

Programming Council Special Meeting Minutes of January 23, 2015

1. CALL TO ORDER: Chair **Cesena** calls meeting to order at
2. ROLL CALL

Members Present Absent Members Guests

Michael Ryan Cesena Stephanie Luna Hendrix Erhahon

Anjila Yusufi Nesreen Albanna David Lopez

Miriam Jaimes Marc Cochran

Nagarjuna Bonam Jordan Leopold Daphne Mae Thomas Hamdi Ghanim

1. ACTION ITEM - Approval of the Agenda

**Amendment: (Lopez) to add an ACTION ITEM to approve the shuttle service from Concord Campus to Hayward during Homecoming week.**

Programming Coordinator **Cochran** states Director, Concord Campus **Thomas** wants to mimic everything that is done at the Hayward Campus at the Concord Campus. In a lot of ways it is possible and it some ways it’s not possible. The Homecoming Committee thought it would be amazing if the Concord students comes over and they march in the parade as one campus. The best way to get that done is to get a shuttle and that is why this is an ACTION ITEM.

**Motion: (Yusufi) to approve the amendment to the agenda.**

**Motion carries.**

**Motion: (Jaimes) to approve the amended agenda.**

**Motion carries.**

1. ACTION ITEM -Approval of the January 9th, 2015 Minutes

**Motion: (Yusufi) to approve the January 9, 2015 minutes.**

**Motion carries.**

1. PUBLIC COMMENT – Public Comment is intended as a time for any member of the public to address the board on any issues affecting ASI and/or the California State University, East Bay.VP of Finance **Leopold** states he wants to give insight from his perspective. He also requests that he has some ideas for an event and would like to speak upon it in the INFORMATION ITEM – **Future Events.**

**6:11**

1. INFORMATION ITEM – Coco and Cram – VP External Affairs

Chair **Cesena** yields the floor to VP External Affairs **Lopez** to address following:

* At the last Programming Council meeting the committee briefly discussed Coco and Cram
* and since he was not there he wanted to give his feedback on the event.
  + Areas of strength
    - Students were happy that ASI was providing them with free food and drinks
    - Collaborated with the Library, The Cave, PAW, Student Counseling, and Smooth Transitions.
    - Grocery shopping went smoothly
    - Scheduling worked out perfectly
  + Areas of Improvement
    - Food ran out within the first 30min to an hour. Next time they should budget for more food.
    - More BOD involvement.
    - Unable to get tutors for the event because of late notice.
    - Unable to make the stress balls because it could get messy.
  + Feedback from Committee Members
    - **Albanna –** Great success although some people didn’t show up to their shifts, which caused others to work overtime. The turnout was better in the library and next time they should budget for more food.
    - **Yusufi –** Preparations for the event went well but at the library adjustments should have been made. Next time more food should be provided and all the food shouldn’t be put out all at once.
    - **Jaimes –** Overall good event. Only problem was that the coffee and hot water ran out quickly.
* VP External Affairs **Lopez** states that the one thing that everybody mentioned was that food, coffee and hot water ran out quickly. That being said, for the next Coco and Cram they should budget more for food.
* VP External Affairs **Lopez** states that John Wenzler, Dean of Libraries, forwarded some of the committee members an idea on how during dead week CSU Northridge brought dogs on campus for the students to play with. This is something that the committee should look more into.
* Director, Concord Campus **Thomas** states that the budget needs to be increased because the past Coco and Cram came out of her budget and the next one needs to come out of the Programming Council budget.
* VP Finance **Leopold** questions why they would bring dogs on campus.
* VP External Affairs **Lopez** states that taking a break and just having fun playing with the dogs is another form of a stress reliever.
* Programming Coordinator **Cochran** states that in reference to the dogs when people bring their dogs on campus there has to be a discussion with Facilities on the grounds guides for clean-up. Also the Unions don’t allow dogs unless they are special needs and who will watch the dogs when their owners need to go inside.
* Chair **Cesena** states that this is an event that he’s talked about with other universi
* ties. One of the issues that arose was that students think it is unfair to bring the animals to campus to play with and they don’t get adopted. They talked about bringing in the Humane Society and making it an adoption day. Normally for this event it is third party vendors who bring the animals and it’s set up like a petting zoo.
* Programming Coordinator **Cochran** states that one of the closest places that they could work with is Hayward Area Recreation District, they have an Animal Rescue Center where they have all kinds of animals.
* VP Finance **Leopold** suggests that they should implement a place in Housing where they could have Coco and Cram, so that ASI could great a bond with Housing and the students who live on campus.
* VP External Affairs **Lopez** states that the only reason they didn’t do anything in Housing last year was because they were doing a trial run and only wanted to focus on two things.
* VP Internal Affairs **Erhahon** states that last year when they did events in Housing people got the food and left. They also got a lot of backlash from Housing for not cleaning up the food mess that was left behind.

**18:20**

1. INFORMATION ITEM - **Details of Jan 23RD Tailgate Event**

Chair **Cesena** addresses the following:

* There is a basketball tailgate 1/23/15, all students get in free with Bay Card.
  + Female Game starts at 5:30PM
  + Male Game starts at 7:30PM
  + Hot Dog buffet starts at 6:45PM

**18:50**

1. ACTION ITEM - **Approval of** **February 20th Tailgate CSUEB vs. CSU San Bernardino - Chair**

Chair **Cesena** addresses the following:

* The budget for the tailgate
  + $1900
    - $900 for chicken strips
    - $690 for giveaways
      * 300 seat cushions
    - $250 for DJ

**Motion: (Jaimes) to approve the budget for the tailgate for February 20, 2015 of no more than $1900.**

**Motion carries.**

**21:14**

1. DISCUSSION ITEM - **Commuter Day – Chair**

Chair **Cesena** addresses the following:

* Commuter Day will essentially be an event that caters to commuters but is not limited to commuters being that every students pays the student activities fee.
* Tentative Agenda for the event
  + 8am-10am: Coffee Truck parked outside the SA Building
    - Pre-order the first 300 free drinks
    - Hand out breakfast burritos from Aramark - $430
  + Table from ASI handing out an information flyer about the day’s events.
  + 12pm-2pm: Giveaways
    - Portable Chargers
    - Car Shades
    - Trunk Dividers
    - Coffee Mugs
    - Lunch Boxes
  + 5pm Dinner Time Jams
    - Two artists at the Amphitheater
    - Finger Foods
* Director, Concord Campus **Thomas** questions if in the budget would anything be allocated to the Concord Campus.
* Chair **Cesena** states that this is just a discussion right now but they could look into that.
* Programming Coordinator **Cochran** questions will they be checking ID’s when they dispense the food to make sure those people are actually students.
* Chair **Cesena** states that is something he is starting to look into and is open to suggestions. He also states that on the flyers they can add “All ID’s must be required.
* Programming Coordinator **Cochran** states the Amphitheater is a really big venue and they would need a big artist to fill up the space. It would be better to have it at the Agora Stage.
* Chair **Cesena** states that the reason the Amphitheater was the desired location is because one of the most popular stages, so he wanted to beautify the campus by using every aspect of it. He likes how much space the Amphitheater has so that people can lay out blankets and have more of a mellow vibe.
* **Yusufi** states that they should market all day and keep the giveaways for 5pm at the Amphitheater.
* The committee discusses locations for the event.
* Chair **Cesena** dates for Commuter Day is mid-April to early May.
* VP External Affairs **Lopez** states that should giveaway about 2-3 things.
* VP Finance **Leopold** suggests that they can have a Commuter King and Queen, whoever drives the farthest can win a grand prize like a gas card.
* Chair **Cesena** goes over the prizes for the giveaways.
  + Coffee Mugs - $3.47
  + Lunch Boxes - $6
  + Portable chargers - $6.42
  + Car shades - $7.17
  + Trunk Dividers - $8.98
* The committee discusses the giveaway options.

**46:25**

1. DISCUSSION ITEM - **Movie Premiere – Chair**

Chair **Cesena** addresses the following:

* Ideas that came up about playing the movies on campus are that they could only be movies that are pre-home release and if they rent out the movie theater they can watch movie premieres.
* The downtown Hayward movie theater would be the best location because CSUEB has a shuttle that stops right in front of it.
* Two movie options
  + Fast 7 – April 3, 2015
  + Avengers 2 – April 30, 2015
* The biggest auditorium that the downtown Hayward movie theater has is 285 seats. So they can buyout the whole auditorium and give out 100 tickets at a time.
  + Give out 100 on a Tuesday at 8am
  + Give out 100 on a Wednesday at 12pm
  + Give out 100 on a Thursday at 5pm
* Programming Council **Cochran** questions how much is the cost to buyout a movie theater on the day of a movie premiere.
* Chair **Cesena** states it would be about $3,500.
* The committee discusses logistics of the event.

**1:04:37**

1. DISCUSSION ITEM - **Tye-Dye Event - Chair**

Chair **Cesena** addresses the following:

* This event is planned to be outdoors, it is too messy to be indoors.
* The first 100 students will receive a free shirt to tye-dye. Since tye-dye is messy they will receive a large 1 gallon sandwich bag, two gloves, rubber bands, and a direction sheet on how to tye-dye. Where ever the location is, on the grass or on cement, there will be a line of tables with buckets and squirt bottles full of dye.
* Programming Coordinator **Cochran** states that it would be really big for the committee to talk to facilities about the dye and the safety of the chemicals from the dye.
* Chair **Cesena** adds how this event is significantly cheaper than the rest of the events that he proposed. This event will probably be no more than $800-$1200, and that’s primarily because they might provide food and music as well.
* **Miriam Jaimes** states maybe they can combine this event with another like Relay for Life or Spring Mayhem.
* Chair **Cesena** states that is something to consider, but this event can be a high demand event and Relay for Life is already a high demand event. It could work out better at Spring Mayhem.

**1:11:56**

1. ACTION ITEM - **Homecoming – Chair**

**Motion: (Thomas) to allocate no more than $700 to the shuttle service from Concord campus to Hayward homecoming.**

**Motion carries.**

**1:13:57**

1. DISCUSSION ITEM - **Student Forum/Town Hall – Chair**

Chair **Cesena** addresses the following:

* An open forum where students can come and address their concerns about ASI, with free food and giveaways. There will be a microphone that students can go up and use to ask questions and in return they get a free giveaway. Notes will be taken from this event and be passed on to a future town hall. This essentially the same idea except all the deans to the colleges and department chairs are invited talk about those previous concerns and more.
* VP External Affairs **Lopez** states that he is planning an informal town hall with the deans of all four colleges and the senators. They are planning on having this event in February.
* **Yusufi** questions if they planned on combining their town hall events.
* Chair **Cesena** states that they weren’t previously aware of each other’s events but combining is something that they could talk about. But if VP External Affairs **Lopez’s** town hall is already underway he doesn’t want to get in the way.
* VP Finance **Leopold** states that he feels like there are different aims for both town halls.

**1:18:37**

1. INFORMATION ITEM - **Future Events**

Chair **Cesena** addresses the following:

* Tentative Dates
  + Tailgate – January 23, 2015
  + Tailgate – February 20, 2015
  + Tailgate – March 6, 2015
  + Tailgate – March 18, 2015
  + Cocoa and Cram- Winter & Spring Quarter
  + Two Movie Event
  + Tye Dye Event
  + Commuter Day
* VP External Affairs **Lopez** states that the tailgate for March 18, 2015 is during finals week.
* **Anjila Yusufi** questions if for all of the tailgates will food be provided.
* Chair **Cesena** states that food will be different for all of them. The goal is for every tailgate to be different.
* VP Finance **Leopold** states that he and VP Internal Affairs **Erhahon** wanted to have an event revolving around social justice topics. There is a lot of energy and intellect on cam
* pus that **Leopold** wants to engage while in a social act on campus. If ASI was able to offer a social symposium to allow students to do that with Michael Eric Dyson as a key note speaker would help bring awareness. They could have breakout sessions with workshops to help educate students and create discussions around certain issues. This event could also be annual thing.
* VP Internal Affairs **Erhahon** states that it would not just be an ASI event; it would be an all campus collaborative event.
* Chair **Cesena** states that he loves the idea, and adds the Kinesiology department has a Social Justice option and they have a week for those types of discussions, so ASI can learn from their events.
* **Yusufi** states that the Muslim Student Association’s theme for the entire year is Social Injustice and they are planning an event in the end of February where it is like a monologue and people can come and share their art.
* **Bonam** states that there should be more events like ASI Rush Week and Lunch with the Deans.

**1:35:35**

1. ROUNDTABLE REMARKS**Erhahon:** Congratulates **Cesena** on his first meeting.

**Lopez:** Officially welcomes **Cesena** as the Director, Programming Council and thanks the Programming Council. The “It’s On Us” campaign starts Monday (1-26-15). It will be Monday (1-26-15) – Thursday (1-29-15) from 11am-2pm.

**Yusufi:** Great job and looking forward to the next working sessions.

**Leopold:** Great job and thanks the committee for letting him share his ideas.

**Cesena:** Looking to have the next Programming Council Committee Meeting February 6, 2015 and February 27, 2015. The goal is to have the meetings by-weekly.

1. ADJOURNMENT

Meeting adjourned at **11:43 PM.**

Minutes Reviewed by:

**Director, Programming Council:**

**Name: Michael Ryan Cesena**

Minutes approved on:

**2-6-15**

Date: