



APSA Executive Council Meeting  
 October 5th, 2023 @3:00pm, in person in PBL 2-44

1. Call to order (3:07 pm)
2. Roll call (2 min): Sydney, Brooklyn, Sarah, Cass, Prerna, Talia, Jin, Goodwin, Zach, Asmaa
  - a. Regrets: None
3. Additions to the agenda (1 min)
 

*Motion: To approve the agenda*  
*First: Jin, Second: Brooklyn*
4. Minutes of the last meeting (1 min)
 

*Motion: To approve the previous meeting minutes*  
*First: Talia, Second: Jin*

New Business Overview:

- |   |          |
|---|----------|
| <b>5. Counseling update (Prerna) - 5 mins</b>                 | <b>1</b> |
| <b>6. RxFactor (Jin) - 10 mins</b>                            | <b>2</b> |
| <b>7. Sponsorship Package (Goodwin) - 10 mins</b>             | <b>2</b> |
| <b>8. Sponsorship Processes (Prerna) - 5 mins</b>             | <b>3</b> |
| <b>9. Event Logistics (Cass) - 10 mins</b>                    | <b>3</b> |
| <b>10. APSA Storage Room (Sarah) - 5 mins</b>                 | <b>3</b> |
| <b>11. Gingerbread House Competition Date (Cass) - 5 mins</b> | <b>3</b> |
| <b>12. Student Services Meeting (Sarah) - 10 mins</b>         | <b>4</b> |
| <b>14. Anjela Gift</b>  | <b>4</b> |

New Business:

5. **Counseling update (Prerna) - 5 mins**

**Summary:**

- APSA has been trying to get a counselor for a year
- Student Services (Trent) has made the contract for the UAlberta Med School Faculty to sign to allow us to access their counseling service and for us to hire a counselor.
- Timeline once the contract is confirmed is that it would take 2 weeks to hire, then 2 weeks to orient them with the hope of starting by Winter semester at the latest
- For access to service: the tentative plan is to allow students to book once every 2 weeks slot for general appointments, up to discretion of counseling service to offer more frequent appointments

## 6. RxFactor (Jin) - 10 mins

### Summary:

- Waiting for all contestants to respond
- MCs to be contacted: Krupa, Matt and Andres
- Photographers 3 people to waive cost for it
- Kevin Ta to do tech and audio
- Judges so far include: Dr. Dylan Moulton, Dr. Raimar Loebenberg
- Dylan K got 50/50 fundraiser started
- Planning LGBTQ+PHSC board game night for queer mental health, estimate date is nov 10th (3-5pm) with budget shared between VP External and LGBTQ+PHSc
  - Board game night: rent from hexagon to play here, lowest number was \$16, other was \$25 with \$5 to charity with beverage (non-alcoholic)
  - Suggested alternatives: board games in APSA lounge or ask people to bring their own boardgames
- Bringing back silent auction: contacted Cass and Asmaa about it aiming for 5-10 items
  - Hexagon is willing to sell board games (not marked up) for auction
- Samosa Fundraiser: Looking at Nov 17th selling 100-200 samosa
  - Considering buying from either All India Sweets (Perna will pick up) or Dil-e-Punjab Sweets & Restaurant
- Wanted to start filming for a video series: multiple per week on education topics around Movember: VP External has contacted someone from medicine with testicular cancer research, Dr. Dylan Moulton and Dr. Tara Leslie from faculty, and cancer organizations
  - Consider opening to students with interviews
  - Could be a "street" interviewing style

## 7. Sponsorship Package (Goodwin) - 10 mins

### Summary:

- Title sponsors: cost was approximately  $\frac{1}{3}$  of event cost, other sponsorship options for big events are unmarked in cost to allow for negotiation based on sponsor goals (Estimating 10% of event cost with \$500-1000 range as value propositions)
- Two companies reached out about RxFactor booths already
- Event bundles: this year most of these are \$1000 or higher
- Lunch and learns are considered presentations, but the only cost we have previously charged sponsors is the food cost
  - Often sponsors have some sort of intention: education or recruitment, engage in their services
  - Therefore, APSA should be charging more to allow them to present to APSA members beyond the food costs
  - If sponsors provide money up front then we can control logistics on serving and ordering food to make things smoother (stuff is missing, food shows up late)
    - We still need google form
- Involvement can range from packs of 3 events to single events or varying degrees of involvement
  - With excess costs, we use it to improve food option or offer door prize with one skill testing question to engage the students more
  - These bundles are sponsorship to APSA not the 3 events, because they are events we were gonna do

- VP Fundraising's role should be on the side of the sponsor to see how we can help the sponsor get the most value out of our partnership
- Concerns:
  - Some sponsors like Haleon are contracted via marketing company needs receipts for logistics on their side
  - Having to order food adds more workload to councilor, can try to delegate to committee members
    - CAPSI will be accepting all applicants for their committee as long as council election results approve them all
  - Pamphlet for PDW to hand out to sponsors by VP Fundraising before Jan

#### 8. Sponsorship Processes (Prerna) - 5 mins

##### Summary:

- VP Fundraising to get CC'd with Goodwin and Prerna for fundraising topics.
- Sponsorship meetings vary depending on if sponsor has questions or needs more information
  - Discussion in meeting then email with summary and generating the cost
  - Minimal costs on sponsorship package to try to allow tailoring to sponsor needs
- Councilors to send information they wish Asmaa to know about their event(s) as soon as possible as sponsorship meeting are currently in progress

#### 9. Event Logistics (Cass) - 10 mins

##### Summary:

- Reflection on issues with lunch and learn logistics:
  - Not enough food was ordered for the number RSVPed (due to error on slices per pizza)
  - Food did not arrive on time
  - Making sure RSVPed APSA members got food
- Use google forms for food estimates and should be ordered to arrive around 11 am
  - Ordering with a buffer of ~25 people extra to account for any extra APSA members
- If possible councilor should be ordering the food to ensure all dietary restrictions are met
  - Float to give people who did not get dietary restriction
- Prioritize APSA members who RSVPed, any member who has not RSVPed and any non-APSA member should be asked to be seated for presentation
  - Extra food can be given to APSA members
- Aim to start presentation on time whether or not all students have received food

#### 10. APSA Storage Room (Sarah) - 5 mins

**Motion:** To move into camera

**First:** Talia, **Second:** Jin

**Motion:** To move out of camera

**First:** Zach, **Second:** Cass

#### 11. Gingerbread House Competition Date (Cass) - 5 mins

##### Summary:

- Student Services organizes pumpkin and gingerbread
- Pumpkin Carving Contest on October 27th and Gingerbread Building Contest on Dec 6th

12. **Student Services Meeting (Sarah) - 10 mins**

**Summary:** Update Student Services on dates for pumpkin carving and gingerbread house events.

13. Additions to the Agenda:

14. **Anjela Gift**

**Summary:** Looking to put up a plaque or picture in a PBL, potentially her previous office.

15. Adjournment (4:15pm)

**Motion:** To adjourn

**First:** Zach, **Second:** Jin