

Minutes of the **Trading Committee Meeting** held on  
Wednesday 26<sup>th</sup> October 2016 in the Middle Reading Room, Teviot

<b>Present:</b>	Jenna Kelly (JK)	Vice President Services (Chair)
	Adam Noach (AD)	Student Trustee
	Edgar Zhang (EZ)	Student Bars Convener
	Adam Kijowski (AK)	Student Catering Convener
	Lora Bedford (LB)	Student Retail Convener
	Fanny Hajdu (FH)	Student Entertainment Convener
	Alan McLaren (AMc)	External Member
<b>In Attendance:</b>	Stephen Hubbard (SH)	CEO
	Alan Duff (AD)	Commercial Services Director
	Anna Maciulewicz (AM)	Deputy Administration Manager
<b>Apologies:</b>	Stewart Goldberg (SG)	External Trustee
	Jess Husbands (JH)	Sabbatical Trustee/VP SA
	Mila Rocha (MR)	Student Art Convener

	Item	Action
1.	<b>Welcome and Apologies</b> The meeting was opened at 5:07pm.	
2.	<b>Conflict of Interest</b> None.	
3.	<b>The VPS Report and Q&amp;A</b> JK suggested that the committee have a session developing future discussion topics at the end of the meeting.  <u>Events:</u> Welcome Week – has been generally successful. October Fest – has been less successful as a consequence of the Pleasance sessions not being run alongside. Disability Awareness – JK attended a discussion session.  JK further updated she was going to be working on: Developing the Wee Red Bar and use of space Developing the Fashion Show at Green Festival, working with ECA  <u>Catering:</u> Food Festival – almost 1000 attended, and this was a successful event including a 'vote' to support a Salad Bar introduction. JK also noted that we would be stocking bike accessories at EUSA shops	
4.	<b>Previous Minutes of Meeting Held on 7<sup>th</sup> September 2016</b> Minutes approved.	

5.	<p><b>Matters Arising</b></p> <p>AN queried the Library Bar to which AD advised the mains/pizza deal is from 3pm to 7pm which is the more traditional 'quiet time' adding there will be more of those deals to come. A combined working group has been set up to think of more marketing initiatives. AD further commented on work with the Vegetarian Society.</p>	
6.	<p><b>Commercial Director Report</b></p> <p>SH introduced the report noting the finances hadn't changed much since the last meeting. It was further noted that there has been a minor update since to the figures.</p> <p><u>KB Development:</u> The scheme is delayed, although by moving dates to quieter months, we lose less business. The Association renovated the Common Room which has so far been well received. It was noted that this may encourage the University to provide more microwaves elsewhere. AN queried the delay around the KB redevelopment to which SH advised there are two reasons for delay:</p> <ul style="list-style-type: none"> <li>• University Estates – overworked with lots of projects.</li> <li>• Ordering windows which takes four months but we are asking the university for alternative solutions</li> </ul> <p><u>Wee Red Bar:</u> Now open for business, although it wasn't open during Welcome Week. The University has not yet provided the completion certificate. AMc queried the capacity to which he was informed around 200 standing.</p> <p><u>Connecting to Prospective Students:</u> Engaging digitally with them before their arrival. We can start to communicate with prospective students via the University and we can contribute to their newsletter. A discussion on this with the University will begin next year.</p>	
7.	<p><b>AOB</b></p> <p>Exercise (VPS) to set up focus for the rest of the year.</p> <ul style="list-style-type: none"> <li>• Write two <i>bad</i> ideas that would make students unhappy or dissatisfied. We should think of opposite ideas to be successful. Get bad ideas from people's heads.</li> <li>• Write two <i>good</i> ideas. Get feedback with comment cards, coins for voting, smiley faces.</li> <li>• Attract students with discounts.</li> <li>• <i>Weird</i> ideas that we don't think it couldn't happen.</li> </ul> <p>AD: We need to drive volume to keep revenue.</p> <ul style="list-style-type: none"> <li>• 'Loyalty' in shops. Too expensive – feedback.</li> <li>• Communication – improve.</li> <li>• Change coffee and bring Costa into KB Café.</li> <li>• Look beyond current partners – make more contacts.</li> <li>• International events – more of them at SA. Work together with societies, help societies to collaborate. Global team could help out. We can provide structure, framework, guidance and societies should lead. (Best to contact ENTS team). Eastern European Society. 100 -200 (active members 100 people)</li> </ul>	

	<p>EZ: Chinese Society – looking for help from external partners. Not enough support from SA. They don't know where to look within the EUSA. AD noted this.</p> <p><u>Ideas:</u> Events: FH: Get more international events, collaborate with societies.</p> <p>Retail Conv: LB: Get more students to come to our shops. More deals? AD: We can't compete with big corporations like Tesco's. Introduce comment cards to get feedback from front facing roles – we have started this. Loyalty Card UPay Chilli – is widely used.</p> <p>Catering: Profits are going to be different to others. But students don't know where the money from catering goes, and it was presented that if they did, it would be more positive.</p> <p>Jenna asked for feedback on her chairing from everyone.</p>	<b>All</b>
<b>8.</b>	<p><b>Meeting Close</b> JK thanked everyone for attending and closed the meeting at 6:30pm.</p>	
<b>The next meeting will take place on 14<sup>th</sup> December 2016 at 5pm in the Middle Reading Room</b>		