

UBC Aqua Society Meeting Minutes

April 21st, 2012

Brief Items

1. I raised concerns over our account that showed us ~2000.00 in the negative for this year. I spoke with Brendan and apparently the finance commission upstairs is backlogged and has not processed our money deposits for the last couple weeks. So we are still doing okay this year in all likelihood.
2. Charters. Emma has organized two. One is on the Sea Dragon May 19th. The second is to Egmont on the July long weekend. I definitely recommend the Egmont trip. The wall at the narrows there is amazing in that you literally cannot see the rock that everything is living on at some points.
3. Events. Emily outlined plans for events, focusing on a theme of “feeler events” to start getting the club at large involved. The first idea was a movie night with a photo presentation before hand (contacting the delightfully photo-crazy people). This would probably be a Tuesday where Fresh slice has a good pizza deal so we can advertise pizza. Again, we would arrange voting for the movie selection. The second idea was a beer night. This might be at the Copper Tank where it is apparently possible to build rapport and get deals.

Main Topic: What we want to improve about the club

1. Publicity

- § more publicity for upcoming club events
- § starting to do in class presentations
- § advertising targeted to get people enrolled in Spring diving classes
- § Buff up Imagine Day
- § Revamp the newsletter
- § Getting important dates out to people earlier
- § Advertising at the pool (posters at the front desk and bleachers)
- § hose spraying somebody in a drysuit – giving out flyers (I’m getting a funny visual here of a person in full gear waddling up to people saying something like “the flood is coming, are you prepared with diving lessons?” And hand out a flyer for the club. Or is that too religious? Hmmm.)
- § for club dives. Have photos associated. At least one exec per dive. Increase advertising
- § talk to residence advisors about possible events/ advertise at residence (poster/booth)
- § start an email list sign up outside the shop
- § advertise the facebook page
- § increase the general awareness of the club on campus
- § make storm the wall/day of the longboat/gladiator teams (this is kind of in community as well)

2. Community

- § executives should meet more often – bimonthly
- § there should be an agenda (meeting dates and schedules/flow planned in advance)
- § the exec should be accountable – have realistic goals and follow them

- § the exec should know how the shop works well. Including knowing how to use Eve – esp. Dayle
- § The exec should increase the level of feedback the store manager gets
- § Have many non-dive events such as board games and presentations/movies

3. Use of the Internet

- § keep posting levels high on Facebook
- § develop a calendar to allow people an easy way to find a buddy and get organized for a quick local dive (and possibly trips)
- § find a better way for people to upload albums or at least standardize it and let our club know about it. Ideas: Flickr, our website, Facebook à follow up, can members post albms to AquaSoc?
- § post maps to get people out to new dive sites
- § update profiles on our site