MHS Minutes, Post Meeting

Thursday, November 15, 2018

17:30 – 18:11

Prepared by Marvick Cheung, VP of Administration

In attendance:

Elaine Nelimarkka, President

Marvick Cheung, VP of Administration

Marissa Palermo, VP Finance

Bianca Lopez, VP Marketing

Jaspreet Brar, VP External

Katelynn Blowe, VP Academic

Carolina Gumapac, VP Operations

Alexandra Rodriguez, First Year Representative

Not in attendance:

Katarina Brkic, VP Internal

Mohammad Arif, First Year Representative

Elaine Nelimarkka, President

1. Fall preview day information
   1. Marvick, Bianca, and Elaine
   2. 8am – 4pm
   3. 9pm elaine will go pick up balloons, Elaine will leave at 2pm for work
   4. Meet at MHS office
   5. Help with setup and takedown, talking to any students who have questions
   6. Must wear MHS sweaters
2. Should we have a marketing scheme hired before summer?
   1. Purpose: we should have one for welcome week
      1. We need a graphic designer for welcome week and graphics for recruiting a social and formal committee at the beginning of the year
      2. We need webmaster to keep website updated during the summer for Horizons
   2. But first years will not be able… maybe hire less and reserve spots for first years

Marissa Palermo, VP Finance

1. MHS website inquiry
   1. Website needs to be up, so budget can be posted so that we can get our cheque

Bianca Lopez, VP Marketing

1. @ VP Finance: pay me
2. Ask VP External a question
   1. Find sponsorship for events (ex. study and cram event)
      1. To provide incentive for people to come
3. Announcement
   1. Website done at end of December
   2. Marissa: We have sufficient funds to last us until the next term, no stress but we are cutting it close, try to get a basic structure up so we can post and get cheque ASAP. Need notification of any expenses over $200 for this term, try to hold off on those (big) purchases until next term
   3. Elaine: wants Marissa to ask how long it would take to get a cheque from the point of posting the budget
   4. Katelynn: what should I tell Macademics pamphlet since we don’t have a website link to put in there until December? Give URL first.

Carolina Gumapac, VP Operations

1. November 22, 2018 event scrapped
   1. Sorry Bianca
   2. We need to do something else to promote formal
   3. Jaspreet: new event? “Donut Stress” Krispy Crème sale
2. Formal
   1. Colours
      1. Metals (golds, silvers, etc.), white, and red
   2. Posters @ Bianca
   3. Promotional video @ Bianca
      1. MET gala night remake, use McMaster Museum
      2. We have videographer – Jessica
   4. Talk about DJ
      1. “Gio”
      2. We will style the music, he will cater to us and make a mix. Will need to submit songs a week in advance
   5. Entertainment
      1. Anything but hoop performers
      2. Fire?
      3. We want more interactive entertainment because students want to know what’s in it for them
      4. Flower wall as backdrop
   6. Potential slogan: “Humanities Most Iconic Night”
   7. Tickets
      1. Promoting it the first week of Jan
      2. Presale tickets to be sold during the second and third week of January out of the MHS office
         1. Problem: selling early in January is bad because students may not know midterm dates and stuff, formal date: March 1, 2019
            1. Solution: may need to start selling tickets near the end of January
      3. Remaining tickets to be sold through Compass or EventBright from fourth week of January to mid Feruary
      4. Problem: compass takes a 5% service fee = about $1 per ticket
      5. EventBright is easy to access, can be accessible on social media, and we can link ticket holders to a Google form for dietary restrictions. But they take $2 a ticket…
         1. Event bright may or may not be a good idea
      6. Ticket appearance: white background + gold and black writing and graphics
3. Potential event next semester
   1. Coffeehouse OR trivia night with a sweet promotion from an alcohol company
   2. Budweiser or Jack Daniels or both