

Programming Council Meeting Minutes of April 10, 2014

I. CALL TO ORDER: Chair **Cruz** calls meeting to order at **12:09PM.**

II. ROLL CALL

Members Present

Raymund Cruz
Chris Gallagher
Tamisha Latimore
Jennivy Tabbay
Yvonne Guzman
Stephanie D. Luna
Monica Juarez

Absent Members

Hendrix Erhahon
Angela R. Gonzales

Guests

Everett Lai

III. ACTION ITEM - Approval of the Agenda

Motion: (Gallagher) to approve the Agenda.
Motion carries.

IV. ACTION ITEM – Approval of the February 28, 2014 Minutes

Motion: (Gallagher) to approve the February 28, 2014 Minutes.
Motion carries.

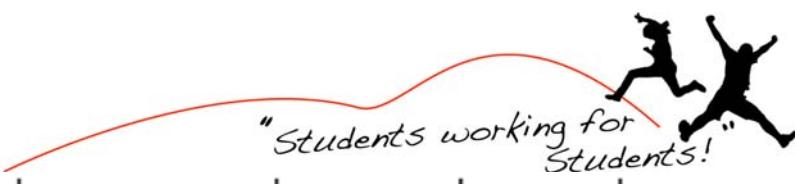
V. PUBLIC COMMENT – Public Comment is intended as a time for any member of the public to address the committee on any issues affecting ASI and/or the California State University, East Bay.

No Public Comment.

VI. INFORMATION ITEM – Earth Week

Chair **Cruz** addresses the following:

- Earth Day is on April 22nd.
- ASI will be tabling, if anyone wants to join they can help hand out flyers and market future events; Club Fest.
- Earth week is more like Earth month which is happening right now.
- There's only a few posters out around campus and even then it's not really advertising Earth Day on April 22nd 11am-2pm. Chair **Cruz** further states that he asked Kathy if there was something the Programming Council can do to help marketing. She informed him that she was not doing flyers because she wants to save the trees. Instead Kathy will be making a couple of big posters for that event.



- **Stephanie** questions if Earth Day was advertised on Facebook and on other social media.
- Chair **Cruz** states that yes it should be on Instagram and Facebook, and it's in the University calendar. Kathy is also requesting that the council markets by word of mouth; tell friends, classmates, and share on social media.
- Chair **Cruz** states that the event is going to be hosted at the Agora Stage and there will be performances. Marguerite will be taking care of all the performances so the committee doesn't know who will be performing.
- There will also be tabling for the clubs and orgs and the RAW will be participating by bringing out the inflatable basketball hoops.

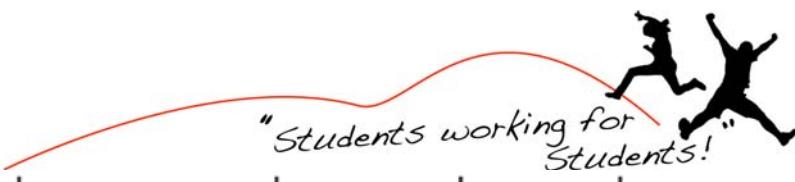
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VII. DISCUSSION ITEM – Dinner with the Directors

Chair **Cruz** addresses the following:

- Chair **Cruz** states that Katrina started the Dinner with the Directors so she has been working with all the college directors. The first Dinner with Directors was held Tuesday night (4/08/14). Another dinner will be held tonight (4/10/14) for the College of CEAS.
- Chair **Cruz** states that Katrina wants to wait until the last Dinner with the Directors before she has a report of what happened at all of the dinners.
- Chair **Cruz** questions if any of the council members want to volunteer at the dinner. He further states that he will be attending the one tonight (4-10-14) from 6pm-8pm. Katrina needs facilitators to ask questions, take notes, and make decisions to be at the tables that will be at the event.
- **Tamisha** states that she will be going to Tuesday's (4-15-14) dinner with Eddy for the College of Business.
- **Stephanie** states that she is going to next Thursday's (4-17-14) event.
- Chair **Cruz** states that anyone can volunteer or attend the dinner they just have to RSVP online.
- Chair **Cruz** states that Marie showed him a text from Group Me App asking if the students from the College of Science who didn't go to the dinner will be allowed to go to the other Dinners with the Directors to ask them some questions.
- Committee says yes. Chair **Cruz** clarifies that it doesn't have to be College of CEAS or actual college for that day they can be from other colleges. If the time or day didn't work for them the first time they can go to the other ones. If they have questions about their departments or if they have any concerns the dinners are the best time to let the Board and the college directors know so they can help in the future.
- Chair **Cruz** states that volunteers can get template questions from Katrina. Which she will give out right before the event starts.
- Chair **Cruz** recognized Monica Juarez.

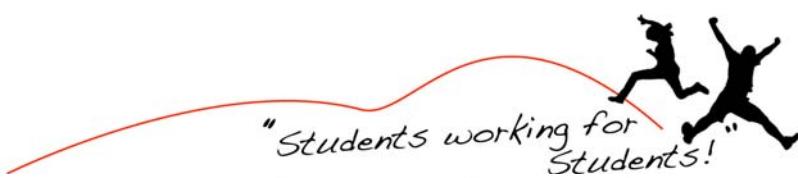
11:40



VIII. DISCUSSION ITEM – Club Fest

Chair **Cruz** addresses the following:

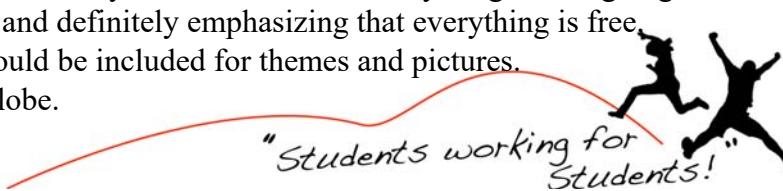
- Chair **Cruz** shows the committee the Club Fest plans.
- Chair **Cruz** states that he is working on changing the title but it will still have “Fest” in it.
The title is being changed because the event is not focused on clubs anymore.
- Main things for this event
 - Club tabling
 - International food buffet
 - Fashion show
 - Performances
 - Live entertainment.
 - Marketing and logistics.
- Chair **Cruz** states that the most important update for the event is the fashion show. **Cruz** is working with Vincent the President of VSA; he hosted fashion last year at the theater. This year (2013-2014) Vincent didn’t have time to organize the fashion show because of lack of man power, therefore **Hendrix** and **Cruz** decided that the students in ASI can help him with the fashion show. They just need some advice from him on how to do the fashion show.
- Chair **Cruz** states that VSA and the Mong club have outfits that they will lend the council for the event.
- PASA, Polynesian, and JCC have all confirmed that they want to be a part of the fashion show.
- Chair **Cruz** questions the committee to see if they know of any other cultural clubs who are willing to participate and who have outfits.
- **Juarez** states that the Muslim Students Association (MSA) is a possible club that they could get in touch with.
- **Stephanie** states that the B.E.L.L.A.S might be a potential organization to get in touch with. Also maybe the Theta Lambda Psi Latina Sorority could be a potential organization for the fashion show.
- **Tamisha** questions if there is going to be any stepping. Vice Chair **Gallagher** clarifies that stepping is something the sororities and fraternities do. Chair **Cruz** states if they want to, they can have a time slot for that.
- Vice Chair **Gallagher** questions how are they going to have time for all the things they want to do. A previous fashion show lasted two hours; with performers it will be slower. **Gallagher** further questions who will fit in the three hour time slot.
- Chair **Cruz** states so far Hendrix said the Taekwondo and Polynesian club confirmed that they will dance; each dance is about a 4-5min dance.
- Clubs can perform while the models switch culture looks.
- Vice Chair **Gallagher** states that they might not need a DJ because there would be so much going on.



- Chair **Cruz** states that it would either be the DJ or the jazz band, Hendrix believes the jazz band is more like a crowd magnet.
- **Monica** questions if they are paying for the performers or are these students just volunteering. Chair **Cruz** states that he isn't sure about the jazz band but the DJ usually gets paid.
- Chair **Cruz** states that the Eminence group confirmed that they are going to dance.
- Chair **Cruz** discusses the layout of the event.
- For the fashion show, it's the clubs own responsibility to practice for it. The committee needs to find volunteer models for one of the culture. The Hmong culture doesn't have members so volunteer models are needed and it doesn't matter if the volunteers are not Hmong. There will also be an emcee talking while the models are walking.
- Chair **Cruz** states that the club part might or might not change. **Cruz** further questions if there should only be one entrance so that people go through the club section first before they go to the actual event or should the doors be open for everyone.
- Vice Chair **Gallagher** states that opening up gives the opportunity for people to just come and see the performances, but if they do it that way how would they do food.
- Chair **Cruz** states that the food is open for everyone so there are no tickets. But on the outside of the MPR there will be a table where people have to sign in using their names and Net ID.
- The council discusses the layouts of the MPR for the event.
- **Stephanie** states the council should come up with the name for the event soon.
- Vice Chair **Gallagher** states that he likes Club Fest, but if people see that they won't know about the other performances going on so the council has to figure out a creative way to put that in.
- The council talks about possible name ideas.
- Vice Chair **Gallagher** suggests that the advertisement mentions that it is an opportunity to represent your club/organization.
- Council continues to discuss layout for event and an advertisement email that would be sent out to the whole school.
- Vice Chair **Gallagher** questions if the council will spend the rest of their money on this event. Chair **Cruz** responds yes because this is the last event of the year that the Programming Council will have.
- Vice Chair **Gallagher** suggests giving each club a set budget for food.
- Chair **Cruz** states what food some of the clubs will have:
 - American Club - Wings
 - Hawaiian Club - Chicken Katsu, BBQ chicken
 - Filipino Club - Lumpia. (Chair **Cruz** states that he wants to add more food; at least 2 or 3 items.)
- Council talks about how they will distribute the food.
- Chair **Cruz** states not all foods have to be finger foods.
- Council talks about different food options for event.



- Vice Chair **Gallagher** states that it's the clubs' responsibility to pick up their own food.
- Chair **Cruz** states a week in advance Sneh will have to go out and buy the food since the food cannot be bought without Sneh.
- Chair **Cruz** states that clubs have to sign a waiver for the outside food.
- Chair **Cruz** questions if the council has their food cost.
- Vice Chair **Gallagher** states that he knows what he wants to get, but as far as prices goes he needs to call the restaurants to talk about it. **Gallagher** goes on to list what food he planned on having:
 - Greek – Gyro bar
 - Thai – Pad Thai
 - The council discusses more Thai food that they can have.
 - Dessert
- Chair **Cruz** states that for desserts, he wants to have a specific culture tied to it.
- Council discusses the different dessert and culture ideas.
 - Four desserts from four different cultures
- Vice Chair **Gallagher** suggests each group have their own dessert that they are responsible for.
- Chair **Cruz** suggests that for each culture they can get \$200.
- Vice Chair **Gallagher** disagrees and states that each group should not get that much just on food.
- Chair **Cruz** suggests \$150 per culture.
- Council discusses what the budget should be for food.
- Chair **Cruz** makes the decision that each culture will get \$150 and if they go a little over with tax then its fine.
- Chair **Cruz** states that Hendrix will still be included in a group.
- Chair **Cruz** requests if the council can finish and finalize food quotes by the next working session meeting.
- **Latimore** questions what the flyer is going to look like. She further suggests that it should look like a big flag with little flags in it.
- Vice Chair **Gallagher** questions if marketing was doing the flyer.
- Chair **Cruz** states yes but he still questions if anyone has any suggestions.
- Council discusses possible ideas for the flyer.
- Vice Chair **Gallagher** states that they should come up with a general idea to give to marketing.
- **Stephanie** suggests that they make an Instagram and create a hashtag that can also be put on the flyer.
- Chair **Cruz** questions what key words should be on the flyer.
- Vice Chair **Gallagher** states that the flyer should mention everything that is going to be at the event, the performances, and definitely emphasizing that everything is free.
- Chair **Cruz** questions what should be included for themes and pictures.
- Council suggests flags and a globe.



*"Students working for
Students!"*

- **Latimore** states if they know what organizations are for sure tabling, their picture can be used.
- Chair **Cruz** states that wouldn't work because it would look like the council is partnering with that club.
- Council continues to discuss possible ideas.

1:20:49

IX. ROUND TABLE REMARKS

Gallagher: Thanks for marketing the Warriors game, the tickets were sold out and everyone liked the game.

Latimore: When is the next Warriors game?

Gallagher: Playoffs are about to start so there probably won't be anymore. Although it is possible that there will be A's tickets because there are \$2 Tuesdays, where they can buy a lot of tickets.

X. ADJOURNMENT

Meeting adjourned at **1:31PM.**

Minutes Reviewed by:

Director, University Union

Name: Raymund Cruz

Approved on:

5-8-14

Date:

