

EVENT PROGRAMMING MEETING

Department of Event Programming

Minutes for Wednesday, November 23rd, 2016 at 12:00 P.M.

THIRD FLOOR OF THE JOE CROWLEY STUDENT UNION, ROOM 354

1. **CALL MEETING TO ORDER**

Director Hurdle called the meeting for the Department of Event Programming to order at 12:00 PM on November 23th in room 354 of the Joe Crowley Student Union. Presiding Secretary Kaitie Christensen.

2. **ROLL CALL**

Director Hurdle, Programmers Leard, Lensch, Rocco, Kinnel, Gbenjo, Beenfeldt were present. Programmers Bickel and Kerhin were absent excused.

A quorum was present.

3. **PUBLIC COMMENT**

There was no public comment at this time.

4. **MINUTES**

- a. The Department of Event Programming will consider the approval of the minutes September 23, 2016, and October 7th, 2016. The Department of Event Programming will discuss the minutes of August 25, 2016, September 23, 2016, and October 7th, 2016 and may chose to edit or amend the minutes. Upon conclusion of the discussion of the minutes, the Department of Event Programming may choose to approve the minutes.

Programmer Lensch motioned to approve the minutes from October 7th, 2016.

Programmer Kinnel seconded.

The minutes from October 7th, 2016 were approved.

5. **BUDGET REVIEW**

- a. The Assistant Director of Budget and Finance will provide an update of the budget so the department is aware of the remaining balance of the budget before approving a budget proposal.

Programmer Leard said there was \$171,000 in the operating account, \$450 in host and \$1000 in travel. He would discuss more about homecoming in his report.

6. **REPORTS**

- a. Davison Beenfeldt, Programmer
No report
- b. Erica Bickel, Programmer
No report

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- c. Oluwafemifola Gbenjo, Programmer
No report
- d. Raine Kerhin, Programmer
No report
- e. Austin Lensch, Programmer
Programmer Lensch said he reserved the ice skating rink and will be contacting Brian with Campus Escort to get rides. Will talk about Family Weekend later..
- f. Jakob Thomas, Programmer
No report
- g. Anna Rocco, Programmer
Programmer Rocco said she was working on a comedy show. She has to make sure the individual is free and get specific days.

Director Hurdle said she needed the budget proposal.

Programmer Rocco was waiting to figure out what day.

- h. Emilia Kinnel, Assistant Director
Programmer Kinnel said to make sure that everyone is meeting with their interns and including them in the planning process so they learn.

Programmer Bickle entered the room at 12:04 PM

- i. Bryan Leard, Assistant Director
Programmer Leard said he created a homecoming budget analysis as requested by James. It compares what was approved to what was actually spent. Please look through it and get it back to me later so I can change what isn't right. For Avatar day there might be things missing.

Precious said they turned in an updated proposal.

Programmer Leard said he would adjust that.

- j. Casandra Hurdle, Director
Director Hurdle said so far we will be talking about Shred Day and Jake's event. Right now we only have events planned Thursday the 26th, Friday the 27th, and Saturday the 28th so Monday, Tuesday, and Wednesday need to be filled in. We can do breakfast, we

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can do a tabling thing, but we need to fill in those other three days. We have the movie day, Rink on The River, and Shred Day. Bryan and I are working on making binders for homecoming and I'm planning BLF after I meet with James.

7. **OLD BUSINESS**

- a. There is no old business at this time.

8. **NEW BUSINESS**

- a. The department will review, discuss, and debate the following event and budget proposals. Actions may be taken to approve favorable proposals.

- I. Approval of Sheridan Manfredi to the Programming Internship Program

Programmer Kinnel motioned to approve Sheridan Manfredi to the Programming Internship Program.

Programmer Lensch seconded.

Programmer Kinnel explained what Sheridan needs to do in order to be approved.

Sheridan said she wanted to be a programming intern because she loves to see the impact that events have on the student body. Last year she hosted the student leadership conference and over 1200 students came to the school, and that was inspiring to her.

Programmer Lensch asked what one of the strengths and weaknesses of the programming team is

Sheridan said a strength is the passion and teamwork. A weakness is communication

Programmer Kinnel said she would like to increase the retention program and asked if Sheridan would be interested in a position as a programmer

Sheridan said she would.

A roll call vote was held.

Sheridan was approved into the program unanimously.

- II. Family Weekend Day 1

Programmer Lensch motioned to approve Family Weekend Day 1

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Programmer Lensch said they are trying to work with Coconut Bowl and work out bowling and pizza. Last year they worked with GSR, and this year they would like to change groups. They have \$8000 for the deal. It will be from 7-10pm on Friday, March 31st.

Programmer Rocco asked what the range last year was

Programmer Kinnel said it was less than the amount this year because the package didn't include as much and the service was bad

Programmer Lensch said the total was 30000

Director Hurdle said last year they went under budget

Programmer Lensch said if they go under they can use the money elsewhere

Director Hurdle said if they have leftover money they can use it for another event because the weekend is being planned earlier this year.

A roll call vote is held to approve Family Weekend Day 1.

Family Weekend Day 1 is approved.

III. Family Weekend Day 2

Precious motioned to approve Family Weekend Day 2

Programmer Lensch Seconded

Precious said they wanted to communicate with the Joe to see if they want to cosponsor any of their events such as the breakfast or food trucks so we don't have to pay as much, or the comedian. We have line items for the breakfast and food trucks. The idea of the day is to take them on a tour through Reno. We have a line item for t-shirts to give out Saturday morning that they can wear all day, there's a comedy magic show, a car show so we can work with Hot August Nights, and hopefully get some hot air balloons. The total is 16000 for that day.

Programmer Lensch said for that day there is no baseball game, so instead of spending money on tickets we want to look into something fun for that night.

Programmer Thomas left the room at 12:14 PM

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Precious said breakfast is \$1200. Food trucks are \$6000, t-shirts are \$3000 from the Wolf Shop, Comedy Magic \$6000, and the car show and air balloon show will hopefully be free.

Director Hurdle said she thought the cars would probably be free, they would want to come

Austin said for the air show they wanted someone to come and put up a balloon for breakfast

A roll call vote was held.

Motion passes; Family Weekend Day 2 is approved.

IV. Family Weekend Day 3

Programmer Lensch moved to pass Family Weekend Day 3

Programmer Bickel seconded

Austin wants to end with a Reno rodeo barbeque. Two thousand dollars for barbeque items, a mechanical bull, a photo booth, sound and lights for music. Between the barbeque, mechanical bull, and photobooth is \$4000 so we would have \$2000 miscellaneous to add or change the features.

Programmer Kinnel suggested line dancing like they have done in past years.

Director Hurdle thinks that they are overestimating the budget; they can do a barbeque for 500 people for \$1200 dollars. Should be fine on their budget.

Programmer Leard said last year they spent \$37000.

Director Hurdle said their budget was \$30000 and they went under.

Programmer Lensch said that with cosponsorships with the Joe the price could be lower

A roll call vote on approval of Family Weekend Day 3 was held.
The motion was approved.

V. Shred Day

Programmer Beenfeldt motioned to approve Shred Day

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Seconded.

Programmer Beenfeldt said it would cost about \$19000, the best pricing they can do is lowering the price by \$5 each. They can discuss the cost of the tickets, lowering the price, paying for half the tickets. Boreal has not responded. Assumed Boreal doesn't do group reservations. Mt. Rose is the closest ski resort.

Programmer Kinnel asked if this was Saturday

Programmer Beenfeldt said this was Saturday, but Saturday was the most expensive day. Thursday girls would have been \$30 and guys would have been \$50.

Programmer Rocco said that Sunday was still within the week if that would allow more students to go

Director Hurdle said there was no reason we couldn't do Friday during the day

Programmer Kinnel said that \$19000 is too expensive, would look at paying for half the ticket price so it's subsidized for the student's

Programmer Beenfeldt asked if 400 people would go at a 40 dollar price range

Programmer Kinnel asked if we would provide transportation

Programmer Beenfeldt said yes.

Programmer Rocco asked if there would be gear and lessons in a package to get more new people. A lot of people want to learn, if they could bundle it there might be more people.

Programmer Beenfeldt agreed. He would like to get a solid idea down that he can discuss with Mt. Rose as soon as possible.

Programmer Kinnel asked how the budget would be if we approved \$19000 today

Programmer Lensch said we would be at \$152000

Director Hurdle said they still have to save the rest of the budget for the rest of the semester

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Programmer Lensch said the event is a good idea but it's expensive. Might consider doing something else.

Programmer Beenfeldt agrees that it's expensive.

Programmer Bickel said she thought they had tried it before but not that many people went. It's a lot of money to not use on other events. Hard core skiers will go either way, and then people who have never skied before.

Programmer Kinnel asked what the transportation is

Programmer Beenfeldt said charter buses

Programmer Lensch asked if we were bringing a comedian

Programmer Rocco said she was budgeting \$12000 for it. Erika was right that the hard core skiers would go anyway, and people who have passes can bring their friends. Would feel more comfortable budgeting \$12-15 thousand.

Programmer Gbenjo asked if there is a way to track who goes from UNR so they can be paid after

Programmer Beenfeldt was unsure if students would put it on their own card and then they would reimburse the students, and was concerned that more students go than expected

Programmer Lensch said maybe the Monday or Tuesday before, we pass out a ticket so the ski site we approve knows that this is the discounted ticket

Programmer Leard suggested the first 200 people to show their Wolf Card will get half off and we cut them a check for however many people

Programmer Gbenjo said if we were doing the cap at 200 couldn't we pay in advance

Director Hurdle said no because we don't know if all 200 will use it. Also it cuts the needs for charter buses because people can go up on their own with their friends.

Programmer Rocco said she would feel more comfortable with 10-12 thousand dollars. Wanted to give Programmer Beenfeldt a budget idea so he could negotiate with the ski resort. Maybe they can come up with some more stuff

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Director Hurdle asked the prices on Friday vs Saturday ticket

Beenfeldt said Friday tickets are 75%, Saturdays are 30.

Director Hurdle said if we did half the cost for 200 students for Friday it would be \$7500 if 200 students went. If we did half for 200 for Saturday it would be \$8500.

Programmer Rocco said she would rather just pay 15 dollars somewhere else.

Programmer Beenfeldt said a lot of people who go to Welcome Back Week events are freshman and a lot of freshman have class on Friday, so we would lose a lot of freshman

Director Hurdle said if we do half the cost of a lift ticket on Saturday at 85 dollars it will be 8500 total for all 200 students

Programmer Gbenjo said she thought they should include transportation

Programmer Beenfeldt said he agreed. It's only \$2000

Programmer Lensch asked the cost per student

Director Hurdle said it would be \$52.50

Programmer Lensch asked about the students who want to go but don't want to ski

Programmer Beenfeldt asked if they would just hang out in the lodge

Programmer Lensch said he wanted to include students who don't want to ski or snowboard

Programmer Kinnel asked if you could buy cheap sleds and sled at Mt. Rose

Programmer Leard said that there are some spots around there, there are some hills where people sled

Programmer Beenfeldt said they could rent a room and have hot chocolate at the lodge for people who didn't want to ski or wanted to take a break. With three charter buses one could leave often

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Director Hurdle asked how many students fit on a charter bus

Programmer Beenfeldt said about 39

Programmer Rocco said as a student I wouldn't pay if I had to rent gear too

Programmer Beenfeldt said he will look into gear, so students can pay up to \$45 dollars for each ticket

Programmer Beenfeldt moved to table Shred Day until next meeting

Programmer Kinnel seconded

Motion carries

VI. Masculinity Series

Programmer Kinnel motions to open discussion on the Masculinity Series

Programmer Rocco seconded

Director said that Hernandez reached out to her about this event. They don't have to plan anything. It's a three-part series about being comfortable with your masculinity. For the first event she wants to bring a Detroit Lions player, Diondre Levi, to talk. It would be a one-hour talk and a one-hour meet and greet. The second event is a screening of The Mask You Live In. Then a planned local TED Talk. All three events would be free, we just help her market. We can put our name on it and help her out with it. She wants to give away koozies, bottle openers and stuff like that.

Programmer Lensch said he agrees they should help her.

Programmer Rocco said that it's good publicity for us because ASUN is promoting this event.

Director Hurdle said athletes don't come to anything and athletes might have to come because it pertains to them.

Motion carries. The Department agrees to cosponsor the Masculinity Series.

9. OPEN DISCUSSION/COMMENTS AND ANNOUNCEMENTS

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Programmer Bickel asked someone to clarify what events are being planned because she was absent last meeting

Programmer Lensch said he is planning Rink on the River for Friday

Director Hurdle said they are planning Shred Day and Thomas's event next week and a Movie Night in the Joe for Thursday

Programmer Gbenjo said Monday is usually the Breakfast

Programmer Rocco said last year it was raining so it got postponed

Programmer Gbenjo suggested tabling and giving things out

Programmer Rocco asked if they wanted to do a comedy show on Tuesday. Thought Tuesday would be best, the cost would be 10,000 plus travel.

Director Hurdle said normally they don't cover travel, so it would be 10,000 all inclusive.

Director Hurdle said they need to think about the genre for the concert. I am leaning towards what will sell rather than what we haven't done because we need to make revenue.

Programmer Gbenjo asked what they were thinking

Programmer Beenfeldt said EDM because it's the cheapest to host and it makes a lot of money

Director Hurdle said bands and rappers are expensive.

Programmer Leard said they want it to be a discussion

Programmer Bickel said she was skeptical about EDM because they've done a lot of it and it only reaches one audience. When they did country a lot of people came and they were new people.

Programmer Kinnel said that researching genres, other artists become expensive really fast

Programmer Rocco asked how this revenue will affect BLF next year, if they hit their revenue line can they hire an indie or a pop artist next semester?

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Director Hurdle said that money has to be spent before July 1st or else it can't be used. A payment could be put down to leave the rest of the budget for the next board.

Programmer Rocco asked if they would be able to get the main performer reader for next year

Director Hurdle said we could purchase the wrist bands or physical items, which would open up their budget more. They can't pay for things in advance.

Programmer Kinnel said we could do EDM or rap with an alternative opener

Programmer Lensch suggested an act with a female artist because a lot of our events are male artists

Programmer Bickel said that BLF was successful because we had EDM, rap and indie. This concert is standalone, so we don't have to mix it.

Director Hurdle asked if there would be a mixed opener headliner. Normally it's \$100,000 for a concert. Said to watch on their budgets. Lawlor will not work for a concert so they need to rent a venue too.

Programmer Leard said that the artist budget is \$60000.

Intern Lamson said he liked the idea that Erika had to mix genres because it appealed to more people

Programmer Lensch doesn't want programming to do the same thing for all their events and always have the same artist

Programmer Rocco agrees. For a different genre they're smaller so they're not as well known. Could try to get local artists. How realistic is it to get a country or pop artist that's better known for 60k

Director Hurdle said it's really difficult. Maybe a smaller EDM opener and a pop headliner or country and indie. Country and indie get the most expensive the fastest.

Programmer Beenfeldt said he wants to sell tickets. Country is the most expensive and you will probably sell fewest tickets. People will go to EDM regardless of the music you like.

Programmer Leard asked for examples of pop artists

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Director Hurdle said there's indie pop, pop-pop, boyband pop....

Programmer Kinnel said shout out names and so she can estimate prices

Precious suggested Coldplay

Programmer Kinnel said they are listed as "call for details," which means they are really expensive

Intern Lamson said SIA

Director Hurdle suggested Clean Bandit, Walk the Moon, Passion Pit

Intern Kinel suggested John Mayer

Programmer Gbenjo said John Mayer is mixed

Director Hurdle said Kehlani was 15k

Programmer Kinnel said Walk the Moon is \$100K plus

Director Hurdle said our school is good at signing contracts before people get big

Programmer Rocco said to think about the ones that have one good song but might have an album coming out soon

Programmer Kinnel said Passion Pit is \$125,000 plus

Hurdle suggested that everybody send three ideas in the group me, send their prices, and give an idea what we're looking at

Programmer Leard suggested everyone look up the bands on Concert Ideas so they have an idea what they're looking at so we can realistically put an idea together and get marketing before winter break

Programmer Beenfeldt asked for the login in to a website.

Director Hurdle said she would send that

Programmer Kinnel said we have two more days to fill for Welcome Back Week. Tuesday and Wednesday

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Programmer Rocco said Tuesday will be the comedy show

Programmer Lensch asked if they could do an easy tabling event

Programmer Rocco asked if that's Monday breakfast

Programmer Kinnel said they could do sack lunches – sandwich, soda, cookie, and chips like they've done in the past

Programmer Lensch asked if they could do that on Monday and do the breakfast on Wednesday so they could give out the flier for the whole week with the lunches

Director Hurdle said they could even market events for other departments if someone wants to do that

Programmer Gbenjo volunteered to do the lunches.

Programmer Bidel volunteered to do the breakfast

Programmer Leard left the room at 12:51 pm.

Programmer Kinnel asked everyone to send her their event details

Director Hurdle agreed so that they could market through Inkblot. Wanted everything promoted before Winter Break

10. PUBLIC COMMENT

There was no public comment at this time.

11. ADJOURNMENT

Director Hurdle called the meeting of the Department of Programming to adjournment at 12:52 PM.

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