

Students' Society of McGill University
Association étudiante de l'Université McGill

Summer Council Report
September 17, 2009

Office of the Vice-President (Finance & Operations)

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1.3 Renovations: Early on we elaborated a list of renovations that we wanted to do by the start of the winter term and have been working on it since. Here is the list with a status update:

- Remove the 90's couch from the corner. (Done)
- Set up individual booths in the corner. (Pending quotes)
- Get rid of the metallic hanging tables. (Done)
- Expose, sand and varnish the wooden bar structure. (Done)
- More visible menu. (Working on it)
- Remove bar overhead lights. (Looking for a replacement)
- Get a wooden front & rear bar. (Designed & Funding sources pending)
- Install wooden floor (Pending quotes)
- Upgrade the sound system. (Done)
- Redo the shelves & liquor display. (Designed & Funding sources pending)

1.4 Sound System: As a part of the renovations plan, we approved \$8,000 out of the Space Fee in order to enhance and upgrade the sound system at Gerts. This was done through several phases. The first thing we did was get a dj mixer to replace the one that was stolen last year. Then we got a new sound board and got the monitor fixed. Then all the speakers were fixed to avoid replacing them with new ones and save money. We also bought ten XLR cables and six mics with stands for bands. Lastly we reorganized the sound system management with a \$1,400 console that allows us to split the bar in 3 segments and to isolate the sound in each of them and we set this up in the lights room so no one has access to it. Currently we are in the process of acquiring a set of two turntables, one guitar amp and a bass guitar amp.

1.5 Pool Tables: The old pool table was returned along with the cues and ball and we got two brand new professional pool tables with cues and balls. We also decided to charge \$6 per hour per table, except on Tuesdays when it is going to be free.

1.6 Marketing: We have decided to pursue a fierce marketing strategy. We brought back the "Gerts 'til it hurts" slogan and have used it on Gerts promo items. We have currently distributed thousands of Gerts stickers and Gerts pens with the slogan. All staff will be wearing Gerts t-shirts that have been made in collaboration with McAuslan which will have advertisement for Gerts & Moosehead. We have ordered over a thousand Gerts condoms and matchboxes to distribute. Finally, we have been playing with the Gerts logo in order to come up with something more appropriate for the image of Gerts we want to portray right after the renovations.

1.7 Food: That's right! We are no serving food at Gerts. Everyday after 5pm we will begin serving pizza and after 7pm we will be serving a few other



We finished the lease negotiations that had been an ongoing process for over one year. You can all expect to find Al-Taib open at Gerts Monday to Friday from 12pm until 5pm every week until mid-December and from January until Mid-May. But, that is not all... After they close their operations, Gerts will continue to serve pizza all night and sell them at the same price, while making a small profit!

2. Bank Accounts

After meeting with our Scotiabank Account Manager, we were informed of a few minor changes in our bank fees for the year. The Club Management Fee increased from a flat fee of \$60 to a flat fee of \$150 per year to manage the account of the over 200 clubs that operate under SSMU. It was decided to close our credit line of up to \$50,000, which we never use or need, as we currently stand on a very good and stable financial position, unlike the years past. Lastly, in order to generate some extra revenue on our idle funds sitting in a saving accounts, earning no interest because of the incredibly low prime rate due to the economic crises, we opened a Small Business Savings account for \$500,000 which will be earning interest and short-term GICs in the future for all money in excess of \$500,000.

3. Beer Contracts



We began phasing out bottled water from Shatner! It has already been removed from all of the vending machines, except for one of them. Additionally, tenants have been very supportive of the student motion and have agreed to replace water bottles with pitchers of tap water with lemons in them, yummy!!

5. Café Supreme

As you have noticed, they are open! T5x65!8A!9!Mo()65x61?!Mt()9596!8Mi(A5MT!91xMs(15A81

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