

QUEEN'S GRAD CLUB INC.
Annual General Meeting

DRAFT Minutes for Tuesday, 9 April 2019
5:00pm, Grad Club Henderson Room

In attendance: See Appendix I: Member Attendance

Call to Order: 5:32PM

Mike Smith – CHAIR

Jeremy Mutton - CRO

Welcome and Introductions

Mike Smith welcomes the members to the meeting and introduces Virginia Clark, Manager. The members of the 2018-2019 board introduce themselves.

Samantha Twietmeyer	(Director of Operations, Grad Student)
Sreeman Mypati	(Treasurer, Grad Student)
Astrid Hobill	(Vice-President, Grad Student)
Owen Quenneville	(Secretary, Education Student)
Phileen Dickenson	(Member at Large, Social Member)
Jeremy Mutton	(Director of Legal Affairs, Law Student)

Absent with regrets:

Maggie Hulbert	(President, Med Student)
Lauren Peacock	(SGPS Ex-Officio)
Stéfy McKnight	(Member at Large, Graduate Student)
John Haffner	(Director of Marketing, Grad Student)

1. Approval of the Agenda for Tuesday, 9 April 2019

Moved: Astrid Hobill, Graduate

Seconded: Posy, Graduate

Carried

2. Approval of the Minutes for Wednesday, 28 March 2018

Moved: Phileen, Social

Seconded: Sreeman, Graduate

Carried

3. Directors Reports (4)

See "Director's Reports"

a. Presidents' Report (Maggie Hulbert)

Unfortunately, due to increasing academic demands, I have been more absent from the board

this year. I want to extend my gratitude to Sam and Astrid for taking up the slack and really helping to carry the board this year. Over the year we have continued the great work established by the 2016-17 and 2017-18 boards. We had an SGPS fee referendum this year, which we won to maintain our opt-out fee. This was critical as the opt-out fee accounts for 10% of our operating budget. Another significant project this year has been working on the advancement portfolio. We are working with Queen's to establish timelines for necessary building upgrades and renovations. An important part of this plan is the imminent replacement of the façade and wheelchair access ramp outside the building. We also instituted a new booking system this year, TripleSeat, which has streamlined and improved our booking process. It has been greatly successful, and we are already seeing the benefits. Further, we recently partnered with Untappd to promote our craft beer selection and to draw in new customers. The Ideas on Tap speaker series has continued to be a huge success this year and we were able to initiate a new application process so that new speakers are able to reach out to us so that we can find a new diversity of speakers to host.

b. Director of Operation's Report (Samantha Twietmeyer)

Many great points touched on by Maggie, so we won't reiterate. A year on, we are able to see a significant return on our bar and draft lines, which is amazing. New POS system has been troublesome, but we're seeing good returns from that as well due to debit and credit availability. POS monitors now have advertising on them, as part of our technological updates related to Tripleseat. Tripleseat prevents the staff from having to manually take booking over the phone, by allowing customers to book for events online. This prevents accidental double bookings and allows us to charge cancellation fees. We've subscribed to UnTappd to promote our beers more and establish ourselves as a craft beer destination for our customers. Newly redesigned website has been an ongoing process and will be officially launching soon! The advancement project has been a huge process. The Grad Club building is 130 years old and we are hoping to keep it going for another 130 years. The ramp is the primary concern as it went out last fall, and it is now a human rights concern for accessibility. Through advancement, we have been working with Queen's, as our landlord, to have it rebuilt first (hopefully this summer). Due to scheduling, Sam organized the SGPS fee referendum. We will be watching very closely how the new Ontario Student fees are instituted as per the laws passed by the current provincial legislation. As a result of these new student fees laws, we are uncertain as to whether or not our fee will be opt-out or opt-in. Queen's is going through a renegotiation of lease agreement with us and it will be published next year.

Q: What does the opt-in vs opt-out student fee mean for the grad club?

A: Currently, the student fee is opt-out, which means we get a lot of money from students that don't think/choose to opt-out. If it becomes opt-in, we face the possibility of losing significant income from students that forget to opt-in, or choose not to now that it is opt-in instead of opt-out. The money from the fee is essential to the operating and costs as is. Without the fee, we might not be able to remain open in the summer (when grad students are most using the grad club)

Q: What is happening with air conditioning, especially in the summer months?

A: Unfortunately, for the summer months, we will still not have air conditioning. It was taken out a while ago when it broke. As it is a human rights issue, it will be addressed through advancement and the upcoming renovations.

Q: Can fans be more prevalent?

A: We do have fans, but unfortunately, they get moved by members. However, we can look into having more fans to increase air flow and try to keep them in strategic places.

c. Marketing Director's Report (John Haffner)

As John is absent, Astrid will cover Marketing along with the VP and Long-term Planning report.

d. VP and Long-Term Planning Report (Astrid Hobill)

With Untappd, we already have 1000 members signed up to use it. We are apparently the only location in Kingston registered to use it, which we're hoping will drive good visitation from tourists through the summer months. Signs are something we're looking at updating and replacing as they are old or stolen. We are looking at working with local artists to design something that will reflect the spirit of the grad club and help attract business. The ramp is, of course, a huge concern and something we're working hard to have fixed as soon as possible. We're working with the SGPS in many ways. Currently, an ex-officio sits on the board. We want to reconfigure our communications and roles as currently the communications are not perfect, and the SGPS ex-officio cannot always attend our meetings as a result of conflicting meetings. This will be further discussed in the by-law changes. Thank you, Sam, for doing so much this year! We've also decided to go ahead with health and dental coverage for our staff. We lost the coverage we once had through the SGPS for our five full-time staff. In the short term, we will be using \$2500 of our budget to give each member \$500 for coverage, reimbursed through receipts. Coverage will be similar to what it once was under the SGPS, up to 100% coverage at a maximum of \$500. We have looked into plans to cover our staff, but currently haven't found an affordable option. We will continue to look but this provides some coverage in the meantime.

For marketing: the speaker series has continued throughout this year and has been very successful. If anyone knows someone that could be a great speaker (politically or socially important), we would love to know about it! Please let us know.

Motion to approve Reports: Thomas, Graduate

Seconded: Posy, Graduate

Carried

4. Auditor's Draft Report and Treasurer's Report (Sreeman Myapati, Graduate Student)

It has been a great year. During my tenure, one of my responsibilities has been to compare margins. This year we came up with "Grad Hour" – a happy hour-type drink special – which really helped our bottom line. We also looked into a celebration promotion for grad students that have defended their thesis. We can offer champagne as a way to celebrate. This year has been a productive year for finances. With our new promotions and specials, we are in the process of paying off our loans and debts. We got some renovations this year. The changes in the food menu and the beer pricing have been successful. We are doing well financially and hope to continue this trend! We also purchased some professional, high quality patio furniture this year. Health plan for staff is introduced into the budget for this year. This is a new addition and we think it is a positive change for the staff.

Q: Why did we go down in utilities spending? (pg.6 expenditures)

A: We had to close for several months as a result of flooding and water damage. As a result of the closure, we suspect this is why despite prices for utilities going up.

Motion to approve: Astrid, Graduate

Seconded: Phileen, Social

Carried

5. Reappointment of Collins Barrow as Auditor

Company name has changed to BakerTilley, but it is the same group.

Motion to reappoint BakerTilley as Auditor, Astrid, Graduate

Seconded: Jeremy, Law

Carried

6. Approval of By-Law Amendments (Jeremy Mutton)

See "By-Law Amendments"

SGPS scenario: There is currently an SGPS ex-officio sitting on the board of the grad club. This position began several years ago as a compromise between both parties and a tripartite agreement. Over the course of the year, our board started to question this position because of scheduling conflicts and potential conflicts of interest. There are several by-law inconsistencies with this position.

First, the SGPS itself prevents its executive members from serving on other student boards with financial affiliations with the SGPS. Second, the ex officio director was required to produce a report that would be given to the SGPS exec in advance of the fee referendum, but this year the ex officio director refused to write the report as she felt there was a conflict of interest with her SGPS position. Finally, the bylaws themselves are incoherent because Section 6.3.4(a) required the ex officio director to be a Graduate student, but the SGPS has elected to make it the VP Professional, which means it is always effectively a professional student and not a Graduate student.

We have two options moving forward: fully remove the position on the board or modify the position so that the SGPS ex-officio becomes a non-voting member. Having discussed with current SGPS president, they are in favor of status-quo to maintain good relationships. The ex-officio herself believes the position should become a non-voting member as a way to maintain good communication, maintain good perception between us and the SGPS. Many on the board believe there are other ways to maintain good relationships and that the position is superfluous as currently the ex-officio is often too busy with other meetings to attend Grad Club Board meetings. We have suggested having bi-annual meetings with the SGPS to increase cooperation and communication without this member on the board.

Sam: I have reservations about full removal of the position from the board. Lauren (current ex-officio) expressed concern about how it will look if we remove the position completely. I support removing of voting power from the position, but we move forward and further discuss full removal through a more open and transparent process over the course of the next year.

Mike Smith: I was on the board when the by-laws were amended, and this position was created. This happened because the president of the SGPS was a politically active person and the grad club had produced a business plan that was ripped to shreds by the SGPS. In those days, political correctness was intense, and the report was naively written. The change to the position as a slot for an SGPS member was intended to smooth out relationships between the two organizations. I fully support Sam's suggestion to be aware of the optics of the situation, particularly when the current SGPS ex-officio is also recommending that course of action.

Virginia: As Astrid said, I've always known that it's been a conversation. We've always hoped that the SGPS ex-officio would report back to the SGPS about financials and goings-on, but we discovered that isn't always happening. As such, we came up with this option to streamline processes. However, we do want to keep good relationships with the SGPS. So, I think Sam's suggestion is wise.

Sam: Regardless of outcome of the vote, they will require the amendments which match our by-laws to the existing by-laws of the SGPS including their conflict with drafting the report and their position as a graduate student.

Key provision: section 6.3.4

Jeremy: I would recommend voting to remove voting power but keeping the SGPS ex-officio member will be a non-voting, observational member.

Motion to amend by-laws as discussed to change the definition of the SGPS ex-officio member to become a non-voting member of the Grad Club board of directors: Jeremy, Law

Seconded: Sreeman, Graduate

Carried (1 opposed)

Sam: I would like it to be known that with this change we will be moving forward in discussions with the SGPS as to how this role should function and ways to increase communication and transparency between our organizations.

7. Election of New Board Members (9)

Jeremy elected CRO by the board.

a. Graduate Student Positions (3)

Nominated/Acclaimed

Astrid Hobill

Samantha Twietmeyer

Connor Sanders

b. Medical Student Position (1)

c. Education Student Position (1)

d. Law Student Position (1)

Warren Ferguson

e. Social Position (1)

Phileen Dickenson

f. Wild Card Position (2)

Owen Quenneville

Stéfy McKnight

Motion to approve by acclamation vote: Posy, Graduate

Seconded: Jeremy, Law

Carried

*SGPS Ex-Officio is appointed through SGPS executive elections

8. Adjourn

Motion to Adjourn: Astrid, Graduate

Second: Sreeman, Graduate

Adjourn

Appendix I – Director’s Reports

President’s Report

This past year has been one of growth. The Board of Directors continued to build on many of the projects established last year, and are moving forward on the priorities established during the 2016-2017 term which were:

1. Strengthening the present status of the Grad Club as a non-profit corporation
2. Ensuring sustainability for the future

The most important action taken towards these goals this past year was securing future SGPS fees during the SGPS Fee Referendum. This was a monumental task that was accomplished almost entirely by Sam Twietmeyer, our Operations Director, and Virginia Clark, our manager. The SGPS fee represents almost 10% of our operating budget and solidifies the joint partnership between graduate students and The Grad Club. If we had we not secured our place on the Opt-out fees, the entire plan for the Grad Club moving forward would have had to change dramatically. Thanks to the hard work of Sam, Virginia, and the rest of the Board, we secured these fees, and are able to move forward with our other projects.

One of the significant projects on the Grad Club’s agenda this year was continuation of the Advancement portfolio. As many members know, last year we accomplished the monumental task of getting on the Advancement portfolio. This enables us to envision a future of the Grad Club where students and community members alike can work and relax for years to come. We are working with Queen’s to establish timelines for building upgrades, as well as a formal marketing campaign for the restoration of the Grad Club. An important part of this plan will be the replacement of the wheelchair ramp, and an overall move towards building accessibility. It is our wish, and legal obligation, to have the Grad Club be fully accessible as soon as possible. This will remain a priority for future Boards for many years to come.

We continued to work towards member engagement through the development of our website and booking system. With the continued effort of the Board and ally, Julian Ball, we are in the process of moving our old website over to our new domain, thegradclub.ca. It is our hope that this new website will communicate our role and services to students and community members. As well, this year we adopted the customer booking service TripleSeat, which has facilitated easy event booking for customers and saved us time and money through its logistic services and required deposits. Lastly, we have just agreed to partner with Untappd, a craft beer tracking app that will allow us to solidify our place in the great craft beer venues in Kingston, as well as provide our members and guests more reason to promote the Grad Club. Overall, the Board made great strides to update the Grad Club’s online presence in both 2018 and 2019, which contributes to both the member experience and smooth operations for the Grad Club.

Lastly, we have seen continued success with the Ideas on Tap Speaker Series this term. We hosted over 10 different speakers, and included both academic and non-academic speakers with the goal of engaging more with the greater Kingston community. We aim to keep our speakers local and the topics of discussion relevant to current events wherever possible. We were successful in our previous goal of obtaining sponsorship, and now are able to provide our speakers with gift baskets on behalf of Spearhead. As well, we have formalized the application process for speaker ideas, allowing us to reach out to our entire community and provide equal opportunity for all speakers to present.

I want to thank the membership for your continued support, and the other members of the Board for a great year. This year, I was unable to be as involved in the Board due to my increasing academic demands. The other Board Members, namely the Operations Director and Vice President, stepped up to the plate to ensure the continued success of the Grad Club for this 2018-2019 term, and for that I am grateful and humbled by the amazing work they accomplished. To the incoming members of the 2018-2019 Board, we hand to you a campus institution in stable financial situation and in continued good standing in the community.

Thank you.

Maggie Hulbert

Director of Operations Report

It has been an absolute pleasure to serve as the Grad Club Director of Operations for the 2018-2019 Board of Directors. It has an exciting year working with the management and staff of the Grad Club and endeavouring to improve delivery of services to our membership and the wider Kingston community.

To begin I want to provide a brief update on some of the major changes that occurred in the year prior to my tenure as Director of Operations. A year on, we are now able to truly see the significant return on our investment in a new bar top and draught lines and installation of the new POS system. Since last year's replacement of the draught lines we have seen a significant increase in margins which was what we expected. Being able to offer more beer and cider with our expanded two taps has also served our mission to provide selection and quality to our members and patrons. After the growing pains of the POS system installation, we are now moving along with coordinating technology on the service end at a rapid pace. Most recently we updated the slideshow on our POS receipt monitor. The monitor shows the customer their purchase and total while also highlighting upcoming events and deals at the Grad Club. The Tripleseat event planning software has been up and running now since November and has been a huge success. This software streamlines the booking process and with all the information now contained in one centralised location, we have been able to avoid double-bookings and track cancellations much more easily. Pricing of events is also more transparent for our customers and we are working on securing means where payment can be processed directly through the TripleSeat system. This will mean that we can properly track our events income separate from the general club revenue and our customers will have clarity on their pricing and services as well as cancellation fees and refunds.

Keeping with the theme of the Grad Club's technological leaps in reaching our customers, the Grad Club has made several decisions regarding our social media and online presence in the past year. The most recent addition has been a subscription to the Untapped social media platform as a registered venue. This app subscription allows patrons to tag our craft beer and check-in to our establishment, providing us with advertising in the local community. As the Grad Club prides itself in our selection of craft beers and ciders this app is a natural fit and we foresee it creating an exciting new buzz as we head into the patio season. We also invested in a professional photographer this year who spent two days in the Fall taking photographs of our patio and updated event spaces. These gorgeous photographs were taken for the purposes of our website rebuild which is due to launch very soon. The website will be hosted at www.thegradclub.ca. We have officially purchased the web address and the site is currently under construction. Along with

the new website, we have been able to use the photos in our Instagram promotion throughout the year making Instagram our main social media outlet for daily updates on events and food and drink specials. Our Facebook page continues to contain the bulk of our event information. We look forward to the launch of the website which will integrate our social media platforms and TripleSeat booking system.

Despite our efforts in the past few years to update various rooms and floors, and the patio rebuild three years ago, the Grad Club remains an aging building. Our members will have experienced some of the effects of this aging with our closures for pipe-bursts and frozen lines in January and February this year. The building requires a major investment in its future in order to ensure that the two houses, which have stood for 130 years (built in 1889), will stand for 130 more. We continue to be in discussions with Queen's in approaching this need for sustainable structural and mechanical renovations. Of particular note for our membership, we have been in discussions with Queen's University for assistance in building an accessible entrance since the structural failure of our ramp last fall. Unfortunately, we have been unable to repair the existing ramp because it does not meet accessibility standards. But I want to ensure the membership that we are working to resolve this human rights issue as efficiently as possible. As a non-profit and member-run organization, we must be careful to approach these major renovations in a way that is open and transparent for both our membership and our staff. Any long-term closures that may be incurred by construction of this level will need to account for potentially lost wages for our staff which is a concern that I have maintained as a priority in our negotiations on a way forward.

Finally, due to scheduling and unavoidable absences, I took on the role of organising the Grad Club Fee Renewal Campaign this past January to ensure that our optional \$20 membership fee would continue to be processed through the SGPS annual fee slate. I am very happy to say that the campaign went smoothly and we our fee was successfully renewed with 69% in favour. That said, it will likely be no surprise that the Ontario funding scheme may impact the way in which student fees, optional or mandatory, are applied next fall. We are waiting to see what the outcome will be in terms of Queen's implementation of the new policies. Our fee is extremely vital to our operations, allowing us to provide 10% off food for members, free room bookings, and, most importantly, ensuring that we can remain open throughout the summer season. We will be continuing open conversation with our membership should any changes be made in this regard. In sum, 2018-2019 was a very busy and exciting year for the Grad Club and I look forward to this momentum continuing as the new Board of Directors takes us into 2020. I wish the new board the best of luck in their endeavours.

Samantha Twietmeyer
Director of Operations

VP and Long-Term Strategic Planning Report

Introduction

Last year's board was able to achieve a great number of the goals that they set out in the long-term strategy plans last year. This year's board has profited from the strategies set for last year and have continued to develop their initiatives in order to insure the sustainability of the Grad Club, a non-profit organisation, as a safe and inclusive cultural hub with divers programming and spaces. The long-term strategy meeting was held with members of the board in early March this year to discuss the vision of the Grad Club going forward. Below are the long-term strategic goals set forth by the 2018/2019 board of directors:

Accessibility of the Grad Club

The Grad Club prides itself on being a safe and inclusive space. Unfortunately, this past year the Grad Club ramp was deemed unsound and should no longer be used. This has posed problems for some patrons entering and exiting the Grad Club. Given that the Grad Club aims to be a safe and inclusive space ensuring that the Grad Club is accessible to all patrons is our top priority. We are currently working with Queen's University, to have a new ramp installed, meeting current accessibility requirements set forth under the Accessibility for Ontarians with Disabilities Act, 2005. Beyond the rebuilding of ramp, the Grad Club is in active discussions with Queen's University to ensure that the entire house becomes more accessible, which may include some renovations to the house. As developments occur, the board will ensure that there will be consultation with stakeholders and Grad Club patrons.

Health and Dental for Full-Time Staff*

The Grad Club wants to ensure that the safe and inclusive space extends to its employees. One way to help ensure the well-being of staff is to provide health coverage to full-time staff. Until two years ago, full-time staff of the Grad Club, paid into and were covered by the Society of Graduate and Professional Students (SGPS) Health and Dental Plan. Since, after losing this Health and Dental Plan, full-time Grad Club staff have gone uncovered. The board of directors is currently looking for a viable way to provide full-time staff health insurance. As a short-term solution, which aims to provide some coverage until a longer-term strategy can be devised, has been approved by the board and is currently being put into place by the Grad Club accountant. The coverage will provide \$500.00/per year to staff for health, dental, vision and wellness. Staff will have to pay their costs up-front then will be reimbursed by the Grad Club, up to \$500.00 dollars for costs related to the areas outlined by the agreement. This plan will stay in place until a more comprehensive long-term solution is found.

*Currently there are five full-time staff at the Grad Club

Website and Bookings

The development of a new website for the Grad Club is something that the Grad Club board of directors has hoped to see for a number of years. A new website is currently being developed by Julian, a social member of the Grad Club. This website will hopefully launch in the next couple months. The new website will be more user-friendly and accessible than the current site. Events by/at the Grad Club will be displayed more prominently, bookings will be more streamlined, and the Grad Club will use the website to better showcase the different cultural and academic events with which the Grad Club is involved. TripleSeat, a room booking service, is already available through the old website and will also be available on the new website. Individuals and groups can now use it to book, can pay the room fee, if applicable, and can also order food in advance through TripleSeat. It has already streamlined bookings and the Grad Club will be using the software going forwards. We hope that we can have people more aware of TripleSeat and that this software will ensure that bookings go smoothly in the future.

Signage for the Grad Club

Currently, for newcomers to the Grad Club, the signage on the house can be a bit lacking. There used to be a sign along the patio for the Grad Club, yet this has since gone. In the coming months, we hope to beautify our signage. We want to repurpose and make better use of current signs and have a couple new signs made. We hope to hire a local artist to refresh our signage. We also hope to discuss the possibility of further collaborations with local artists to promote the Grad Club.

Events and Marketing

The Ideas on Tap speaker series, developed two years ago by the marketing committee and has continued to be a large success, with speakers from both Queen's and the broader Kingston community. This series will be continued in the 2019-2020 year. There is already suggestion and interest from a number of speakers for upcoming series. We are currently also thinking of occasionally having other talks, associated with the series. The Grad Club has purchased a business subscription to the app "Untapped" in March 2019. This app is used by craft beer enthusiasts to track the different beers they have tried. We hope to use this to promote various events, as well as attract new clients, especially in the summer, who may be unaware of the rotating selection of craft beer that the Grad Club has on tap. We hope to develop this as a marketing tool and using going forwards. Further discussion of "Untapped" and the Ideas on Tap series is found in the marketing director's report.

The Grad Club will continue to reach out to groups on campus and in the community to encourage a variety of events to happen at the Grad Club. The Grad Club is always looking for engaging events and is happy to provide space for its membership. Finally, weekly Grad Club Trivia, currently hosted by Kyle and Mariah, will continue every Thursday. This event always has excellent turn out and provides a great space for graduate students across different disciplines to come together.

Relationship with Other Organisations

The Grad Club continues to be a cultural hub on Queen's campus and we want to continue to foster strong relationships with various organisations on campus and in the broader community. The board continues to work to have a strong working relationship with Queen's University, Queen's Community Housing, and the Society of Professional and Graduate Students (SGPS), amongst others. The board is currently looking at restructuring its relationship with the SGPS, due to changes between the institutions over the years and the new reporting requirements needed by the SPGS. We hope that we can develop a stronger more communicative relationship between the two bodies given that much of our membership is the same and propose bi-yearly meetings between the SGPS executive and the Grad Club board of directors to facilitate discussion. The Grad Club board meetings are open to the membership upon request, and we would invite anyone who is interested is welcome to attend.

Astrid Hobill

Marketing Director's Report

Introduction

The Marketing Committee had two major foci for the 2018-2019 year: Improving online and social media presence and continuing the monthly speaker series. Beginning in the summer of 2018, the marketing director began creating content in collaboration with volunteers and the social rep for a new website. While the new website has yet to launch, the content and structure of a new website are ready.

The second facet of this year's marketing portfolio was continuing the monthly speaker series -- Nerd Night: Ideas on Tap. Over the 2018-2019 year the speaker series became a much more collaborative effort with numerous board members contributing to the search for speakers. All speaker series events were formally sponsored by Spearhead Brewing – a relationship that began to form towards the end of last year's series.

Nerd Night: Ideas on Tap

This year the speaker series was more formally moved into the marketing portfolio, with significant contribution from the rest of the board. The speaker series remained much the same

compared to previous years, featuring talks from both the university and broader Kingston communities. The few changes included distributing a call for talk proposals, formalizing sponsorship with Spearhead, and purchasing our own in-house digital projector. The call for proposals had limited responses but was at least an attempt to formalize the recruitment process for locating speakers, which remains quite ad-hoc. The inclusion of Spearhead as a formal sponsor in the speaker series has had a positive impact. Spearhead provides discounted kegs and a gift basket for speakers in return for branding on promotional materials and a featured tap on speaker nights. It has been fruitful to explore ways of building sponsorship relationships with local breweries. Finally, the purchase of a digital projector (along with a projector screen donation from last year) has enabled more in-house capacity to host speaking events as well as provides opportunity to provide better A/V services for other events such as art shows, performances, film screenings or any other events that require digital projection.

Online and Social Media Presence

Several steps were taken this year to improve the Grad Club's day-to-day marketing. One noteworthy effort included hiring a professional photographer to take pictures of the space and menu offerings to include on promotional materials and use for social media marketing. The photos will be necessary for the launch of the new website but should also prove useful for a variety of purposes. Another important marketing step was purchasing a business subscription to Untappd, a mobile app associated with craft beer consumers, bars, restaurants and breweries. The Grad Club is currently the only bar/restaurant in Kingston with a portfolio on Untappd, so there is a great opportunity to build on our reputation as a place to get great craft beer in town.

Concluding Remarks

While the marketing director contributed to various aspects of the 2018-2019 board agenda, the marketing portfolio still remains ambiguous. Day-to-day marketing has generally been conducted by the manager and fundraising has moved to other portfolios. Additionally, several board members took on the marketing portfolio this year, making consistency and momentum difficult. The marketing portfolio remains an important role that a future board member will be able to shape and drive in interesting ways if they have the time and creativity to take marketing of the Grad Club in new directions. That being said, locating speakers and facilitating talks for the speaker series provides a consistent workload for this position, and so a future marketing director can expect to have immediate responsibilities to fulfill upon joining the board.

John Haffner

Treasurer's report

The 2018-19 has been a productive year for the grad club. It has been a wonderful experience for me to work as the Grad Club treasurer for the year 2018-19. I would like to thank the manager Virginia, auditor Shirley, the board of directors and the staff for being supportive during my term. During my tenure in grad club as treasurer one of my responsibility was to discuss the revenue and expenditures using the monthly balance sheets prepared by the auditor. In accordance with that, this year we have taken several steps to balance the budget while improving the standards to provide the best experience for the members and non-members of the grad club.

The summer was huge for the grad club where the newly improved bar top and taps which significantly reduced the wastage of beer and in turn improved the beer sales. The introduction of "Grad Hour" specials made a huge contribution towards the revenue. Due to the renovations the marketing team has received a huge response. However, the patio suffered during the summer due to the weather conditions. The fall has been spectacular as all the students were in the campus

and with the renovations the sales got improved. But due to the weather conditions the patio wasn't available in the beginning of the year 2019. In our regular monthly board meetings, we agreed on keeping a simple menu which caters all categories of food including the gluten free, vegan etc. The manager streamlined the staff schedule, reduced the inventory to bring the margins up.

In my opinion, with all the new changes in the food menu, three-tier beer menu, new bar top, the new POS system and the renovations at the grad club the next year will be more productive. Once again, I would like to thank the board and the staff.

I wish good luck for the 2019-20 board of directors.

Thank you
Sreeman Mypati