

Minutes of the 1,215th meeting of the Hart House Board of Stewards, held on Thursday, September 18, 2008 at 5:30 pm in the South Dining Room.

- Present: Ms Lisa Punnett (Chair)
Dr. Louise Cowin (Warden)
Ms Corrine Aberdeen (Literary and Library Committee)
Mr. Christopher Charles (GSU Appointee)
Mr. Anthony Chiu (Music Committee)
Mr. Matt Dreger (Alumni Committee)
Mr. Adam Kowalczewski (Finance Committee)
Ms Nicola Langille (House Committee)
Mr. Matt McGeachy (Theatre Committee)
Ms Ewa Modlinska (Farm Committee)
Ms Jacqueline Raaflaub (RAC Senior Member)
Ms Denise Ryner (Art Committee)
Ms Camille Sahula (Social Justice Committee)
Ms Chelsey Tam (Finance Committee)
Ms Elizabeth Vosburgh (GC Appointee)
Ms Elizabeth Wooster (RAC)
- Ms Cristina Oke (Recording Secretary)
- Guests: Mr. Ken Brocklehurst (Director of Finance & Info Technology)
Ms Alexis Chapman (Senior Communications Officer)
Mr. Courtney Gibson (Alumni Committee)
Ms Amanda Greener (Assistant to the Warden)
Mr. Sandy Henderson (Director, Athletics & Membership)
Ms Sara Herron (Senior Graphic Designer)
Ms Laney Marshall (Director of Programme)
Mr. Michel Mersereau (Marketing Manager)
Ms Caroline Pereira (Senior Development Officer)
Mr. Allan Shatzky (Coordinator, Special Projects)
Ms Lynette Spence (Coordinator, Equity and Diversity Initiatives)
Mr. Paul Templin (Manager, Hart House Theatre)
- Regrets: Ms Lucy Fromowitz (President (*ex officio*) or Designate)
Mr. David Pereira (Presidential Appointee)
- Absent Mr. Alexander Levy (Debates Committee)
APUS Appointee
Presidential Appointee
UTM Rep
UTSC Rep
UTSU Appointee

1. Welcome and Introductions

The Chair welcomed members and guests to the meeting of the Board of Stewards, and invited all those present to introduce themselves. Members were informed that the meeting would include 'as you need it' training, with descriptions of process and rules of order accompanying each agenda item as appropriate.

2. Re-Appointment of Chair

The Chair withdrew from the meeting.

Dr. Cowan reviewed the motion template that was provided to the Board of Stewards for items on the agenda. The template headings included Item Identification, Sponsor, Jurisdictional information, Previous Action Taken, Action Sought, Highlights, Financial Implications, and Future Action Needed.

She explained that the Chair of the Board of Stewards must be a member of Hart House but shall not be a chair or secretary of any Hart House club or committee. The Chair could serve a maximum of two consecutive three-year terms.

Dr. Cowin noted that Ms. Punnett had been involved with Hart House for a number of years, and had served as Presiding Officer of the Board of Stewards from October 2006 to April 2007 and as Chair from May 2007 to April 2008. Due to other obligations, she had requested a one year term as Chair.

On motion duly made and seconded THE BOARD APPROVED

THAT Ms. Lisa Punnett's appointment as chair of the Board of Stewards be extended for an additional year, from September 2008 to May 2009.

Ms. Punnett rejoined the meeting.

3. Minutes of Meeting of May 8, 2008

The minutes of the meeting of May 8, 2008 were amended as follows:

It was agreed that the Map Room floor plan would be added to minutes as Appendix A.

On page 10, the amount of the budget was corrected to \$380,650.

The minutes of the 1,214th meeting held on May 8, 2008 were approved as amended.

4. Business Arising

There was no business arising.

5. Reports

Committee secretaries were reminded to submit written reports on their clubs/committees by noon on the day of the Board of Steward meetings.

(a) Committee Activities and Significant Issues

ALUMNI

The Alumni Committee co-ordinates an annual Dinner Series, a trivia challenge, and an alumni reception in the Spring.

This year, the Committee will explore ways of communicating effectively with senior members.

ART

The Art Committee provides an opportunity for students to get involved with art-related events. The Committee has five subcommittees. The first meeting was held on September 8 and was attended by a large number of students.

DEBATES

No report.

FARM

The Farm Committee is responsible for taking care of the 150 acres of the Hart House Farm, and encourages the use of the farm by all members. The Committee oversees the use of the property and events at the farm, and promotes sustainability.

FINANCE

The Finance Committee meets monthly. It reviews the budget of Hart House and usually undertakes an annual special project.

HOUSE

The House Committee has two mandates – governance of Hart House and the organization of campus-wide activities, such as the 5 buck lunch, to attract people into Hart House. The review of Hart House governance will continue in 2008/09.

LITERARY AND LIBRARY

The Literary and Library Committee has eight sub-committees. In addition to managing and maintaining the library collection, the Committee organizes bi-monthly meetings of the Algonquin Square Table, Library Readings, WRITual pub nights, the Hart House Review, the annual Literary Contest, and the annual Poetry Prize.

5. Reports (cont'd)

(a) Committee Activities and Significant Issues (cont'd)

MUSIC

The Music Committee organizes a number of free concerts during the year, as well as publishing Demo, the Hart House music magazine and overseeing the Record Room. This year the Committee will be updating its website.

RECREATIONAL ATHLETICS

The Recreational Athletics Committee is responsible for making decisions concerning the provision of quality athletic facilities in Hart House, for creating an environment that allows members to pursue their individual fitness goals, and for organizing events such as the Hart House triathlon, Golf Day and Ski Day.

SOCIAL JUSTICE

The Social Justice Committee provides opportunities for Hart House members to become aware of various issues including the environment, food security, gender, refugees, and community involvement. Activities organized by the Committee include a community kitchen and a speaker's series.

SUSTAINABILITY COMMITTEE

No report.

THEATRE

The Theatre Committee serves as an Advisory Board to the Hart House Theatre. Its activities include developing policies and long term goals for the theatre, fundraising, and setting the program for the Theatre's season. King Lear, the first production of the 2008/09 season, opens on October 1, 2008.

COMMITTEE on BUDGETS

The Committee on Budgets reviews all budgets at the end of the fiscal year, and considers requests for contingency funds throughout the year.

ADVANCEMENT

The Advancement Office is currently writing a case of the funding priorities of Hart House for the Division of University Advancement. A Hart House Campaign Cabinet has been established. The current focus of fundraising is on the Hart House Theatre Campaign.

5. Reports (cont'd)

(b) WARDEN'S UPDATE

i) Hart House Goals – 2008 - 2012

Dr. Cowin distributed a list of nineteen goals for Hart House and highlighted the work being done to achieve several of them. These goals reflected the recommendations of the 2007 Review of the House, and had been embraced by the Senior Team.

Significant work is being done on the first two goals – expanding and strengthening mutually beneficial relationships with academic units, services, programmes and divisions, and creating mechanisms (evaluation tools, assessment methods) to better understand the experiences of Hart House participants.

The ArtZone Office has relocated to Hart House, following the approval of the Board of Stewards in May 2008. This reflected goal 7 – strengthening the leadership role Hart House plays in the University's arts and cultural community.

The achievement of goals 8 and 9 – the engagement of a wider diversity of students and development of new structures, processes and programming to serve them as the engagement of students in questions, issues and activities related to the pursuit of equity and social justice – will build on the work being done by Lynette Spence, the recently appointed Coordinator of Equity and Diversity Initiatives.

Goal 12 – fundraising of \$8 million for the Hart House Theatre – is well underway.

Progress has been made on goal 13 – ensuring that space in Hart House is allocated and utilized optimally. The creation of the Hub space reflects goal 18 – ensuring that Hart House delivers excellent customer service.

The creation of a Hart House map and the new design for Hart Beat reflects goal 16 – the strengthening of the capacity and effectiveness of Hart House's strategic communications.

ii) Vacancies on the Board of Stewards

Dr. Cowin noted that representatives from the Association of Part-time Undergraduate Students (APUS), the University of Toronto Student Union (UTSU), the University of Toronto at Mississauga (UTM), and the University of Toronto at Scarborough (UTSC) had not yet been appointed to the Board of Stewards. Dr. Cowin was working with the President's Office to finalize the two Presidential Appointees to the Board.

5. Reports (cont'd)**(b) WARDEN'S UPDATE (cont'd)****iii) Special Meeting of the Board of Stewards**

Dr. Cowin noted that a Special Meeting of the Board had been scheduled for October 2, 2008 to discuss the budget allocations for the Revolver Club and for the Rifle Club for the winter term. She requested that the Special Meeting be cancelled and an additional hour be added to the October 16 meeting of the Board. It was her hope that the membership of the Board of Stewards would be complete by the October meeting.

After discussion, **it was agreed that the October 16 meeting of the Board would begin at 5 p.m.** in order to provide sufficient time for discussion of the budget allocation. Information on the matter would be provided to members well in advance of the meeting.

(c) Other Board Members' Reports**University of Toronto Students' Union (UTSU)**

No report.

Association of Part-time Undergraduate Students (APUS)

No report.

Graduate Students' Union (GSU)

The Graduate Students' Union (GSU) represents 14,000 students and is the largest graduate student union in Canada. The issues that the GSU plans to focus on in 2008/09 include UHIP for international students, post-residency fees, and outreach and lobbying in conjunction with CUPE 3902. The GSU is part of the U of T Drop Fees Coalition, and will be involved in the Ontario-wide Day of Action on November 5.

GOVERNING COUNCIL

The Governing Council is the senior decision-making body of the University, and includes eight student, twelve teaching staff, two administrative staff, eight alumni and sixteen Lieutenant-Governor-in-Council (LGIC) members, as well as the Chancellor, President and two Presidential Appointees.

PRESIDENT'S DESIGNATE

No report.

U of T at SCARBOROUGH

No report.

U of T at MISSISSAUGA

No report.

6. Communications and Marketing

Presentation

Michel Mersereau, Marketing Manager, described the communication strategies that were being developed for Hart House, and indicated the resources necessary to implement the strategies. The following points were made in the presentation:

- More than 74,000 students pay fees to support Hart House.
- The largest student constituency includes approximately 53,000 full-time undergraduate students between the ages of 18 and 24.
- This age group communicates primarily through mobile communication devices.
- Currently Hart House communicates via print publications, web and email.
- Effective future communication strategy will require investing in personal electronic communication platforms both on the web and through increasingly sophisticated mobile devices.
- The success of a new communications strategy will be measured by the success of meeting students' expectations.
- Advertising in Hart House will be presented in three distinct forms:
 - advertising supported promotions, providing links to related activities;
 - advertising supported services, providing information about activities of interest to individuals, and
 - stand alone advertising, using current affinity partners of the University.
- The proposed advertising strategy is not intended to corporatize Hart House.

It was moved and seconded THAT senior management have the authority to pursue and secure revenue and partnerships through advertising on and within Hart House space, defined as interior wall space, display signage and the Hart House web site.

Points Raised in Discussion

- Has there been any survey done to determine the opinion of current Hart House members concerning advertising?
 - Members have not been surveyed about advertising.
- Can Hart House solicit sponsors?
 - Yes, but Hart House may only use groups that the University's Division of Advancement approves of.
 - Hart House Theatre revisited its process for soliciting sponsors in 2006, and has since only solicited advertisers approved by the Division of University Advancement.
- The Board of Stewards needs to have a serious discussion about whether members are comfortable about the idea of developing posters with partners.
- How much wall space will be used for advertising and where will it be located?
 - Stand alone advertising will be located in washrooms; ads supporting services will be on digital screens.
- What will be gained by doing this? Is it worth it?
 - Partnerships will offset the costs of digital signs, which could be \$10,000.
 - Hart House Theatre has generated \$30,000 in annual revenue after receiving permission from the Board seven years ago.

6. Communications and Marketing (cont'd)

On motion duly made and seconded, the BOARD APPROVED to extend the meeting by 15 minutes.

- It was suggested that students be involved in the selection of advertising partners for Hart House.
- Will students be charged for incoming messages related to Hart House on their mobile devices?
 - There would be no charges to students as the University would be a mobile gateway provider.

The BOARD DEFEATED a motion, duly made and seconded, to defer consideration of the motion until the next meeting of the Board of Stewards.

- Can stand alone advertising be limited, and signs with advertisers not be placed along the walls of Hart House?
 - Signs will be placed where people congregate or stand, eg. in washrooms.
- Will effects of advertising be reported to the Board of Stewards?
 - Dr. Cowin indicated that there would be no problem with establishing an accountability and recording mechanism.

On motion duly made and seconded THE BOARD APPROVED IN PRINCIPLE THAT senior management, with a group of students, have the authority to pursue and secure revenue and partnerships through advertising on and within Hart House space, defined as interior wall space, display signage and the Hart House web site.

On motion duly made and seconded THE BOARD APPROVED

THAT a sub-committee be struck to work out the details of the implementation of the motion concerning advertising and report back to the Board of Stewards.

The following members volunteered to serve on the subcommittee: Corinne Aberdeen, Matt Dreger, Chelsey Tam and Elizabeth Wooster.

7. Date of Next Meeting: October 16, 2008 at **5:00 p.m.**

8. Adjournment: The meeting adjourned at 7:50 pm.

Chair

Recording Secretary

October 20, 2008