



Student Association Meeting  
January 21, 2015  
AGENDA

*Call to Order*  
*Approval of Agenda*  
*Approval of Minutes*  
*Updates*

*Old Business:*

*New Business:*

73-1415 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allow Ultimate Frisbee, Account 1411, to fundraise up to \$400.00 towards their disc sale.

*First and Only Reading*

74-1415 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allow WAC, Account 1903, to fundraise up to \$200.00 towards the Vagina Monologues.

*First and Only Reading*

75-1415 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allow BSU, Account 1902, to fundraise up to \$1,500.00 towards their Soul Food Dinner.

*First and Only Reading*

76-1415 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE approve the appointment of Sarah Bissell, Lauren Eisinger, Patricia Galan, Sean Katko, Taha Khan, Zoe Marshall, Dan Martin, Jarred Okosun, Caroll Rodriguez-Ruiz, and Tyler Sherman to serve on the Budget Review Committee for the spring 2015 semester.

*First and Only Reading*

77-1415 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate up to \$2,200.00 from Budget Increases, Account 1099, to Activities Commission: Limelight & Accents, Account 1303, to provide publicity funding.

*First of Two Readings*

*Open Discussion*  
*Adjournment*



Date Received  
1/20/15

Approved to Agenda  
WPF

# FUNDRAISING REQUEST

Organization: Ultimate Frisbee  
Account #: 1411 Presenter\*: Mitchell Harris  
Date of Request: 12/4/2014 Email: mah19 Phone: 5853145307

*\* the person who will be at the one Student Association meetings explaining this request  
Please provide the email address and phone number of the presenter in case there are further questions.*

## HOW DO I RECEIVE APPROVAL FROM EXECUTIVE BOARD TO FUNDRAISE?

- Make necessary reservations and arrangements through College Union & Activities (room 321) to hold your fundraiser  
– locations, lobby tables, etc.
- Acquire firm estimates for all anticipated expenses such as tech services, catering, supplies, etc. if necessary.
- Complete the Student Life fundraising approval form to receive permission to conduct fundraising activities on campus. Without formal College approval, this fundraising form will not be accepted.

### Event: Selling of Frisbee discs

Date of Event: 9/1/14-5/15/15

*(Fundraisers may be "ongoing")*

Location and Time: At Practices for Geneseo Ultimate Frisbee, All Day

Summary of Fundraising Goals/Purpose of Fundraising: To raise money for tournament fees, transportation, equipment, etc.

Expected income generated through this fundraiser (Projected Gross Amount): \$ 400

Is this fundraiser included in Line 01 (Fundraising/Income) of your budget? Yes

If not, will this activity take the place of another? N/A

Describe specifically how this income will be generated, including descriptions of items or services for sale, the amount you plan on charging per item or unit of service, etc.:

Selling of Frisbee discs; Each disc costs \$8

## PART A: FUNDRAISER WITH EXPENSES INVOLVED

Anticipated expenses in organizing this event (quantities, unit prices, payment for services, supplies, goods for sale, etc.)

N/A

Projected net profit: \$ 400



Date Received  
1/20/15

Approved to Agenda  
LPPF

# FUNDRAISING REQUEST

Organization: WAC  
Account #: 1903 Presenter\*: Jes Heppler  
Date of Request: 12/9/2014 Email: jah27 Phone: 631-655-6219

*\* the person who will be at the one Student Association meetings explaining this request  
Please provide the email address and phone number of the presenter in case there are further questions.*

## HOW DO I RECEIVE APPROVAL FROM EXECUTIVE BOARD TO FUNDRAISE?

- Make necessary reservations and arrangements through College Union & Activities (room 321) to hold your fundraiser  
– locations, lobby tables, etc.
- Acquire firm estimates for all anticipated expenses such as tech services, catering, supplies, etc. if necessary.
- Complete the Student Life fundraising approval form to receive permission to conduct fundraising activities on campus. Without formal College approval, this fundraising form will not be accepted.

### Event: The Vagina Monologues

Date of Event: 2/12-2/14

*(Fundraisers may be "ongoing")*

Location and Time: Knight Spot, 7pm-9pm on 02/12, 8pm-10pm on 02/13 and 14

Summary of Fundraising Goals/Purpose of Fundraising: To raise money for V-Day 2015 to end violent against women. All proceeds will go to Chances & Changes.

Expected income generated through this fundraiser (Projected Gross Amount): \$ 900

Is this fundraiser included in Line 01 (Fundraising/Income) of your budget? Yes

If not, will this activity take the place of another? \_\_\_\_\_

Describe specifically how this income will be generated, including descriptions of items or services for sale, the amount you plan on charging per item or unit of service, etc.:

Selling tickets to The Vagina Monologues at \$5 for students, \$6 for faculty and \$8 for the public. We will also sell lollipops for \$2 each.

## PART A: FUNDRAISER WITH EXPENSES INVOLVED

Anticipated expenses in organizing this event (quantities, unit prices, payment for services, supplies, goods for sale, etc.)

Lollipops, SA tech, ticket box, programs, flyers/advertisements, moving crew for extra chairs.

Projected net profit: \$ 200



Date Received  
1/20/15

Approved to Agenda  
JPF

# FUNDRAISING REQUEST

Organization: Black Student Union  
Account #: 1902 Presenter\*: Christopher Bland  
Date of Request: 1/20/2015 Email: cwb6@geneseo.edu Phone: 518-881-8182

*\* the person who will be at the one Student Association meetings explaining this request  
Please provide the email address and phone number of the presenter in case there are further questions.*

## HOW DO I RECEIVE APPROVAL FROM EXECUTIVE BOARD TO FUNDRAISE?

- Make necessary reservations and arrangements through College Union & Activities (room 321) to hold your fundraiser  
– locations, lobby tables, etc.
- Acquire firm estimates for all anticipated expenses such as tech services, catering, supplies, etc. if necessary.
- Complete the Student Life fundraising approval form to receive permission to conduct fundraising activities on campus. Without formal College approval, this fundraising form will not be accepted.

### Event: The Soul Food Dinner

Date of Event: 2/28/15

*(Fundraisers may be "ongoing")*

Location and Time: Union Ballroom, 6:00pm-8:00pm

Summary of Fundraising Goals/Purpose of Fundraising: The purpose of the event is to sell out the venue to not only bring back a sufficient amount to the line but to continue our tradition of provided first class entertainment to the Geneseo community.

Expected income generated through this fundraiser (Projected Gross Amount): \$ 1,500

Is this fundraiser included in Line 01 (Fundraising/Income) of your budget? Yes

If not, will this activity take the place of another? No

Describe specifically how this income will be generated, including descriptions of items or services for sale, the amount you plan on charging per item or unit of service, etc.:

The income generated will come from the tickets we sell for the dinner at \$6 for students and \$7 for faculty, staff, and the general public.

## PART A: FUNDRAISER WITH EXPENSES INVOLVED

Anticipated expenses in organizing this event (quantities, unit prices, payment for services, supplies, goods for sale, etc.)

\$2500 for food for CAS services

\$1000 for decorations and other items we will need for the dinner

Projected net profit: \$ 1,500



MEMORANDUM

TO: SA Executive Committee and General Assembly  
FROM: William Fagan, Director of Business Affairs; sadba@geneseo.edu  
DATE: 1/21/15  
RE: Budget Review Committee Appointments

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To the SA Executive Committee and General Assembly,

I would like to propose the appointment of Sarah Bissell, Lauren Eisinger, Patricia Galan, Sean Katko, Taha Khan, Zoe Marshall, Dan Martin, Jarred Okosun, Caroll Rodriguez-Ruez, and Tyler Sherman to the Budget Review Committee for the Spring 2015 semester. This is a very diverse group of students that have various levels of experience. The application was open to the entire campus, and was heavily advertised through numerous list serve emails. This group shows much promise, and I look forward to working with them. Lastly, I would like to appoint Dan Martin, Patricia Galan, and Tyler Sherman as voting members.

Thank you for your consideration.



Date Received  
11/20/15

Approved to Agenda  
LPC

### BUDGET INCREASE FORM

Organization: Activities Commission  
Account #: 1303 Presenter\*: Sarah Dukler  
Date of Request: 1/20/15 Email: sed10 Phone: 845-750-0109

*\* the person who will be at the two Student Association meetings explaining this request*

#### WHAT ARE THE STEPS I MUST TAKE IN REQUESTING ADDITIONAL MONIES FROM THE STUDENT ASSOCIATION IN THE FORM OF A BUDGET INCREASE REQUEST?

- All budget increase requests require two readings on the agenda.
- You must submit a typed rationale as to why your organization requires additional funding or why it needs to realign monies from lines in the budget.
- If you feel that it would make things clearer to members of Student Association in decision-making, submit a financial breakdown of how you would like your budget to appear.
- All requests are due by 4:00pm on Thursday in the SA office, CU 316, for them to appear on the following week's agenda for the first of two readings.

#### WHAT KINDS OF QUESTIONS WILL STUDENT ASSOCIATION BE ASKING OF MY ORGANIZATION WHEN IT CONSIDERS APPROVING BUDGET INCREASE REQUESTS?

- Is this request to increase funds already in your organization's budget? If so, why isn't the initial amount in the budget sufficient?
- Explain how the additional monies will change the event already budgeted for.
- If there will be no change, what is the reason your organization desires additional funding?
- What is the amount of money your organization is requesting?
- How will the additional funds benefit your organization?
- Will your organization need this additional funding in the future? If so, should this amount of money be reflected in next year's budget?
- Does your organization plan to do any fundraising to help offset the costs?
- Will funding come from any other sources? If so, please explain and include documentation.

#### REQUEST SUMMARY (This form is NOT complete without a typed rationale attached!)

Amount Requested: \$ 2,200 Reason(s) for request: Publicity

Approve this request as the individual primarily responsible for this program:  
Sarah Dukler  
*(Program Representative Signature)*

Rationale for Increase in Publicity Line for Limelight and Accents  
Funding from Student Association

Date of Request: January 20, 2015

Organization: Activities Commission - Limelight and Accents

Advisor: Tiffany Brodner

People Making Request: Sarah Dukler and Paige Cuddihy

The Limelight and Accents Performing Arts series has been a staple in the Geneseo and Livingston County community for over 40 years. We are currently the only performing arts center in the county and are proud to present some of the most talented artists in the country every year. We strive to provide a high quality of work for the community and the campus to enjoy.

In order to advertise our shows, we implement a variety of marketing techniques through Livingston, Monroe, and the surrounding counties. In the past, we have not had a set timeline for marketing, but this year we have created a time sensitive plan that has shown its worth in increased ticket sales. Some of the things that are included in our marketing plan are: newspaper ads, press releases, Facebook, Instagram, and community calendars. To see a more detailed timeline of marketing implementation, see the attached file.

Our next two shows are February 7th and February 14th, 3 weeks and 4 weeks after the semester begins. In addition, we are coming right off of a 5 week break. This presents a marketing challenge because we have to promote two shows back to back and with a limited amount time to do so. We currently have spent \$3,645 out of our \$4,000 allotted for Publicity. This includes \$825 on posters, \$1,926 on newspaper ads in both the Livingston County News and the Genesee Valley PennySaver as well as \$638 for student postcards. We are requesting more funds for our Publicity line, because after looking at our last event detail report, it can be seen that placing advertisements in the Democrat and Chronicle is one of the most effective ways of attracting more ticket buyers. According to the event detail report from Chicago Tap Theatre, we sold 57 tickets from the front page ad in the Democrat and Chronicle. We recognize that this is not a routine advertisement, but the Democrat and Chronicle is the most widely distributed newspaper in the Greater Rochester Area. Although this was a special case, we are confident that a color advertisement will make a significant increase in our sales. We would like to try this to determine if we are right which would allow us to do a more intentional budget review in the spring.

Price Breakdown:

\$55 per color inch per day, must be 10" minimum

\$550 per day

\$1,100 for two days

\$1,100 x 2 shows = \$2,200

To this end, I would like to respectfully submit a request for \$2,200 dollars to go towards two color, quarter page ads in the Democrat and Chronicle that will run the week before the shows. This will help us get a jumpstart in our marketing and in turn help us sell more tickets to reach our income line.



## MARKETING AND HOSPITALITY TIMELINE

### 2 months before show:

1. Make hotel reservation and record information on Google Drive
2. Make sure PO's have been put in for newspaper ads

### 1 month before show:

1. Put up posters around the area including surrounding towns.
2. Call newspapers to make sure the ad is running at the right time.
3. Put in press release to CITY newspaper.
4. Change Facebook picture to current show.
5. Create Facebook event.
6. Put videos on social media.
7. Call hotel to confirm reservation.
8. Reserve tables/bulletin board in union for show week.
9. Email teachers in relevant departments – try for extra credit.
10. Send email to Debbie Kreuger (CAS) about food needs and ask for quote.
11. Talk to Genesee PennySaver about inserts.

### 3 weeks before show:

1. Press release to CITY newspaper and Democrat and Chronicle.
2. Call Livingston Arts to put ad on their website.
3. Submit event to geneseyony.com.
4. Send out press packets if applicable.
5. Talk to Lamron about doing an article on the show.
6. Set up time table for Hootsuite for the week.

### 2 weeks before show:

1. Give posters out to board to put up around campus.
2. Press release to CITY and D&C.
3. Set up Hootsuite posts.
4. Videos on social media every other day.
5. Contact WGSU about PSA.
6. Whats-up and event emails go out every other day.
7. Put down floor poster.
8. Send out event to applicable list serves.
9. Make quarter flyers – make it rain.

### 1 week before show:

1. Call artists to confirm arrival time and method. Send up follow up email to recap conversation and include theatre address and hotel address and contact info.
2. Make Day of Show Schedule.
3. Send library blast to put up on TV.
4. Press releases.
5. Hootsuite.

6. Instagrind.
7. Reserve cars for days needed.
8. Put in PO for SA Tech.
9. Get performance check from the treasurer.
10. Check contract/hospitality rider and put in PO to Wegmans/Walmart for food and snacks.
11. Put in PO to CAS for hot meal.
12. Draw on union bulletin board.
13. Whats-ups and event emails ERRY DAY.
14. Calm down.