

These are experts from the minutes when the Large Event Opportunity Fund was discussed and passed last year. I have bolded the parts that pertain to discussion about the amount in the fund. You will notice there was quite a bit of discussion on how much money is in the fund but there was never a vote, neither the final policy nor the motion include an amount.

May 6th, 2015 Meeting: first discussion

A. Education Session on the Large Event Loan Policy Alcántar Soto said wanted to give a brief overview of the reasons why they are here. First document is the Large Event Loan Policy. Some of the reasons why they wanted to make some changes are for AS Programs or clubs, they have found it's really inaccessible for clubs and offices. They only have one true office that can access it, because it is a loan which is AS Productions. Resources and Outreach Programs (ROP) don't usually ticket their events. The amount requested has to exceed \$5,000 and that could be too much for office's events. The Board needs to make all the decisions as well on the current policy. They found that might not be the best body ASWWU Board of Directors -- page 2 to vent it through. Herk said also about the Board, they don't want to show a specific artist unless it is in contract because it could make students upset if it doesn't work out. Goldblatt said the current Large Event Loan Policy doesn't define large event, but if they need \$5000 its really huge events. A lot of programs wouldn't ask for that much. They wanted to change it to define what a large event is. The number they chose to define is "150 students". From her perspective a large event is more than 150 attendees. Alcántar Soto said today is about educational and showing the time line and they won't see the new policy until the following week. Herk said they want to give the timeline for typical programming. It usually takes 8 weeks. The publicity center wants at least 6 weeks for the event to be publicized. One of the reasons why they want to use 6 weeks as a good timeline. Think about getting the money, contacting artist, enough time to publicize. She wanted to show them the budgeting sheet that breaks down how they spend their money. It breaks it down by how much money they have, how much they need for ticket, and how much subsidy comes out of the budget. \$10,000 is subsidized by other means other than special events. Goldblatt said the reason they are looking at the Large Event Loan Policy to hope to establish a more accessible fund. There used to be the Cold Beverage Fund (CBF), and it was established by the Cold Beverage Contract and it was dissolved when they decided to switch caterers. Now that is missing. The Supplemental Fund use to be a lot larger at \$15,000 and now it's down to \$3,000. Offices can't ask for the whole Supplemental Fund from one office when it is used for the whole year. Herk said the CBF added \$30,000-\$40,000 annually to the budget, it replenished itself. One use to be the pop music conference was fully funded by the CBF. Goldblatt said they can see which offices use to utilize this fund and it was a way for smaller offices to have access to funds for their events. Herk said this is some missed opportunities that offices have missed because coordinators needed more money. They are names students ask for frequently. The subsidies is for lowering the ticket price, now diminishing it. Goldblatt said she tried to talk to her offices about it, but most of the time they don't even look because they know they don't have access to the money. They were able to fund some of them but not enough to subsidize prices enough for students. Alcántar Soto showed the taste test survey results. Changing this policy could allow them to reach those wants from the students. **The policy has in it \$65,000. According to Raquel Wilson, the Dean of Students Finance Manager, it hasn't been touched by 3 years. It may not be replenished every year, it**

is really meant to be a bonus. It is 4 out of 6 of residual dollars. It isn't because people didn't know about it, it's because the policy isn't accessible. They don't feel like it is necessary to have \$65,000. They were looking at \$45,000. \$20,000 would go back into general reserves and it could be allocated into something else. Goldblatt said to be clear, this is what would initially be the process. \$45,000 goes to the new fund. It wouldn't be coming back from the year, it would be from whatever is left from the year. Ghant said originally it was brought to her and it was to bring a fund that was accessible to all. They weren't aware they could use these funds. It was brought to Business Committee. They are trying to wrap their heads around this new policy. This coming Friday, it will be revisited again and some of the bigger questions can be brought there. What is a large event, what is a unique opportunity? For example the ROP doesn't draw 150 but it is a unique opportunity, could they still use it? Even the word large could be talked about too. Next week she will have a lot more input on this but she likes the general concept of it. Goldblatt said they have a lot of questions that they all came up with and trying to think about. "What constitutes a large event in terms of money and attendance? Which programs should have access to it? Should clubs have access to it? Co-sponsorship? What does the process to access it look like? Which body should manage the budget and process? It has been through Business Committee a few times, they are bigger questions that they thought the Board should have their two cents in it. Alcántar Soto said this is for everyone to be on the same page. Next week it will be a new policy and it will look a lot different. When they think of a college experience a lot of it is academic but a lot they will remember is activities and events. This will open up new doors. Goldblatt said Herk and her do programming every day. If they have any questions, they would love to encourage them to talk to them. Hayden said he wanted to echo everything, this does a lot of good. Advising AS Productions and trying to use the large event loan has been a struggle. It was really only designed to serve Pop Music. It was often that was the office that needed to over promise over its business. It is the only office that could really use it. The Board should look at it in a way of how those funds could be used. Now that he is advising ROP, he can see the struggles programs have had in that side. It is a different scale but is a constraint of the budget. They can't even think about it to begin with. They were talking about the missed opportunities about the people they ASWWU Board of Directors -- page 3 wanted to come. It's another way the Board could address the after math of the water bottle decision. Seeing lots of sides, he thinks it's very smart. He hopes to be here next week to provide more support. Alcántar Soto said this week is information item. Next week will also be information item and the following week would be action item. Wolters said don't be discouraged by the lack of question.

Wednesday May 13th, 2015: 2nd discussion

E. Large Event Opportunity Fund Policy Alcántar Soto said they saw this last week. They went over the educational side of things. They will go through the changes. Then the guests can tell everyone why they want to make the changes. They changed the policy to say May 2015. They changed AS programming office. They said that the requested needs to exceed \$500. The event is not expected to generate revenue so the money won't be paid back but it must be a unique unforeseeable opportunity. Must be open to all students. The declared a large event to be over 100 students. There was no audience requirement in the last policy. The body that will oversee it would be Activities Council (AC). **There is another change, the amount of the fund \$65,000. There has been discussion to see how much it is used. They could have it at \$45,000 and reallocate the other \$20,000.** But those are the main changes. Goldblatt said the biggest thing is this is for large events and accessibility of the fund. They originally

came up with 150 students but then lowered it at 100 from recommendation from the Business Committee and they left it was a good number for large events and making it worth spending \$500 on. This would be to supplement their own budget for the event. Events that are smaller can get money elsewhere and this can't use this for travel for food that isn't for the speaker. Herk said who gets to make that decision is Activities Council and they debated about this. What does the Board think? Not really what its purpose is. It could be bogged down by proposals especially programming. Would Management Council be better? But then they meet every two weeks instead of every week. Which would take 6 weeks to get something past which is a long timeline. They decided it wouldn't fit for this proposal. Then they figured the Activities Council which is giving out money to student funds clubs. Which also can be solved, one employee, program director can sit on that committee. It was done in the past. There would be a lot easier to train them because they are already trained to give out money. Goldblatt said each primary sponsor, only can use it once a year. So if they are asking for money they can get education from that office. Alcántar Soto said they can add a director to Activities Council. The Assistant Business Director and students at large are current members. Hayden is the advisor as well. They will get training at the beginning of the year much like the AS Board did on how to spend money and budgets. Herk said they are considering the idea of targeted events. A lot of their talk where on what is a large ever. They usually go with the \$5 dollar subsidy per student. They don't want to spend \$5000 on 50 students. Goldblatt said if they do have targeted events 100 students or more. They still should be funding the event if it fits. This is a topic they can have a larger conversation on the Board level. Whether this should fund targeted events. Kohout said she doesn't see a problem with it. It is really important to have those. Alcántar Soto said the event must be in the entire student body. Targeted events, add "unless the targeted event fits the other criteria". Goldblatt said should it have Board approval first? Alexander said as a reminder about approving the targeted events. Those events usually call for those in the specific target areas but the event itself is open to everyone. Alcántar Soto said they wouldn't limit themselves. That would reach over 100 students but is targeted, she wants to include them. Ghant said yes, they should add it. Goldblatt said they talked about what the fund cannot be used for and the type of money it could be spent on. Like professional development or uncontacted food or travel. It's because the key point of this is large events can happen on campus. Clubs already have access to funds through Activities Councils fund. Clubs would be able to have access, as office primary sponsor. Herk said another reason not to add clubs is they aren't asking for it AS office are. Clubs basically already have an avenue. Hayden said it's fairly accurate. Activities council is at a good amount to fund it right now. They may get more request but they try to make it equal. They don't feel the pinch in event dollars. That fund is \$33,000 for clubs to come do it. Cook ASWWU Board of Directors -- page 6 said she would talk to an offices anyways. And being able to use this fund. Hayden said they could see how it plays out. They could relook at it then. Groups don't really ask for that much. They have a soft max at \$5000. Starting out in this way and then see the need in a few years. Alcántar Soto said the process would be very similar to what they do here. It needs to be 4 weeks out. The offices are limited to once a year but they do reserve the right to make exceptions. Exception is to be made the Board of Directors could potentially have to accept it. Hayden said things to consider, 100 students and are they really focusing on student attendees or just attendees. They aren't tracking how many community members came to it. Wonder if it states students it would detour people from accessing this fund. It may simplify it to say attendees only. The other problematic he sees is the word "unforeseeable" or "unforeseen". It's going to be constructive to the AC. Whatever they put in the policy is going to be a guide for the council. Those descriptors matters. Possible unbudgeted for? They don't have to get into if

they could foresee it Or how unique it is do they? Wolters said unforeseeable leads people to say “you should have” seen this coming. Hayden said once per year, that may be too limiting. In terms of someone asking for \$5,000 request, they usually can’t have too many. They may get several \$1,000. Some great opportunities may come once in fall and once in spring. He wonder if they want to begin with twice a year, and see if they get flooded. They don’t want them to race to the fund either. More than once could be something they think about. Likes the added professional development and uncontacted travel and food. Olivera said this was already edited. **They are thinking more \$45,000 for the two or three year trail period. They could raise it up after that.** They wanted clubs to be included but only with an as office. Work load of the AC, according to the Assistant Business Director. He has heard there are battles to meet quorum and they are large meetings and people aren’t attending. Where was the cold beverage fund managed? There was a group that met. The minimum of \$500. Alcántar Soto said to answer some of the concerns, she is surprised to hear. They rarely go to 2 hours, once this quarter. They always have quorum, they haven’t had one time where they haven’t had quorum. One member dropped out and two joined. They don’t foresee these request to be as frequent. She doesn’t see this as an issue. Olivera said that sounds great, they aren’t recommending not to have it in AC, it was a concerned raised in the meeting. Ghants aid overall this opportunity is very imperative and crucial. Over and over she has heard it. It really sucks. She would say, she would include “not part of the regular operating budget” worth repeating. She likes Hayden’s point about attendees. Yes it has to be large. What if a program office, they want to bring an activist, it won’t engage 100 students but it is still needed for western campus. She doesn’t think it should be limited by the number of students. What if only 50 people came but it was a really important topic? Herk said one subsidy price, they don’t want it to be so large. If it is that small the subsidies would be very large per student. It becomes difficult more than \$500. The Management Council is only \$3,000. If there will only be 50 students, why are you are asking more than \$500, and why is it not in the budget they already have. Goldblatt said a lot of educational programming, it looks like it may have small appeal, and they get a lot of students if marketed right. They can still make it open to that kind of programming and educational. Ghant said they are more of an expert to programming than she is. The next suggestion, 5 weeks is too far out, what about 4 weeks. She doesn’t know the process. Alcántar soto said it wasn’t because 5 weeks was a good number. They should have at least 5 weeks to make It successful. Herk said Publicity Center wants at least 6 weeks. Kohout said projected attendees. They won’t penalize anyone if they don’t get that amount will they? Ghant said no. Olivera said #4 on procedures. He thinks asking once a year is fine and they can make an exception. They can make as many exceptions as they want. Can they get three exceptions? Herk said an office happens twice. They wanted to give AC the authority to make that decision. Oliver said one exception per office? Herk said leaving it up to the AC and the people on that committee. Goldblatt said student’s at large, student ASWWU Board of Directors -- page 7 dollars, acting conservatively. She doesn’t think there will be a limit, but she doesn’t think they will be making those exceptions. Hayden said they like to say yes. They like to keep that feeling. The boundary about timeline is good. They want to make sure the event is put together well. It is a helpful boundary. They don’t want to be the bad guys. Years of seeing a lot of yes. They may have a hard time saying no. They may negotiate amounts. They have a limitation for bookstore donations. It’s very helpful. It could be abused. He isn’t opposed to the limitation. Alcántar Soto said very interesting idea. It would really depend on the amount that they are requesting. She doesn’t think making the exception limit is good. She thinks saying once a year and just keeping that in mind should be good. It was brought down from 1000 to 500. Maybe the exception could only happen once. Maybe accessing it twice a year. Ghant said is there a

cap? Not to exceed \$20,000? Something to consider? What if they asked? Is that ethical? It is important to have boundaries. Alcántar Soto said maximums temps' people to request higher amounts. The request is smaller than it seems in the beginning. She is hesitant to set a max. Kohout said do they include ticket sales, would the money go back into this account if so? Alcántar soto said if it is an underwrite then yes. Herk said it is an underwrite, grant or loan. Hayden said loan piece is why they don't want a max. There have been a \$60,000 loan given out before. It didn't make back all the money but it came close. They don't need a maximum. Let the council sort that out. Ghant said in policy there is a form they would have to fill it out? Could they see that form? Is it catered to the policy? Alcántar Soto said it would look like the AC and she can bring it back for questions. Herk said there are people to do testimonials. Daniel special events coordinator. She has been several times, comedians. As the person who is going to bring them. They are asking for \$30,000. The budget for the entire year is \$18,000. She can't bring him. She would lose her entire budget for the year. For herself, there is no way they can get comedians. It won't be able to handle it unless they put ticket sales at \$50. Underground coffee house guy wanted to say a lot of really big named acts, they are usually in the bigger price range. Ingrid Michaelson is in that \$30,000. They still can't make a subsidy to attend that event. Sam Legg in AS Productions said unlike special events film events are usually free. They could find online illegally, they don't have tickets. They don't realize getting the rights to the movie is expensive. Just the movie is \$1,000 or \$1,500 and that is not including popcorn or outreach. It is very expensive. Alcántar Soto said she will bring the changes for next week is, there will be a sentence in the first paragraph saying it is not part of the operating budget. Unforeseeable = not budgeted for. Instead of students they'll just say attendees. Add the exception about the target event and board approval. #6 the request will be twice a year. One exception. Because it is just one, do they want the board to approve it? Kohout said yes, as a consent item. It will not be used for uncontacted travel. And she will bring the Orgsync form as well. Ghant said what if the event was off campus. What if it was at boulevard? Does it have to be on campus? Alcántar Soto said there is nothing limiting the location. As long as it is publicized to the student body well. Really applauding the work from Herk and Goldblatt. Not in their job description to work on policy because it is hard to work with.

May 20th Board Meeting: With Action

Funding AS Large Events from AS Reserves Policy Alcántar Soto said they have seen this document for two weeks now. They will notice it will look different from last week. It is not the content that changed, it is the format. Changes were made from last week and they took out the word "unforeseeable", and they said "attendees" instead of students. One of the changes was to approve the request at the same time they approve a targeted event to save time. There was a change to the name by Cindy Monger's suggestion and it was called AS Large Events Reserves. The main point Monger had said was it needed to say "Reserve" to differ from operational funds. Alcántar Soto said she sent out an email and got quite a back of the feedback. She got two responses from two committee members and they said they like the old name. Smiley asked about the suggested name changes and what they were. Alcántar Soto said the AS Large Event Reserve. They can say AS Large Opportunity Reserve. Ghant said she'd like the title to be more visible than in the little paragraph. She asked if the name somewhere more visible? She also thought that when they say reserve, it can off putting it and that might create some hesitant. She likes

the old name. Long story short, it is a reserve account and it is coming out of the same account regardless of the name. The Finances office are the people that need to know it. It was a fund that was made to be more accessible and that name change may cause more hesitation. Wolters said anything with a new name will take some time to get used to. Casey Hayden asked if the policy name is fine. Or are they focusing on the fund name? Perhaps AS Large Opportunity Fund? Alcántar Soto said one person wants to change it. She's very comfortable with policy. The committee wants to call it the Large Opportunity Fund Policy. ASWWU Board of Directors -- page 3 x Sounds like the Board likes the name that's already given. Hayden said he was thinking about the definition of AS Organization. He thinks they should change to programming office. He thinks AS Organization is too ambiguous. He thinks of the AS as an umbrella. Clubs are organization. He wanted to address the past language they've used, the difference between AS Program and AS Programming Office. For example the Publicity Center is a programming office, it is not a program. The fund has been open to anybody in the past. He doesn't think having links in the policy would be good because links change a lot which would make the policy out of date more quickly. Wolters said she wants to push back saying clubs are not a program. Hayden agreed according to the definition as written right now. Alcántar Soto said she think that's what was meant in the first place. Alcántar Soto said she thinks all are really good ideas. As far as funding request forms, just say available on Orgsync or available to give some guidance. She thinks those are good changes. Defined portion is accurate and reflects what they do at Activities Council. **MOTION ASB-15-S-27 by Alcántar Soto Approve the AS Large Event Opportunity Fund Policy with the original name, to change AS Organization to AS Programming Office, to change the funding request form to be available on the AS Website, hosted by Orgsync and in the underwrite section add "as defined portion of" revenue. Second: Rodríguez Vote: 5-0-0 Action: Passed**