Programming Council Special Meeting Minutes of October 25, 2013

I. CALL TO ORDER: Chair Cruz calls meeting to order at 10:06 AM.

II. ROLL CALL

Members Present
Raymund Cruz
Chris Gallagher
Mohammed Salman
Marc Cochran
Tamisha Latimore
Karima Sharifi
Stephanie D. Luna
Mary Reardon
Monica Juarez

Absent Members
Hendrix Erhahon
Angela R. Gonzalez
Pritesh Rajvaidya

Guests
Randy Saffold
Everett Lai

III. ACTION ITEM - Approval of the Agenda
Amendment I: (Gallagher) to add information item – Covered California after the tailgating item.
Motion (Sharifi) to approve the Agenda as amended.
Motion Carries.

IV. ACTION ITEM – Approval of UU Minutes of March 8, 2013
ED Saffold states that the UU Minutes of March 8, 2013 are not approvable in this committee because this committee has been newly formed and those minutes don’t apply to this committee.

V. PUBLIC COMMENT – Public Comment is intended as a time for any member of the public to address the committee on any issues affecting ASI and/or the California State University, East Bay.
No Public Comment

VI. INFORMATION ITEM – Greetings
The committee goes around and introduces themselves to the other committee members.
09:24
VII. INFORMATION ITEM – Review Meeting Dates & Times for Fall Quarter 2013
Chair Cruz addresses the following:
• Meetings have been set for every other Friday starting from this Friday from 10am-12pm.
• If someone can’t attend a meeting let him know ahead of time
10:53

VIII. INFORMATION ITEM – Welcome Packets
Chair Cruz addresses the following:
• Passes out welcome packet and asks members to read and review it
ED Saffold explains the Robert’s Rules to the committee members
• It gives the meeting structure
• Stops people from talking out of turn; need to be recognized by the chair before speaking and it is the chair’s option to recognize you
• The role of the members often times is to make a motion
  o Information items are just information being given, discussion items are just discussions, and for an action item the committee will discuss information then take action on it
  o You don’t have to motion to move on to next topics because the agenda has already been approved
  o Since everyone is new they need to state their name when making actions and seconding
  o They can call an action item to question if they feel like the discussion is going on for too long
  o They can make amendments to motions
  o There are urgent (privilege) motions for example, if something were to happen outside and they motioned to leave the meeting
  o Incidental motions are if you appeal the decision of the chair
  o Some motions aren’t debatable and some things are amendable and some are not
  o Committees aren’t as involved with the Robert’s Rule as much as the Board is
Chair Cruz goes over the expectations of the committee members:
• Always be prepared for the meeting by reading the documents beforehand
• Be on time; if they’re running late let him know – call or text him
• Respond to emails in a timely manner – check emails daily
• Speak clearly and loudly enough so that you can be well understood on the recorder
Motion: (Gallagher) to move ‘Information Item – Using Planning Sheets Effectively’ as item IX.
Motion Carries.
19:53

IX. INFORMATION ITEM – Using Planning Sheets Effectively – Randy Saffold
Chair Cruz yields the floor to ED Saffold and he addresses the following:
• This presentation was done by a student and now he works for SCSU’s university as a special events coordinator. Following the steps in this power point will insure that they have great events
• Brainstorming process – designed to be an open discussion amongst the team where they discuss the goals of the event, squat analysis which is looking at the strengths, weaknesses, opportunities, and the threats of the event – planning in advance, details and ideas: location, time of year, prizes, etc. They should also plan subcommittees: Team A & Team B but both teams help each other – the staffing team will help with the logistics for the events – fences, etc. They need to think about the budget when planning events – they have a budget for about $18,000 with 50% set aside for Board directed initiatives. The brainstorming worksheet is included in the packet that they’ve been given.

• Research – after coming up with an idea make sure to research if it can actually be done e.g. insurance. Divide research by committee and person of interest – same person shouldn’t be doing the research all the time.

• Look at similar events at similar institutions and compare

• Do great analysis after events so the next programming council committee can learn from this one

• After doing the research and evaluations bring it back to the full group for everyone to look at it

• Make decisions when they plan on who is doing what – use event planning worksheets: site plan, staffing plan, will they be using volunteers, etc. What supplies will they need, budget, and they should continue to update the worksheet and send to each other digitally. Determine any special needs for guests: outlet, fencing, UPD permission, letting deans of departments know that they’ll be making extra noise, divide into subcommittees so everyone works

• Execution/coordination – if they follow the event plan and go through all of the items needed they will do well. Related subcommittees should work together as needed. Once the event is planned, open discussion stops – now they’re executing the event, they aren’t going back to brainstorming. It’s okay to add things later. Keep updating schedules and make sure that whoever is in charge of the event planning writes the ideas and people that were assigned different pieces down.

• Secure vendors, contracts, volunteers, permits, and staff and finalize instruction and information with them – VDR’s when will their check be ready, etc. All of this should be done well in advance. Should be done with event plan at least 4 weeks in advance so marketing can begin to market the event

• The event should be executed well if it was planned well; enjoy the event and planning as well

• Have some form of on site evaluation to get feedback from students and they can do a formal survey later. They can have the students enter to win a prize by doing the on site evaluation
Committee debriefs on what went well and what didn’t go well, write this down and preserve it for next year’s committee. Make sure that they go back to Aramark, the risk management office, the UPD’s, etc. to thank and follow up with them.

Goes over event planning and brainstorming documents – primary goals, theme, and decorations. They need to do a planning timeline – who’s responsible for what and when is that piece due. Have a budget for event/activity. Event team and who’s going to take things down. Use all of the documents to help them keep track of event. This committee can also be support for the event teams’ big events.

Having a site plan is helpful and they can share this document with facilities so they’ll know where they’ll be using power.

X. INFORMATION ITEM – Ideas for Winter/Spring Quarter
Chair Cruz highlights the following:
• For spring he has an idea for the spring fun run again and an ASI raffle draw
  o For the raffle draw, it will happen every month starting next quarter and it is a day that students will wear their CSU gear. With the gear on, they will go to the ASI business office and sign up for the raffle. They will have the chance to sign up once a week giving them a total of 4 chances to win. The prize will be a parking permit for the next term.
• They will be planning for Homecoming week, he wants them to bring their ideas to the next meeting
• The 5K Fun Run won’t be the same as last year but they are going to look at last year’s Fun Run as a guideline and to see what went well and what didn’t
  o ED Saffold states that this event was actually done by athletics and ASI was the partner so they’re not necessarily the group that gets to change it. But, if they had their own Fun Run based off of something else then that would be different.
• The committee discusses beginning to plan for Homecoming week early and adding things for them to do during Homecoming week
  o ED Saffold suggests that they invite Darrell Bailey to come and speak at one of the committee meetings on what athletics is looking to do for Homecoming week and they can possibly help with. This can give them ideas on what they can do.

XI. INFORMATION ITEM – Golden State Warrior Game – Chris Gallagher
Chair Cruz yields the floor to Gallagher and he addresses the following:
• This is something they’ve done in the past, they’ve done it with the Warriors and the Raiders
• It is buying a bunch of discounted group tickets and inviting students to go to the games
• He’s been looking at dates and times – he found a game on November 20th, it’s versus Memphis and is $12 per student. If they buy 75 or more tickets they get to go courtside and watch the pregame and meet the players. This night is also Stephen Curry bobble head night so the first 10,000 fans get a Stephen Curry bobble head. Gallagher further states that he isn’t sure if November 20th is too soon but other possible dates are January 15th, the 28th and February 4th.
• Plans on calling the Warriors and also plans on talking to the people who’ve done this in the past for guidance on how many tickets to buy, how many students to expect
• For budgeting, if the tickets are $12 they could ask the students to pay $10 and that means they’ll only be spending $2 per ticket or they could possibly provide Bart tickets.
ED Saffold states that this might be harder now because they might have to get clipper cards instead of Bart tickets.

- The committee discusses targeting games that have promotions and whether or not November 20th is too soon.

50:13

XII. INFORMATION ITEM – Basketball Tailgating – Chris Gallagher

Chair Cruz yields the floor to Gallagher and he addresses the following:

- East Bay Tailgating for the basketball games is another event that they’re trying to do
  - The purpose is to create more campus pride
  - This will be free for students
  - Trying to convince students to keep coming to games
- Target date is the first conference game of the year, December 6th: Cal State vs. Dominguez Hills
- The set up would be similar to the Spartan Kick Off – they’ll have food and clubs and orgs tabling
- It will be 6 weeks from now so they should have enough time to plan it
- He’s collaborating with athletics to get their ideas as well
- On December 6th it will be cold outside and it is right before finals
- Should they use Aramark for catering – ED Saffold states that for athletic/campus events they have to use Aramark. Outside catering in the past hasn’t worked out smoothly and the caterers aren’t allowed to serve. ED Saffold further states that now with Taco Bell and Pizza Hut being open they may be able to do personal pizzas, burritos, etc.
- The location – will they do it outside, parking lot, risk management (supervision), and the timing of the event

Chair Cruz states that the time in between their formal meetings they’ll have working sessions where they’ll plan and brainstorm ideas

ED Saffold mentions that working sessions don’t depend on quorum

58:32

XIII. INFORMATION ITEM – Covered California

Chair Cruz highlights the following:

- The College Director of Science, Gaozong was supposed to be here but she couldn’t make it today so she emailed him two videos of what Covered California is
  - This is something that they’re going to make workshops on
- Plays Covered California videos for the committee
• **ED Saffold** states that the Chancellor’s Office has commissioned graduate students to go to all of the CSU campuses and host informational events. ASI will be coming to the Programming Council to ask them for their help in pulling off some of these events.

**1:02:07**

XIV. **DISCUSSION ITEM – Late Study Night Live**  
Chair **Cruz** addresses the following:

- This is the Late Night Study Hours he just changed the name
- It will be in the Old Union until 2am like last year
- This year he wants the New Union to be open as well – he wants the tables in front of Subway and Panda Express to be tables for students to study
- He wants the Old Union to act as a study break where music will be playing
- Rooms will be open
- They will be collaborating with Smooth Transitions – they’ll be in the New Union and will have survival kits for freshman and transfer students
- He wants to work with the college of science and college of CBE to have the science and business buildings open until 2am and getting the coffee and hot chocolate there
  - The committee discusses this possibly taking students away from the unions to study and have hot chocolate and coffee
- Last year this was done during the finals week but last year they received suggestions from students about having it earlier so he plans on having it the week before finals week – He was thinking Wednesday, Thursday, and Monday
- **ED Saffold** suggests they talk with Aramark about leaving one of the restaurants open during the event, or at least try it for one night to see the success of it
- He has 7 students that want to volunteer including a club – he also wants students to perform
- The committee discusses whether or not the loud music will be too distracting for students. Chair **Cruz** discusses possibly reserving the MPR for a quieter study area. The committee discusses the type of music that would be played during the study night.
- **ED Saffold** reminds the committee to use the planning sheets while brainstorming ideas and to think about the logistics of things like multiple locations, volunteers, lack of staff during late night hours, etc.
- **Salman** states that for the rooms availability, it all depends on the events that may be happening the day after because he and his staff wouldn’t have time to do turnaround since the late night study live would be so late
- Chair **Cruz** asks the committee members to ask around and to their friends about possible performers during the night
- The committee discusses ways to separate the teams

**1:19:00**

XV. **ROUND TABLE REMARKS**  
**Saffold:** passes out ASI calendars and tells the committee that they should study what other clubs and orgs are doing to possibly partner with them and to not have ASI duplicate ideas that other groups/departments are doing. Also, so ASI doesn’t have an event on the same day as another club/org.  
**Cruz:** explains what roundtable remarks are
XVI. ADJOURNMENT

Meeting adjourned at 11:27 AM.

Minutes reviewed by:

**Director, University Union**
Name: Raymund Cruz

Approved on:
11/8/13
**Date:**