

Programming Council Meeting Minutes of February 6, 2015

1. CALL TO ORDER: Chair **Cesena** calls meeting to order at **10:08PM.**
2. ROLL CALL

Members Present Absent Members Guests

Michael Ryan Cesena Nesreen Albanna Marc Cochran

Stephanie Luna Jordan Leopold

Daphne Thomas Erik Pinlac

Anjila Yusufi David Lopez

Miriam Jaimes

Nagarjuna Bonam

1. ACTION ITEM - Approval of the Agenda

**Motion: (Luna) to approve the agenda.**

**Amendment: (Leopold) to amend XI Discussion Item – Social Justice Event – Treasurer to Social Justice Event – VP of Finance.**

**Amendment carries.**

Motion carries.

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

Motion: (Bonam) 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.No public comment.
2. INFORMATION ITEM - **Details of Feb 20th Tailgate Event**

Chair **Cesena** addresses the following:

* February 20, 2015
* 6:45pm
* Chicken strips and fries – 3 chicken strips per person (while supplies last)

**5:14**

1. ACTION ITEM - **Approval of** **March 6th Tailgate – Chair**

Chair **Cesena** addresses the following:

* March 6, 2015
* Baseball/softball
* 1pm
* Nacho Bar
* Requests a budget of no more than $1500
  + $1100 for food
  + $250 DJ
  + Remaining balance for a face painter
  + 100 people

**` Motion: (Yusufi) to approve the budget for the March 6, 2015 tailgate of no more than $1500.**

**Motion carries.**

**7:02**

1. ACTION ITEM - **Movie Premieres Budget - Chair**

Chair **Cesena** addresses the following:

* Fast 7
* Bought out all seats for $12 each
* Concessions vouchers - $6
  + Small popcorn
  + Small drink
* Unofficial budget - $5300
* Official budget will be given in the upcoming week.

**Motion: (Luna) to approve the budget for no more than $5500 for the Fast 7 movie.**

**Motion carries.**

* Avengers 2

**Motion: (Jaimes) to approve the budget for no more than $5500 for the Avengers 2 movie.**

**Discussion:**

* Programming Coordinator **Cochran** clarifies if the budgets were per movie or combined.
* Interim Executive Director **Pinlac** states that he hopes that the marketing is really good because he doesn’t want to have any extra seats.
* Director, Programming Council **Cesena** states they have more than a month to market for the event.
* **Yusufi** questions how well the Diversity Center did with the movie Selma.
* Director, Programming Council **Cesena** states that he didn’t really see much marketing about that movie, he was just aware from word of mouth.
* Interim Executive Director **Pinlac** states that this item can either be approved or postponed since they have time.
* Director, Programming Council **Cesena** states that the movie theater wants to be paid for the tickets 12 days prior to the showing.
* **Yusufi** States that the movies are popular and if they are marketed well enough there should be no problem.
* **Yusufi** states that she wants to postpone it. It looks like they would be able to have the first premiere and then have enough time to think about the second one.
* Director, Programming Council **Cesena** states that, that would be cutting it close.
* Interim Executive Director **Pinlac** since this item has already been introduced if they decided to postpone it would automatically be an action item.
* Director, Programming Council **Cesena** states that the main marketing tool that they have is the fact that the movie theater is easily accessible to students whether they have a car or not.
* Interim Executive Director **Pinlac** questions if the tickets were just for students.
* Director, Programming Council **Cesena** confirms that the tickets are only for students.

**Motion carries.**

**16:32**

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

Chair **Cesena** yields the floor to Director, Concord Campus **Thomas** to address the following:

* Since Concord Campus is such a big commuter school, there should be a separate budget for any giveaways that the Hayward campus is doing.
* VP of Finance **Leopold** states that Concord Campus has their own budget set aside for them, an annual amount of $5000. There was also an agreement for taking a percentage from the Programming Council and carrying it over to the Concord Campus.
* Interim Executive Director **Pinlac** states for example if Director, Concord Campus **Thomas** wanted 10% of something that is happening at the Hayward campus then that 10% would come out of her budget.
* Director, Concord Campus **Thomas** states that shuttle shouldn’t have come out of the Programming Council budget it should have come out of the Homecoming budget.
* Interim Executive Director **Pinlac** states that would be ideal but if they are going to approve it then they have to take on the expense.
* Chair **Cesena** states when the university releases the spring quarter schedule he can figure out what day they should have Commuter Day on.

**20:33**

1. DISSCUSSION ITEM – **COCO & CRAM WINTER**

Chair **Cesena** addresses the following:

* In the previous Programming Council meeting VP of External Affairs **Lopez** gave his report on Coco & Cram, and from what his report they it is concluded that they need to have a bigger budget.
* Director, Wellness **Luna** states that they definitely need more food, and they should figure out a way on how to extend the food in a way where not only the people that show up in the first 15 minutes gets food.
* **Yusufi** states that they should have too much variety because some people will try to take one of everything.
* Programming Coordinator **Cochran** states that in regards to extended how long the food last, they should put the food out at different times.

**23:41**

1. DISSCUSSION ITEM - **Social Justice Event – VP of Finance**

Chair **Cesena** yields the floor to VP of Finance **Leopold** to address the following:

* Met with Dr. Dianne Rush Woods to inform her of the event and to see if she would like to contribute.
* This event is aiming to educate students on social justice issues while also providing them ways to take the information through receiving and apply it in a workshop.
* Working title – “Justice in Action – Discussion and Leadership Development”
* Spring quarter – mid April
* Possible Times
  + 9am-12pm
  + 10am-1pm
* Possible Location
  + MPR
* Outline of Event
  + Introduction
  + Keynote speaker
    - Michael Eric Dyson
    - Bobby Seale
  + Panel
    - Nicholas Baham
    - Crystal Lee Crane
  + Workshop
  + Closing
    - Spoken word performances
  + Lunch
* VP of Finance **Leopold** states that he wanted to bring this discussion to the Programming Council since they would be funding it even though it is a Board event. He further questions if Programming Council has the capacity to carry on this event or should it be postponed until next year. Or instead of postponing the event they can just scale it down and cut out some stuff.
* Potential Partners
  + Office of Diversity
  + Student Life and Leadership
  + Diversity Center
* Programming Coordinator **Cochran** states that he hasn’t signed the contract for Cornell West yet. The company that he is working with also has access to Michael Eric Dyson. If in fact

**Leopold** can get a venue then maybe this year they can just do the speaker portion and a small panel to build a momentum for a grander stage next year. If **Leopold** can find a location on campus then they can have both Cornell West and Michael Eric Dyson at the same event, speaking on different subjects.

* Director, Wellness **Luna** states that all though this is a social justice themed event, from discussion it sounds like it is more on police brutality.
* VP of Finance **Leopold** states that would be the subject matter that they are talking about in the event.
* Director, Wellness **Luna** states that for Catholic Club they do a series every quarter called Justice Walking and it is all about social justice movements. Usually they partner up with people so if **Leopold** is up to it they can partner up.
* Interim Executive Director **Pinlac** states that he wants to know what the budget is because he is not sure if the Programming Council budget will be able to cover a speaker of that caliber.
* Chair **Cesena** admits that the budget was his concern too and he would like to keep putting VP of Finance **Leopold** on the agenda to keep the Programming Council informed.
* VP of Finance **Leopold** states that in terms of the dollar amount he is still trying to gauge how much it would be per speaker because at this point it is still at phase one. This is a Board event but Programming Council would be funding and helping coordinate the event, that is why he needs to know if it is within the Programming Council’s caliber, if not he needs to retract.
* Programming Coordinator **Cochran** states that any renowned speaker is going to cost about $20,000 and above. For example, Cornell West will cost $23,000; the additional $3000 is for his transportation and lodging which is built into the contract.
* Chair **Cesena** questions **Cochran** for an event like this would be the next big expense after the speaker cost.
* Programming Coordinator **Cochran** states that the most important thing after solidifying a speaker is marketing. Also, the location of the event depends on whether you need food or not because if the event is in the theater you definitely cannot have food but if it is in the MPR then it is almost suggested that there should be food.
* VP of Finance **Leopold** states if they have to use food as a way to get students to come to an event, which is not needed if they bring out someone like Cornell West and Michael Eric Dyson. Also, since the theater is the biggest event location on campus then it would be ideal to have it there.
* Programming Coordinator **Cochran** states that **Leopold** can see if the lobby portion would allow for food. They could turn the lobby into a gala and have Aramark serving wine and cheese. The event could be turned into a more upscale event with only allowing people of a certain age and dressing up. Then in the portion where people enter the theater there can be someone making sure people don’t bring wine glasses and excess food inside.
* VP of Finance **Leopold** states that he likes the idea of scaling the event back and then lifting it to a more upscale and intellectual event.
* **Yusufi** states that they don’t have to focus on using food to get people to show up to the event especially since they do that at every event. Not knowing how much is in the Programming Council’s budget she wouldn’t be sure if they could afford the event, but she does like the idea and the event.
* VP of Finance **Leopold** states that he envisions this event as an annual thing.
* Programming Coordinator **Cochran** states that workshops and breakout sessions are more successful where the student clubs and orgs are coerced into staying throughout the event. Unless people have to they wouldn’t stay the whole day at an event. The pick and choose at what portions they would like to attend.
* VP of Finance **Leopold** states that he agrees and that is something he witnessed while watching Student Life and Leadership’s symposium. Either students would not even attend the workshops or they would just get the food and leave. This is another reason why he wants to cut out the workshop portion this year and consider it for next year.
* Programming Coordinator **Cochran** states that incentive for students to stay around for the workshops is talking to the professors to give the students extra credit for attending the whole entire event. Also if they open up the topics to more things beside police brutality then they can connect to more people.
* Interim Executive Director **Pinlac** states that once they get a working budget they can determine what portion comes Programming Council, Board Initiatives, or anywhere else that they can take it from.
* VP of Finance **Leopold** states by the next meeting he should be able to give them a working budget. He already has an idea of where the money would come from; Programming Council has an itemized portion for $5,000 for political events.
* VP of Finance **Leopold** questions Programming Coordinator **Cochran** on how much he attended to pay for Cornell West and Michael Eric Dyson.
* Programming Coordinator **Cochran** states that Cornell West will cost $23,000 and he can talk to the Speakers Bureau on how much Michael Eric Dyson will cost if he is available.
* VP of Finance **Leopold** states that he will get in contact with University reservations to see

what the availability is for the theater. After brainstorming the event, how soon would the Speakers Bureau need to be contacted in regards to if the speakers will be able to make it and their booking fee.

* Programming Coordinator **Cochran** states that he can speak to someone at the Speakers Bureau to find that information rather quickly. He further suggests that they try to get the biggest venue on campus that they can because of the magnitude of how much he costs.
* VP of Finance **Leopold** states in the next meeting he will present a solid budget, possible dates, and working to get the speakers.

**1:02:07**

1. ROUNDTABLE REMARKS**Luna:** They got 30 additional tickets for the April 9, 2015 Warriors game but they are standing only tickets for $15.

**Pinlac:** The reason why they bought additional tickets is because this game is against the Portland Trail Blazers and they are doing very well this year.

**Yusufi**: Thanks **Leopold** for presenting, it sounds like a great event and she hopes that they can help out with it.

1. ADJOURNMENT

Meeting adjourned at **11:12PM.**

**Minutes Reviewed by:**

**Director, Programming Council**

**Name: Michael Ryan Cesena**

**Minutes approved on:**

**2-20-15**

Date: