennifer Wanke exited the room.

The Executive Committee discussed the Week of Wow events, factors contributing to costs and ticket sales as well as the break even point.

Cheema: The sales figures are optimistic.

Tighe: Last year \$40,000 was a risk they were willing to take. We need to decide on the extra money for the band and the money for the tent.

Yamagishi: I think USS and Dragonette will sell out on Thursday.

Cheema: We have no control over many factors.

Dumouchel: I think we will need to ask Jen about the bottom line.

Yamagishi: We have money in the budget for the loss. I think we will have a more positive outcome with the changes in marketing and they are focusing a lot of time for it.

Csorba: I think that word of mouth is the most effective way of communicating.

Marc Dumouchel went over the projected numbers and the different scenarios for the Week of Welcome events.

The Executive Committee decided to move forward with the extra costs for OK GO and the tent rental.

b) Infolink Renaming

Yamagishi: This is an important piece of business. The names we have to choose from are Infolink, Infolink+, and Connect SU. I have talked Hallie and let her know we will vote on a name and a tagline. The taglines are Campus Connection Center and Academic & Information Services.

The vote for the names went as follows:

Infolink: 4

Infolink+: 1

Connect SU: 0

Csorba: I like Campus Connection Center for the tag line.

Iskandar: So do I.

Yamagishi: Hallie and Adam want Campus Connection Center.

Dumouchel: Let's let them chose the tag line.

Tighe: Let's decide the tag line ourselves.

TIGHE/YAMAGISHI MOVED THAT the Executive Committee approve the name Infolink: Campus Connection Center.

5/0/0 CARRIED

9. DISCUSSION PERIOD:

- a) Blog Post: 10 University Tips

Csorba: There have only been two people that blogged this year and honestly I think we should be writing more blog posts. There are students that read the website and I thought we could all do blogs about 10 University tips we would individually have.

Tighe: I don't think that is something I would want to blog about but I agree that we should all be blogging.

10. REPORTS:

- a) President • n/a
- b) VP Academic • n/a
- c) VP External • n/a
- d) VP Operations & Finance • n/a
- e) VP Student Life • n/a
- f) General Manager • n/a

11. CLOSED SESSION:

12. ADJOURNMENT: Meeting adjourned at 3:57 pm.