

UBC Aqua Society Executive Meeting 2

(June 3, 2012)

Attendance: Dayle, Meagan, Emily, Emma, Bjorn

1. Decided the next executive meeting is **July 15th from 9-10am at the Regal Beagle**

2. Assigned undecided executive positions

*Social Coordinator – Meagan Abele will fill this position. As well, the VP, Emily Beeson, will be active in this area.

*Newsletter Editor – Emma Helmers will be in charge of the monthly newsletter for the time being (in addition to being the trip coordinator)

3. Decided on Club Dive dates for the summer

June 10th – Emily, Emma, Dayle to attend

July 7th – Emily, Bjorn to attend

Aug 5th – Emily, Bjorn to attend

4. Assigned executives to the management board and as booking representatives

*Two booking reps: So. Co. Meagan, VP. Emily to get paper work **by June 6th**

*Management Board: Bjorn, Dayle, Meagan. First evaluation **September**.

5. Discussed our initial objectives as an executive

We each presented roughly five objectives that we wanted the executive to accomplish. More specifically, we designed “SMART” objectives, that is objectives that are Specific, Measureable, Achievable, Realistic and Time-bound. The objectives are designed to meet or goals of increasing community, awareness/publicity and use of the internet associated with the club.

EMILY – focused on events

- Photo and movie night. Combine a movie night with some brief presentations by photographers in a photo contest for ~\$20 store credit. The movie may be BBC Human Planet - Sea. Timeline: talk to photographers and start a movie poll **week of the June 4th**. Event date set as **June 19th**.
- An AquaSoc trip to the aquarium (at a slightly discounted group rate). **October**
- Intertidal zone marine life scavenger hunt and BBQ at Stanley Park, with prizes! **August 18th @ low tide at ~1pm**. Word should be put out by **July 20th**.
- Great Canadian shore clean-up **Sept 15-23**.
- Wolf and Hound pub night **week of July 9th** (after the Egmont dive trip). Emily will make an event online. Also have one **~Sept 10th**.

EMMA

- to get the 1st years involved talk to Res advisors/coordinators about diving events (where we would pair an educational setting about diving in BC with the U/W component). While Emma will primarily organize the event, Dayle will help contact them early, **by the end of June**. We will try to get the events going for the end of Sept/start of Oct.

- Emma will organize two trips per term. She will plan early, give suggestions with predicted prices and make sure that emails advertising trips that are given to the shop go out on time (Bjorn to help with this final point)
- Emma also wants to focus on classroom advertising, for everyone in the fall, but for now applying to Emily and Dayle who are currently taking classes anyway.
- Shift the newsletter from being a summary of the past months to a split between that and an outline of upcoming club events. It should be posted on facebook, at the Aquasoc and at the Aquatic Centre.

DAYLE

- Advertising w/ dunk tank → try to get it for free from the Aquatic Centre for club days
- Start emailing about the day of the long boat sometime in August to make sure that the club has a team for the event
- Get the exec to learn how to use the dive shop software “EVE” by the **22nd of June** so that they are better able to help out in the shop. Set up training for **Wed/Thur**
- Pictures up on facebook more frequently... after every club dive and remind ppl about pictures prior to the club dive. Take out the club video camera to club dives
- Start a discussion group for dive buddy finding associated w/ the Facebook page – *Dayle*
- EMMA: Advertise night dives more (some of us were not aware that they were still going on) and make sure that the executive goes out with the group.
- ****Exec trip to Dayle’s lodge****

MEAGAN

- combine something with the Ski and Board Club (to pass the threshold required for a larger event and to gain exposure). Bring the helium party back?
- Joint party with the UVIC dive club * Issue them a challenge? * Co-trip with them?
- U/W movie-Sponge Bob Square Pants or Poker
- Going around dressed up at least once a term... Have a diver with sea creatures (handing out some fliers?)

BJORN

- Flier handout (*Bjorn to design by **June 10th***) on **June 20th from Noon-2pm** (*Dayle & Emily*)
- Set up an Exec gmail calendar with the dates when we are away and task dates (*Bjorn*) by **July**
- Bjorn to okay budget details by **next week**
- The executive will vote on who in the executive will receive the following awards at the end of the year: Club Dive Champ *attends the most club dives*, Hype Machine *is the most successful at advertising*, Great Explorer *goes on or organizes the most trips*, The Specialist *does their job best*. And we will say that you cannot vote for yourself.
- **Start an email list sign up outside the shop** (*action for president*)
-An email list outside the shop may not work because the emails would be too visible for anybody walking by, but one inside, perhaps taped to the counter might work. This should be put in place by the end of the following week (by June 8th).
- **Revamp the newsletter** (*action for the newsletter coordinator*)
-Start publishing/sending out via Mail Chimp a monthly newsletter again. The first should be the July newsletter (based on things that happened in June). It should be one to two pages long and summarize the activities going on at the AquaSoc, especially trips. It should also contain a few images. It should be written by the newsletter coordinator or, if not

possible for a given month, by the VP. It should be started by the 22nd of the preceding month and emailed to the exec for editing by the 28th. A final version should be submitted to Brendan on the 1st of each month and sent out as an email that day – roughly ten copies should be printed and left in the shop. *The first newsletter should go out on July first.*

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- **There should be an agenda (meeting dates and schedules/flow planned in advance)** (*organized by president*)
-Decide on meeting schedule (rough dates) and flow at the meeting tonight.
- **The exec should be accountable – have realistic goals and follow them** (*action for president*)
-Make sure that at each meeting past tasks are reviewed and checkups are carried out at planned times.
- **The exec should increase the level of feedback the store manager gets** (*action for president*)
-A management board should be set up to evaluate the store manager's performance and periodically go over it with him. This should form the basis for future changes to the salary. Importantly, it should be constructive giving specific advice for improvements to be made. The meetings should happen biannually with one taking place by the end of the summer.