

# EVENT PROGRAMMING MEETING

## Department of Event Programming

Minutes for Wednesday, December 21st 2016 at 11:00 A.M.

THIRD FLOOR OF THE JOE CROWLEY STUDENT UNION, ROOM 354

1. **CALL MEETING TO ORDER**

Director Hurdle called the meeting of the Department of Event Programming to order on Wednesday, December 21<sup>st</sup>, 2016, at 11:00 AM in room 354 on the third floor of the Joe Crowley Student Union.

2. **ROLL CALL**

Director Hurdle and programmers Beenfeldt, Bickel, Gbenjo, Kerhin, Lensch, Rocco, Kinnel, and Leard were present. Programmer Thomas was 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 November 23<sup>rd</sup>, 2016. The Department of Event Programming will discuss the minutes of November 23<sup>rd</sup>, 2016 and may choose 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 Beenfeldt moved to approve the minutes from November 23<sup>rd</sup>, 2016.

Programmer Kinnel seconded.

The minutes from November 23<sup>rd</sup>, 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 had no report.

6. **REPORTS**

- a. Davison Beenfeldt, Programmer  
Programmer Beenfeldt said he was thinking of a huge sledding hill, but that's 40 grand. Snowboard ramps, rails, and all that stuff is in Reno already so it would be 15 grand, but that's still a lot. The guy finally got back to Davison this morning, so he told him he would talk about it.

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Programmer Lensch asked if he was able to break down the things they had already voted on to figure out how much they would have left after the concert

Director Hurdler said they would have between \$20,000 and \$30,000 after the concert if they approve that with everything that have approved already. Most things are probably over budgeted.

Programmer Rocco asked if they approved this, then the lowest they would have is 10,000 dollars

Director Hurdle said they can't even approve this yet  
Programmer Kinnel asked what was included in the 10 to 15 thousand

Programmer Beenfeldt said hot chocolate and snacks, wrist bands, snowboard obstacles, rental set up and tear down, standby, staff to run the hill for two days, truck and travel, lodging, everything. It is all inclusive

Programmer Kinnel asked if they transport the price

Director Beattie asked what the price was

Programmer Kinnel replied ten to fifteen thousand

Director Beattie said okay

Programmer Rocco said that would be worth it. Welcome week comedy skit moved. It's fun and interactive, and it's memorable.

Director Hurdle asked to move this discussion to Shred Day

b. Erica Bickel, Programmer

Programmer Bickel said she worked with Austin and Raine on Unity Week, and got different estimates without cosponsors. If they wanted a drag queen to host the drag show that's about \$7000, a speaker is 10-40k, Dear World is 30,000 dollars. We have a lot of stuff that we will be approving today. Everyone has said they want Unity Week to be large, but it can't be big if we don't have money to fund it.

Director Hurdle said to keep in mind that Dr. Rojas will direct his budget this way too

Programmer Kinnel asked what his budget is

Programmer Bickel said last year it wasn't that much money

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Director Hurdle said they could look it up online

c. Oluwafemifola Gbenjo, Programmer

Programmer Gbenjo said that for tabling they ordered shirts. Asked if they were doing the back of the shirts

Programmer Kinnel said no, that's more expensive

Programmer Gbenjo said she reserved a space for Family Weekend and got an estimate for 400 meal tickets. We need to have a final estimate the week before the event. It was around 5000 dollars, assuming 400 people are going to go

d. Raine Kerhin, Programmer

Programmer Kerhin has been talking to interns about finding Unity Week events because she wants them to be involved. She needs to meet with Erica and Precious about cosponsors, and she is drafting a letter to send out to speakers so they can have money.

e. Austin Lensch, Programmer

Programmer Lensch said that over break he will work to finalize everything for Rink on the River. He has to put 25% down. Will work on finalizing everything for the Mackay Week event since that will be shortly after. For Family Weekend, he and Precious reserved some spaces in the Joe. Will call scheduling and reserve some spaces over winter break. Told Mia he received Amy's email and will get an estimate for each day.

Director Hurdle reminded Austin to send Amy information for the Save the Date reminder.

f. Jakob Thomas, Programmer

g. Anna Rocco, Programmer

Programmer Rocco said she talked with Keith with the Joe, and they will meet over winter break to discuss options. They have been conservative with their budget so they may be able to have a big comedy show.

h. Emilia Kinnel, Assistant Director

Programmer Kinnel said that Inkblot was having poor communication about the poster, and their correspondent said that the posters were not being printed. They got the t-shirt

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design, and all the posters will be printed before the freshman get back in the dorms. Was less concerned about the comedy show because it was going to be pushed back.

Programmer Gbenjo asked when handbills will be ready

Programmer Kinnel said they will all be ready by the tabling event

- i. Bryan Leard, Assistant Director  
No report
- j. Casandra Hurdle, Director  
Director Hurdle reminded the programmers to send her their class schedules for next semester, and for the interns to send theirs to Mia. She will be here all break planning BLF and cleaning. If you need something signed for approval, she will be out of town until the second, so put it in right now otherwise it will be signed after the second.

## 7. OLD BUSINESS

- a. Shred Day  
Director Hurdle sought a motion to revisit Shred Day

Programmer Beenfeldt moved

Programmer Kinnel seconded

Programmer Beenfeldt asked if anyone had any questions

Programmer Kinnel said she thought they should do it. In Gateway Plaza it would be easily accessible and everyone could see it.

Programmer Beenfeldt said rentals would be available. Students will not get injured.

Programmer Rocco asked if people would go down the hill

Director Hurdle said students would do it

Programmer Rocco asked if they would be bringing in performers to do tricks first, or have a show in the beginning to get it kicked off?

Programmer Beenfeldt said that would be cool, a ski or snow board club

Director Hurdle said we have a competitive snow board club that travels the world

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Programmer Kerhin asked if they were doing tubes. Was unsure if snowboarders would bring their stuff to campus to go down a tiny hill. It's a good idea to give people who don't know how to snowboard an opportunity

Programmer Beenfeldt said the sledding part is like 40,000 grand. The snowboarding stuff is in Reno already

Programmer Lensch said if it's not marketed, people probably won't have their snowboards on campus. Is concerned there won't be a big enough audience on campus.

Director Hurdle said they would have to reach out to clubs, and reach out on campus. Marketing would have to be very personalized.

Programmer Gbenjo asked how big the hill is

Programmer Beenfeldt said it has wide boxes and rails to go down

Programmer Gbenjo asked if they could have the little plastic sled things for people to go down

Programmer Beenfeldt said he thought they could

Programmer Rocco asked how they get the hill and where it would be

Programmer Beenfeldt said they would bring it in. That's why it would cost so much, they have a jumping hill and it's 70 grand because it takes so much man power to build.

Director Hurdle said if they don't approve it today it won't happen, today is the last day to approve things. They don't have to spend the money once they approve it, so if they're interested they should approve it.

Programmer Rocco said they should look into having people come and perform. Thinks they will get more of a crowd having people perform, because then people can eat lunch and watch.

Programmer Lensch said they have great images of what this event should be, but felt that it is so late and was worried that it won't be as successful as they hope

Director Hurdle said they don't have anything big for Welcome Back Week

Programmer Lensch said he knows, but was concerned because a lot of their big events have fallen through

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Programmer Gbenjo thought it would be better if they had a way to make it easily accessible to people walking by, to make it easy to jump on and participate. Maybe a show, but the show would be accessible. If people could just get on.

Programmer Bickel thought it was a good idea if they can guarantee people will show up, like the skiing and snowboarding club, or if they can add on the extra expense of buying skis or sleds or something just to make sure that they can go down otherwise it won't be used.

Programmer Beenfeldt said that to use it they have to sign a liability

Programmer Rocco said they should pass it. Asked Davison to keep them updated on his decision. At least if they do come, it will be something memorable. She would rather have the opportunity to make it big than take this away

Programmer Kinnel is concerned that if they don't approve this then they will have taken away more events than they are putting on for Welcome On. We always complain that Welcome Back Week is a slack week, but we've had the opportunity to expand it this year.

Programmer Beenfeldt asked if they thought it would better in the KC lawn

Programmer Kinnel asked if he checked with the Joe for set up for that

Programmer Beenfeldt said he called them and was told to go online and fill out the form, but when he did they already had a reservation for gateway plaza.

Programmer Kinnel asked who he talked to

Programmer Beenfeldt said it was the head scheduling person

Programmer Kinnel asked if it was Helen

Programmer Beenfeldt said it wasn't Helen

Programmer Lensch asked if this was right after the breakfast

Programmer Beenfeldt said it was right after, so everyone could go to the breakfast and then come down and watch that

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Director Hurdle sought a motion to increase the cost of Shred Day to \$15,000 to encompass the whole thing

Programmer Lensch moved

Seconded by programmer Kinnel

Motion was moved. The cost of Shred Day increased to \$15,000.

Director Hurdle held a roll call vote on Shred Day.

The motion carried. Shred Day was unanimously approved.

Director Hurdle said they wouldn't just spend the money to spend the money, especially with how spring is looking. Reminded everyone to spend frugally for spring events.

b. Concert

Director Hurdle sought a motion to revisit the concert.

Programmer Beenfeldt moved

Programmer Kinnel seconded

Programmer Leard said they were looking at two dates, either February 17<sup>th</sup> or February 25<sup>th</sup>. He contacted a bunch of artists. The list of people within the budget, you may or may not have heard of them, are rappers: Denzel Curry, Joey Badass, I Love Conan, Aminae, and I am waiting back from another agency about other EDM acts to go with that. We have the go ahead with production, venue, dates, and artists. We can really make this thing happen.

Programmer Rocco asked if the artist budget is planning to spend the full \$60,000

Programmer Leard said yeah

Programmer Lensch asked if the budget was \$110,000

Director Hurdle said yes

Programmer Bickel said if they approve this, they would have 5000 dollars left for Mackay week and Unity Week, so it's either decide if you want to have a concert or Unity Week. Gabe's Budget is 3000 dollars and he has already spent some of that on Ally week,

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and we can't rely on revenue from the concert, especially when we already had this same genre at BLF. I feel like this isn't in the budget if we want to have a Unity Week

Programmer Rocco said we don't even have the budget to pass a speaker

Programmer Bickel said she included that in the budget estimate, so if we pass everything from today included Davis's, we will have 5000 dollars left

Programmer Rocco asked if she did the \$11,000 dollars for the speaker

Programmer Bickel said no, she hasn't

Programmer Leard asked Programmer Bickel to break down the costs

Programmer Bickel said Casey said they would have 20-30 thousand dollars left from stuff they haven't approved. So if we approve everything on this sheet, Davis's approval, and Anna's comedian, that's how much we have left.

Director Hurdle said that if we do approve this you have to actually plan things with this money

Programmer Gbenjo was concerned because they were looking at \$14,000 for Unity Week and Erica is estimating only having 5,000 dollars. Didn't see how they would make it happen

Director Hurdle said she wanted to believe they would plan things, but they haven't so far. If they do approve 100,000 dollars they have to do stuff with it.

Director Ayard said that on the agenda, the link for the events wasn't opening. Asked if that would affect their ability to actually pass things.

Director Hurdle said the secretary didn't say anything this morning when she texted her about the meeting, so she didn't think so. The secretary usually tells her when things won't be able to be passed.

Programmer Kinnel said she hates playing the devil's advocate, and she wanted to see a big Unity Week, but concerts bring a lot of revenue and there is always a concert. She didn't think students would be happy without a concert.

Director Ayard asked if they could combine a concert during Unity Week

Director Hurdle said they could move it, but they also want to have a speaker

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Programmer Leard asked for clarification about the breakdown of the remaining budget

Director Hurdle said that Erica took everything that has been approved after her own math, which estimates having about 20-30 thousand dollars left, and she took everything that is going to be approved today, and that is what it comes down to. We also still have \$20,000 for the event center. If you don't approve the concert today we would have to move it back to a later date, and Bryan and I could work on breaking it down to the lowest possible cost. I would like to see both, but we are employed to include everyone. We have to do Unity Week, we have to include everyone, but I would like to do a concert.

Intern Nolen said he thought they would get better turnout with a concert, regardless of who the artist may be. Everyone can go as compared to not as many people may go to a unity event.

Programmer Beenfeldt said that the 5k remaining is also assuming that we have no ticket sales from the concert. If we sell tickets, then we get more money that we can put towards Unity Week.

Programmer Lensch said he thought they should keep in mind the audiences for all of these events, and who they have catered to in the past. Even though they have had concerts do well in the past, the people that mostly turn out are Greek Life students, and our campus is way more diverse than just Greek Life and we need to cater to other students as well. We have this opportunity with Unity Week to cater to a diverse group of students who maybe feel that they aren't represented. We should try to both if we can.

Programmer Kinnel said we just don't have money. At the end of the day, we don't have money. I think we do need to both. We are known for doing concerts and having great concerts, and we need to do Unity Week. If we need to push our artist budget down, we can still get a pretty good EDM artist. At this point, we have nothing, we don't have any more money. At this point I understand we are in a crunch, I do think we should have a concert no matter what, and it will bring students together.

Programmer Bickel said she isn't against a concert either, but she doesn't want to approve anything without any concrete idea. You can still book a venue without an artist. The same thing happened freshman year when they ran out of money, and she had planned Unity Week events, and then Unity Week got cancelled, and I had vendors angry and students angry who were going to speak. Until we approve the budget, Raine and Precious and I can't plan any Unity Week events because we don't know what our budget is, because they could be cancelled. I would like to have more specifics maybe at the next meeting, like an actual artist with a real price and a venue.

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Programmer Leard said they can't start negotiating with artists until they approve a budget. Maybe they can compromise and cut down the artist budget so they can start negotiating with artists. If we don't have money, we won't book the artist. Thought they should approve money so they can start getting this going.

Director Ayard asked why they wouldn't be able to start getting quotes from artists without a budget

Director Hurdle said they have quotes, Bryan's list has prices on them

Programmer Rocco asked if they have money to pass the movie night

Programmer Bickel said they don't have money to pass that, it's 5000 dollars, and that's sad.

Programmer Leard said that Davis suggested they limit the concert to one genre. Making it just EDM would bring the artist budget down, and they can sell at least 3000 tickets

Director Hurdle asked the cost of the event center ballrooms

Programmer Leard said it was 5000 dollars

Director Hurdle asked what changing the venue would change that cost by

Programmer Leard said the Reno Event Center was more expensive

Programmer Kinnel said she thought they should change from the event center to the ballroom. When they have concerts at the Event Center they never fill up the whole thing anyway, and it looks empty and said, so they should just get the ballroom

Programmer Kerhin said she didn't hear the list of artists all that well, but there weren't that many artists she heard that she thought would sell. She thought it would be a better idea to have a really big BLF and then have a big speaker come that people recognize than have an okay concert. I don't know these artists very well, so if you guys think they will sell tickets and make money, then let's do it.

Director Hurdle said those are rap artists and it looks like we will probably go with EDM.

Intern Lamson asked if they had an EDM artist in mind

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Programmer Leard said no, he had only looked into rap because he was confident they could either get Alice in Wonderland or the Eyewolf, Alice in Wonderland is the female artist.

Programmer Bickel asked how much they would be together

Director Hurdle said Allison's last quote was 20k, the last time they talked. It sounds like the programmers are split on the decision, and she understands that because people in this room have seen that happen and it wasn't fun and we don't want that to happen again if you don't meet the SAS or things don't happen that are supposed to be happening.

Programmer Bickel said she would feel comfortable if they change the center and lower the cost of the artist by at least 10,000 dollars.

Programmer Kinnel asked how much money they would save if they changed all those things

Director Hurdle said \$24,000

Programmer Kinnel asked how much money they have for other stuff

Programmer Lensch said there was only one Mackay Week event so far

Programmer Kinnel said they would have all of that money

Director Hurdle said in theory if they dropped it to one artist, it would be 30K. So they would save 50,000. And then have a local opener. That would reduce the cost.

Programmer Lensch asked if the two dates that Bryan listed are the only dates that would work

Director Hurdle said those are the dates they started looking at

Programmer Leard said those are the dates that the event center had open

Director Ayard suggested that in the mean time they do some cost analysis and to think about what the budget looks like and if it would really get them far, or behind

Director Hurdle said if they didn't pass the budget now they would have to move the concert back to March, but that's the only difference. If you guys are still nervous, which

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is understandable, we can pull up the BLF cost analysis and edit that to match what a normal concert is vs a \$150,000 thing.

Programmer Gbenjo said having it during Mackay Week would make it a bigger week. She was nervous about how much they were spending on it

Programmer Lensch is interested to see during their first meeting next semester a breakdown of where they are putting money, even though they haven't approved budgets for Mackay Week, if they could see how much money goes for events

Programmer Rocco asked if they could start to cut the costs right now so they have something to look at.

Director Hurdle said if they push this back they would be changing the events center and cutting the costs significantly compared to the usual costs of the concerts.

Programmer Kinnel asked if they could do a line item change so that they know no matter what, this isn't going to be over this much money

Director Hurdle said at this point she would scrap this whole one and do a new one unless you really want to approve it today

Programmer Kinnel said she would be okay approving it today so you can start planning it

Director Hurdle said she was also concerned because it wasn't opening on the website

Programmer Rocco asked if they could do an online meeting and break down event spending and see where they have extra spending

Programmer Beenfeldt said he thinks it's a good idea, but he thought for the past three weeks they have been putting things off. It's putting a huge toll on the people planning this concert if they keep pushing things back by a week rather than getting the ball rolling. Was worried that next week will come around and more issues will pop up, and it will get postponed again, and then we have a month to find an artist

Programmer Lensch asked if they could vote on it today

Director Hurdle sought a motion to change line item one to the Event Center Ballrooms, which is for \$7000.

Davis moved

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Austin seconded

Motion approved. Total budget is now \$88,000 dollars

Director Hurdle asked what a number for artist costs that they would be more comfortable with was

Austin said \$40,000

Director Hurdle sought a motion to change line item number three from \$60,000 to \$40,000.

Programmer Beenfeldt moved

Programmer Kinnel seconded.

Motion passed.

Programmer Lensch asked if they need to change the ESI number

Director Hurdle sought a motion to change line item number four from \$9000 to \$1000

Programmer Lensch moved

Programmer Kinnel seconded

Motion passed. Total budget now is \$67,000

Director Hurdle asked how much ESI needed to be

Programmer Leard said it needed to be \$5,500

Director Hurdle asked how much production needed to be

Programmer Lensch said it depends on how you want the production to be, but probably like \$20,000

Director Hurdle sought a motion to add line item number five for production for \$20,000

Programmer Lensch moved

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Posted at 1664 N. Virginia St., Reno NV 89557 in the ASUN Offices in the Joe Crowley Student Union, Frandsen Humanities Building, the Ansari Business Building, Mathewson- IGT Knowledge Center, and online at [www.nevadaasun.com](http://www.nevadaasun.com).

If you would like a copy of any of the agenda items listed, please contact Casandra Hurdle at [directorofprogramming@asun.unr.edu](mailto:directorofprogramming@asun.unr.edu).

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Programmer Bickel seconded

Motion passed. Total budget is now \$87,000 dollars

Director Hurdle said the last change on this would be ESI. Sought a motion to change line item number two to \$6000 dollars.

Programmer Lensch moved

Seconded by Programmer Kinnel

Motion carried. Total budget is now \$74,000 dollars.

Director Hurdle asked if everyone felt a little safer at these stipulations. If we can't pass this because it's not opening online, she will repass a new agenda, and will contact everyone online with this relined out online.

Director Hurdle called a roll call vote on the concert.

Motion carried. Concert is approved unanimously.

## 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. Movie Night- Welcome Back Week

Director Hurdle sought a motion to approve the Movie Night

Programmer Kinnel moved

Programmer Rocco seconded

Intern Lamson said they talked about renting out the theater and doing a movie downtown. It was 6000 dollars. To rent for 600 people it would be 4000 dollars. I wasn't sure if they would allow us to sell our own hot chocolate and popcorn.

Director Beattie said he remembers they did at one point, but he wasn't sure.

Programmer Rocco said she didn't think they would allow you to. When she did this before they weren't allowed to because that is how the theater makes money. Even if that is the case, 4000 dollars is definitely worth putting 600 people in a movie theater and bringing them downtown.

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Intern Lamson said if they did let us sell the total would be closer to 6000 dollars

Programmer Gbenjo asked how they would get there

Director Hurdle said they talked about shuttles

Hurdle moved into Roll Call vote

Motion carried. Movie Night was approved unanimously

## II. PackFit Speaker

Director Hurdle sought a motion to approve the Packfit Speaker Cosponsor

Programmer Gbenjo moved

Erica seconded

Precious said that Packfit Week is in April and they want to have a speaker to promote wellness. The speaker is Anthony Irvin, he is a former Olympian and won gold and then he started doing drugs before he got his life back together and went back to the Olympics. We think he would be a really good speaker for the campaign to promote physical and mental wellness. It would be in the Joe ballroom from seven to nine pm.

Director Hurdle said the cosponsor is between us and Blue Crew if you guys pass this. The Joe is paying as well. The reason Jake is coming to us for this one is because accounts are frozen

Programmer Kinnel asked if they were charging for ticket price

Programmer Kinnel said no

Programmer Leard asked how much Jake wanted

Director Hurdle said \$6500

Programmer Leard said he didn't like that they were cutting back their own event budgets so they could help other departments

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Programmer Rocco said she agreed, but this isn't a stupid event, this event promotes mental health. It isn't something bad to put their name on

Programmer Bickel said it's the week before Unity Week, and it will reach out to a lot of people.

Director Hurdle said that if the accounts are unfrozen and we are really struggling, we can have them ask someone else

Director Hurdle moved into roll call vote

Motion carried. Packfit Speaker was approved unanimously.

**9. OPEN DISCUSSION/COMMENTS AND ANNOUNCEMENTS**

Director Hurdle reminded the programmers to send her their schedules

Programmer Kinnel asked Director Hurdle to make a doodle poll

Hurdle said she would, but she still wants everyone's schedules for their records. When they spend things, make sure they get finalized totals and send that so they have a better idea of what they are looking at.

**10. PUBLIC COMMENT**

There was no public comment at this time.

**11. ADJOURNMENT**

Director Hurdle adjourned the meeting of the department of Events Programming at 11:56 pm.

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