

**Programming Council Committee Special Meeting Minutes of March 13, 2015**

1. CALL TO ORDER: Chair **Cesena** calls meeting to order at **10:37AM**
2. ROLL CALL

Members Present Absent Members Guests

Michael Ryan Cesena Nagarjuna Bonam Jordan Leopold

Stephanie Luna

Anjila Yusufi

Miriam Jaimes

Nesreen Albanna

Jennifer Hong

Hendrix Erhahon

Erik Pinlac

David Lopez

Marc Cochran

Daphne Mae Thomas

1. ACTION ITEM - **Approval of the Agenda**

**Amendment I: (Luna) to delete Action Item- Commuter Day.**

**Amendment carries.**

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

**Motion carries.**

1. ACTION ITEM - Approval of the **February 27, 2015 Minutes**

**Amendment I: (Yusufi) to change “Motion: (Luna) to approve the two artists for $3,650” to “Motion (Luna) to approve the Commuter Day Artists for $3,650” of the February 27, 2015 Minutes.**

**Motion carries.**

1. 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.

1. ACTION ITEM – **Political Event- VP Finance**

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

* VP of Finance **Leopold** is in the current development of a group event, “Justice in Action” which aims to educate students on social justice issues.

* VP of Finance **Leopold** is looking for a speaker and artist for the event. Primary speaker in mind is Bobby Seale, an American political activist, known for co-founding the Black Panther Party. His quote is $3,750. Spoken word artist in mind is Too Black, which can cost anywhere from $500 to $1,000. These amounts leave a cushion between $250 and $750.
* VP of Finance **Leopold** is asking for a total budget of $5,000 to be approved for the event.
* Interim Executive Director **Pinlac** asked if the cushion include food or something or is it just in case the cost for both the speaker and artist go over.
* VP of Finance **Leopold** states that the cushion is in case the cost of both the speaker and artist go over. Providing food was something the VP of Finance **Leopold** had in mind but being that there is only capacity for 100 people and providing food for 100 people costs around $1,000 with Aramark then he ruled it out. There is the option of increasing the budget in order to provide food. Another option is to provide snacks, if speaker artists cost $500 leaving $750 for snacks.
* Interim Executive Director **Pinlac** asks Programming Director **Cochran** being that there are many events going on in the spring quarter does he have the time and team to coordinate this event.
* Programming Director **Cochran** states that he reached out to Bobby Seale and spoke to him about what was his process and he got a quote of $3,750, which is his Bay area quote. He also spoke with Too Black and he originally wanted $1,500 but Programming Director **Cochran** reiterated the fact that he stated he was already going to be in the Bay area during the time of the event. It makes no sense to pay $1,500 when Too Black is not going to be flying in. There are two other events in April, April 7th Not So Silent Library and April 23rd Cornel West. Programming Director **Cochran** stated that being that there are only two events in April he can assist with the event but rather not since there are two barbecues for students in the month of May and there are is Spring Mayhem. Programming Director **Cochran** states that being that the event is on April 30th and it is planned to take place in Old Union room 311 he hopes there is not much help needed, maybe just one or two people that can help with the logistics.
* Chair Cesena asked what the time for this event is.
* VP of Finance **Leopold** states that he plans on having the event run from 5PM to 7PM.
* Chair **Cesena** reminds the committee that on April 30th is the second movie event for 285 students. There will be another event that day as well which is called SELF and it will start at 8PM, which is also the time that the movie will be starting.
* Chair **Cesena** addresses the committee that when a budget is given there are efforts put into lining items to where money should go. There has not been a political event and is a planned budget for a political event of $5,000.
* Interim Executive Director **Pinlac** suggested that the time for the event be change to 4PM-6PM.
* VP of External Affairs Lopez states that he will mostly likely be having two events the week of April 27th to May 1st as well; Science Week and Senator of CLASS might also be having an event on that Thursday April 30th.
* VP of Finance **Leopold** states that the good thing about the “Justice in Action” event is that it

does not require so much human power, justice simply catering to the speaker and artist when they get here. Audience members will be fine if there is enough space.

* Programming Director **Cochran** suggested that VP of Finance reach out to a couple of professors to promote it to their students in the class or of majors who would most benefit from this discussion and to get more students engaged.
* VP of Finance **Leopold** that states that he has not reached out to professors; the only professors that know are the ones that he is in contact with regularly.
* Programming Director **Cochran** emphasizes the importance to getting people to attend the event being that there is a big sum of money that is planned to be spent.
* VP of Finance **Leopold** states that he has great intentions in promoting the event such as contacting faculty and discussing possible incentives to have students attend the event, creating a Facebook page, etc. There are students in the Bay area that are interested in attending the event that are not students; therefore he believes that attendance is not an issue.
* Programming Director **Cochran** states that it is important to have students attend being that the money being used for this event is coming from them. He states to VP of Finance **Leopold** that it is important that he reaches out to professors and to Lindsey from marketing to start making flyers, to start promoting, etc.
* For next year, Programming Director **Cochran** plans on having the VP of Programming meet up with him in the summer to discuss events for the upcoming school year so that there are no surprises.
* Chair **Cesena** asked if the biggest room available is Old Union 311 that fits 100 people.
* VP of Finance **Leopold** states yes and the MPR but it has been booked since September.
* Chair **Cesena** asked VP of Finance **Leopold** is locked on having the even on April 30th.
* VP of Finance **Leopold** states that he did proposed having the event the week before but then realized that Cornel West was going to be speaking that week. The speaker and the artist have already been given the date and they are available.
* Chair **Cesena** states that his only concern is allocating such an amount with just everything that is going on. He believes that VP of Finance **Leopold** should look into a later date even if that means getting another speaker/artist.
* VP of Finance **Leopold** is open to looking into other dates and that will mean looking into room reservations again as well as Bobby Seale’s and Too Black’s schedule.
* Student-At-Large **Albanna** asked the committee if they think that being both events are really different then there are different audiences being targeted.
* Programming Director **Cochran** states yes one event is entertainment and the other is education.
* Chair **Cesena** states that the concern is having a full room being how much money is being planned to be spent.
* Programming Director **Cochran** states that at the end of the day when being audited they are looking at the dates, times and money and they think why would events be planned one on top of another for these large amounts.
* Chair **Cesena** states that therefore it is important to have a guarantee audience. Say $5,000 is going to be spent and 100 students do attend then okay for each student it is $50 so gladly $5,000 are spent because students took advantage of this event. It is also important for students to be engaged in the event.
* Programming Director **Cochran** states that it is important to reach out to people in advance because he had a situation with Professor Baham where the professor really wanted to be part of the Dear White People discussion but his curriculum would not allow him to. Had Programming Director **Cochran** reached out to him earlier then there would have been a better event.
* **Luna** asked VP of Finance **Leopold** if he knew who he wants for the spoken word artist or if he has someone in mind.
* VP of Finance **Leopold** states that they are the names that were provided earlier.
* **Nez** suggested to VP of Finance **Leopold** to look into students from campus that are really involved with politics and human rights that might be really good at spoken word and that would encourage their friends to come out to the event as well. She believes that a lot of teachers would also be interested in learning about the event being that some teachers are looking for ways to give students extra credit.
* Chair **Cesena** states that if VP of Finance **Leopold** does go with the suggestion of having a student perform spoken word rather than getting an artist than that leaves budget for food which is something that attracts students all the time.
* Programming Director **Cochran** states that if VP of Finance **Leopold** scales back the event then the risk factors go down. VP of Finance **Leopold** would get a professor who can talk about the topic and get a student to perform therefore leaving just to pay for food.
* Chair **Cesena** asked to table this item to next meeting.
* Programming Director **Cochran** states that he is fond of the event but due to time and logistics he wishes that the event take place next year with the same speaker and spoken word artist.
* VP of Finance **Leopold** states that the version that he presented is already a scaled back version and if it is going to be scaled back more than he does not wish to have the event being that it is going to be a repetitive event. He agreed to have the event next year in that way including it in the budget for next year.
* VP of External Affairs **Lopez** asked if it is possible to push the event back a week May 7th.
* Chair **Cesena** asked VP of Finance **Leopold** that with that in mind to table the item to next meeting and just bring more information on alternatives and what professors have been spoken to etc.

**Motion: (Luna) to table Action Item – Political Event to next meeting.**

**Motion carries.**

**39:45**

1. DISCUSSION ITEM **- Cocoa & Cram—Chair**

Chair **Cesena** addresses the following:

* Cocoa & Cram went really great! Everyone ate all the food that was bought for the event. There was twice the amount of food bought this time around.
* A different approach that was taken in regards to the food was that food was bought in individual packages. This helped there not being food going to waste however it did not help with individuals being conservative. It actually made it easier for students to take a lot.
* There was also twice the amount of drinks. People really appreciated the refills. Cups were an issue as always. Cups were bought multiple times and that is something that is going to be put attention to for the spring quarter. The use of cups needs to be monitored because students used the cups for hot water thinking it was coffee and then just threw out the cup and got a new cup.
* A suggestion for next spring is that Cocoa & Cram be held in the library only and be 5 days a week. Reason for such suggestion is that there are many locations around campus similar to the Cave that it seem like favoritism if that is the other location that Cocoa & Cram is being held at. It is more beneficial to just be at the library being that there is staff there and they provide tables as well. Also with having the library be the only location there could be catering outside the library and possibly having petting pets as well so students distress themselves. In a way there is a scale down being that there will be only one location but there will be a scale up being that there will be more provided.
* Programming Director **Cochran** states that last time Cocoa & Cram was discussed that it was to his understanding that it will only be held in the library being that it was the best place but then all these other places started rising up. It was also discussed that there was going to be someone to monitor the food. When there is more than one location it is harder to have someone monitor. He states that he is against putting the event outside being that CSUEB is an open campus and there are many individuals that are looking for free food opportunities. He asked Chair **Cesena** if there were waivers where people can evaluate Cocoa & Cram.
* Chair **Cesena** states that there were no waivers however he was around to take student concerns. He states that Aramark did a great job but that they had him in a sense running around being that he was waiting at the Cave and they were at the Library and vice-versa.
* Programming Director **Cochran** states that it is then best to stick to one location.
* VP of External Affairs **Lopez** states that when he was in charge of Cocoa & Cram what he did was have the coffee delivered at two different time frames, one at 7PM and the other at 8PM to avoid conflict. As part of programming council it is important to be at the event. Being that it is a programming council event then members should have been designated to a time-slot. Library hours are only until 12am reason why it is not best to remove the Cave as a location since it is open until later. The Cave is a designated study area and other buildings do not have such areas. When Cocoa & Cram was discussed in the fall quarter, locations of where to hold the event were brought to the table and it was then that it was decided to stick to two locations those being the library and the Cave since they are the most spacious.
* VP of Internal Affairs **Erhahon** states that for having puppies to pet it should be discussed with facilities.
* Chair **Cesena** states that having puppies is not something that is confirmed. Many have brought it up and stated that in other campus they have such a thing. The only thing that has been done for spring quarter Cocoa & Cram has been the allocated the budget.
* VP of Internal Affairs **Erhahon** asked Chair **Cesena** if he thinks he has enough men power to extend Cocoa & Cram and make it last from dead week all the way to Sunday before finals. He states the board members are there to help but only to certain extend in which Director of Programming would be left to do all the work by himself.
* Chair **Cesena** states that for such reason it is best to have the event in one location because it was his experience that the library actually did provide a space/room where the food can be kept for the following day in contrast to at the Cave. He also stated that when he was checking up on the Cave and the library he felt more comfortable leaving the library being that there was library staff there that would not necessarily monitor but he knew that they would not let anything happen.
* Committee member **Yusufi** states that she is for removing the Cave as one of the locations for Cocoa & Cram being that there is in fact not enough staff to monitor and oversee. She did hear some people complain although she was at the P.A.W. table but she did not feel comfortable at the beginning of the event to tell student to just take one snack because she felt students would be like “Who do you think you are?”. She did not have a name tag or any type of identity that would connect back to ASI and therefore did not feel comfortable speaking up. She expresses that she believes that the food was not good at all. She felt that there was a lot of junk food and comfort food and students are already stressed so she did not believe the food options were great. She believes that the committee should be mindful of the food that is being served at the event.
* Chair **Cesena** states that there were cuties oranges, apples, and string cheese available as well aside from the Twinkies.
* Committee member **Yusufi** states that she like the variety that there was but still believes that the committee should be more mindful. She states that another suggestion brought up by a P.A.W intern was that only certain items should be brought out at different time frames. For example pretzels and apples during one hour and later another two items.
* VP of External Affairs **Lopez** states that man power is very important. On Sunday the library closes at 7PM even on finals week. It is only Monday through Wednesday that the hours are extended. If there is enough power next quarter and people are going to be at the locations then there should not be a problem taking items from one location to the other.
* Programming Director **Cochran** states that he agrees that there should be more man power, there should be a sign in sheet, and there should be accountability. There should be people policing the food items and taking shifts. He believes that the library should be the primary focus of the event and the Cave should be a secondary focus.
* Director of Wellness **Luna** states that she does appreciate everyone that did help out at Cocoa & Cram. The only issue that she saw going on was that there were many events going on at the same time Cocoa & Cram was that people were attending. She states that she noticed some people going from the Cave to the library to get snacks because they ran out at the Cave within 10 minutes so she agrees with having just one location for Cocoa & Cram next quarter being that students are capable of going to the library for snacks.
* VP of Finance Leopold states that he agrees with having man power to monitor the food station and those who are monitoring should have a name badge or something. He states that it would be great to change the location from the Cave to VBT since there is no sort of food options in there, not even vending machines.

**57:42**

1. DISCUSSION ITEM**- Earth Day- Chair**

Chair **Cesena** yields the floor to Director of Wellness **Luna** to talk on behalf of Director of Sustainability Shallcross to discuss the following:

* Director of Wellness **Luna** states that Director of Sustainability **Shallcross** did not send her anything in regards to Earth Day. What she does know is the that she plans on having the event outside at the agora stage on April 22nd mostly likely being that it is Earth Day. She also knows that Director of Sustainability **Shallcross** is looking into having performances. She got a few donations from Aramark.
* Chair **Cesena** states that she is going to be asking for around $5,000.
* Programming Director **Cochran** states that he worked with Director of Sustainability **Shallcross** to discuss possible artist and they really did not come to a conclusion of who she wanted to have.
* VP of External Affairs **Lopez** states that the event will be April 22nd from 11AM to 3PM. She would like for ASI to table at the event. She wants the event to be more than a tabling event she would like performances and entertainment.
* Director of Concord Campus **Thomas** states that she spoke with Director of Sustainability **Shallcross** and she will be having a similar event at the Concord campus but in there will be not performances/entertainment at Concord it will be solely tabling.

**59:59**

1. DISCUSSION ITEM**- ICC- Vice Chair**

Chair **Cesena** yields the floor to Director of Wellness **Luna** to discuss the following:

* International Cultural Celebration was one of the biggest events last year besides Mayhem. There were many students that attended. What there was at the event was raffle tickets given to students for prizes, there was tabling by clubs and organizations on campus, there was a fashion show were international outfits were showcased and some clubs had performances as well. There was about $4,000 spent last year. Because the event was such a success and people are mentioning if it is going to be happening again this year, Director of Wellness **Luna** would like to bring forward the event for discussion.
* Programming Director **Cochran** states that the event was amazing with the diversity of the different foods, however he believes the entertainment could have been better. He believes the entertainment should be better this time around.
* Director of Wellness **Luna** states that along with better entertainment she wishes to have more food as well being that the food ran out within the first 30 minutes. The fashion show will be more organized as well.
* VP of Internal Affairs **Erhahon** suggests that there be a working session to discuss the food and there should be a designated person from Student Life to have communication that can work with the cultural clubs. As for the entertainment he believes that there should not be any big artist brought being that it is a student event and so students should perform. He also states that there are many talented students on campus. He suggests working with Student Life in order to send a mass email to all students.
* Director of Concord Campus **Thomas** asked Director of Wellness **Luna** how much was the budget for food.
* Director of Wellness **Luna** states that it was about $3,000 for just food.
* Programming Director **Cochran** states that there was an issue with one of the Sternos that fell to the carpet and burned its way through the carpet. This could have caused a serious fire. Usually Aramark has someone in charge of them. He is unsure if the event is going to have an okay being that people took picture and news got to quite a few individuals. It now has to be seen how it is that this obstacle is going to be approached. He states that he noticed that the food was not really handle well due to that it was running out. At his events he makes sure that the individuals handling the food get their food prior to the event so that there are no other problems afterward.
* Chair **Cesena** states that Director of Wellness **Luna** will be heading this event so any comments and concerns to please address them to her.
* VP of External Affairs **Lopez** asked if there is a date set already.
* Director of Wellness **Luna** states that there is no date being that availability of the MPR has to be checked. If the MPR is not available she is considering having it outside.
* Programming Director **Cochran** states that it will actually work to have the event outside and create some kind of maze or something in that way there is no worrying about the Sternos.
* VP of Internal Affairs **Erhahon** asked if there is a way to get outside food without going through Aramark.
* Chair **Cesena** asked that those questions be address after the meeting being that there is limited time.

**1:07:55**

1. ROUNDTABLE REMARKS

**Lopez:** Shout out to **Cochran** on two successful events this week, Comedy Night and Chicken and Waffles.

**Erhahon**: Good job to **Cesena** and **Luna** with Cocoa & Crams. There were many logistics but it was very successful. Shout out to Cochran for Comedy Night it was a good show. Initially I was only going to attend for 20 minutes but I couldn’t leave until the end because it was so funny. Chicken and Waffles was really fun. My play is tonight at 8PM.

**Albanna:** Thank you guys for this opportunity. Also, good job with Cocoa & Crams although there were some problems. I think this was an opportunity for us to learn and grow. It just shows that team work is the dream work.

**Thomas**: Thank you everyone for making Cocoa & Cram happen this year. All the students from East Bay and Concord campus were really excited for Cocoa & Cram. I kept getting “Can we have this every quarter?”

**Luna:** I just want to say thanks everybody for a wonderful quarter. For my wellness event thanks for everyone who helped out and everyone who attended. I heard that the auditors for the Student Health and Counseling Services really enjoyed the event. Good job to those who came to Cocoa & Cram. Sorry for the miscommunication. We will definitely be stronger next quarter.

**Cesena:** Thank you for a great quarter. I really love how passionate everyone is in this committee that’s great. That’s what is going to take events to the next level and make them better. Bear with us as we try to make the best out of Earth Day, ICC, and the political event. Originally I thought spring would be the easiest quarter but it does not seem like it will be. I would like to say that passion is an emotion and like in a business setting it’s hard to deal with so when we do discuss I would like everyone to refrain from personal comments. Don’t take anything personally. Please do not try to call people out.

**Leopold**: There is a St. Patrick’s event going on March 17th, there was a special request from Lil Brown-Parker for us to promote it being that are not many tickets that have been sold. She would like for us to get a table and to do that one needs to sell 10 tickets or more.

**Cesena**: For next quarter meetings we are looking at Thursdays from 2PM to 4PM. There was a doodle sent out but it did not help out at all. If you have class during that time do email me.

1. ADJOURNMENT

Meeting adjourned at **12:03 PM.**

**Minutes Reviewed by:**

**Director, Programming Council**

**Name: Michael Ryan Cesena**

**Minutes approved on:**

**4-9-15**

Date: