

STUDENT ASSOCIATION MEETING
State University of New York, College at Geneseo



Student Association meetings are Wednesdays at 6:15 pm in the College Union Hunt Room. All are welcome to attend.

MINUTES #13, Wednesday, November 07, 2012

Page Business Meeting Agenda
Call to Order, Approval of Agenda, Approval of Minutes

Updates

Old Business

36-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$510 from Budget Increases, Account 1099 to The Lamron, Account 1501 to purchase Associated Press Images.
Second of Two Readings

37-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$259.55 from SA Programs, Account 1002 to Swing Dance Club, Account 1605 to allow members to attend the Balboa Workshop on November 10th.
Second of Two Readings

New Business

38-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$68,000 from SA Reserves, Account 4000 to Budget Increases, Account 1099.
First of Two Readings

39-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE approve the following appointments to the Stipend Review Committee for the 2012-2013 academic year: Hannah Allen, Joel Inbody, and Forrest Regan.
First of Two Readings

40-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$75,000 from Budget Increases, Account 1099 to Concerts, Account 1302 to increase the performer fee for the Spring Concert.
First of Two Readings

Open Discussion.

Adjournment

Executive Committee

President:	Carly Annable
Vice-President:	Justin Shapiro
Directors:	
Academic Affairs:	Dara Gell
Business Affairs:	Casey Howard
Inter-Residence Affairs:	Silvia Roma
Public Relations:	Forrest Regan
Student Affairs:	Sadie Baker
Student Programming:	Matt Bower
Advisor:	Patty Hamilton-Rodgers

PROFESSIONAL STAFF

Dir. of SA Programs,	
Personnel & Finances:	Kate Rebban
Administrative Assistant:	Nancy Chirico
Graphics Coordinator:	Kristen Fuest
Service Manager:	Dianne Krenzer

Call to Order: 6:15 pm

Approval of the Agenda: Agenda amended from “37-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$259.55 from Budget Increases, Account 1099 to Swing Dance Club, Account 1605 to allow members to attend the Balboa Workshop on November 10th.” to “37-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$259.55 from SA Program, Account 1002 to Swing Dance Club, Account 1605 to allow members to attend the Balboa Workshop on November 10th.”
Passes 7-0-0.

Approval of the Minutes: Minutes amended from “..he is not getting any lax right now” to “..he is not getting any laughs right now.”
Passes 7-0-0.

Updates

President, Carly Annable updates: [After singing *Happy Birthday to Dara*] If any of you ever want to do that to someone else that's in here, feel free to throw them under the bus. We'll do it for everybody else. First off I want to congratulate Sadie on the Intercultural Dinner. I had a lot of fun. I also want to acknowledge Matt. Matt has attended the Emerging Leaders Institute and he received a SUNY wide award for Entrepreneurial Centennial [Entrepreneurial Century Award] I think is the word. So that was pretty cool. He is representing Geneseo pretty well. Other than that, I had the opportunity to attend SUNY Student Assembly this weekend in Syracuse. There's at least one representative from every other single SUNY school in New York state which was very interesting to see how different schools function very differently from ours. Different things were passed this weekend. First off, the most important thing that was passed through SUNY SA was a resolution that encourages the SUNY Board of Trustees to increase the mandatory student activity fee up to \$125 a semester so that's \$250 a year. This doesn't mean that all the schools are going to automatically increase their student activity fee up to \$125 but it's encouraging the state to allow us to increase it up to that point which considering the larger scale readings that you guys are seeing come through here year after year, it definitely holds a lot of potential for us as a student association and a lot of potential for the programming and things we could do in the future. Again, we still need to hear back from the SUNY Board of Trustees to decide whether or not we can increase it but this is a better step towards that point. We also passed a resolution that encouraged the SUNY system to excuse their students from class to volunteer at polling places. Other than that, there are a lot of changes coming down the pipe in the SUNY system dealing with transfer credits as well as general education requirements and the way that the SUNY system is funded. I am going to give you guys more details on that when I get more details. I want to get all my facts straight before I give anything to you guys. What everything I'm hearing so far is hearsay but there are changes that are coming. Other than that, all week, SA has been tabling in the Union, handing out Respect bracelets. They're trying to raise awareness for domestic violence issues. We are also trying to advertise the SA legal services that we have. Every student is entitled to one hour of legal consultation a semester so if you guys are interested in taking advantage of that, stop by the SA office and talk to Nancy and she will help you schedule an appointment.

Vice-President, Justin Shapiro updates: Start thinking about voting for 2013. Put your absentee ballots in. There are exciting elections like local judges and councilmembers so get ready. The first student SOFI Task Force will be held on November 12 from 7:00 to 8:00 pm in the College Union Board Room, it's 351. So if you're interested in participating, and bring ownership of the SOFIs back to the students, you're more than welcome to come to the meeting. The third Clubs Sports Association meeting, for all the club sports out there, the third Club Sports Association meeting will be held this Tuesday from 7:00 to 8:00 pm in College Union room 323. We will be finalizing the Constitution. So if you're a club sport, make sure you go to that.

Director of Business Affairs, Casey Howard updates: I've been working on a Finance Committee that essentially would be responsible for next semester doing the budget hearings for all the funded clubs and looking things over. But also having a committee that would meet regularly in the fall and before budget hearings, that could be familiar with all of your budgets. These are the people you could come to with questions about clubs, sports, or special interest groups you represent. So I will have more information on how you can get involved in that committee when I finalize the exact work that we will be working on in the future. Also, it is Dara's birthday today, so if we could all sing *Happy Birthday* to her.

Director of Inter-Residence Affairs, Silvia Roma updates: Hi everybody. Not much from me this week but the haunted Arbor-Basement was super super successful. Thank you to those of you who showed up. We had about 225 people climb through Wyoming Hall so that was really awesome. Also in two weeks, Dr. Easton will be coming to IRC to talk about the first-year learning communities in Monroe Hall so if you're interested in coming, we meet at 8:00 pm on Mondays in the Hunt Room. Thank you.

Director of Public Relations, Forrest Regan updates: Kristen Fuest, from SA Graphics, is advertising for a spring intern for SA Graphics so if you're interested in graphic design then you can do that. It's right outside at the end of the SA office. Stop by.

Director of Academic Affairs, Dara Gell updates: Hi everyone. Congratulations. Elections are over, so I don't think we're going to hear about any political candidates for like three weeks until the race starts again. That was a good joke. Thank you. Okay. I didn't

sleep much last night. National French Week is this week. So Thursday at 6:00 pm in Sturges Auditorium is the French Club spelling bee. And that's all I have.

Director of Student Affairs, Sadie Baker updates: The Intercultural Dinner was a wonderful success. We raised \$1637 for Doctors Without Borders. I'm really happy with that. At the ACE meeting today, we talked about potential opportunities for helping for Hurricane Sandy. We also discussed the possibility of having an "all cultural" club, so all the culture clubs interested, come and talk about it.

Director of Student Programming, Matt Bower updates: First off, Happy Birthday and Anniversary to Dara. And thank you all for voting. Also, a shout out to Sadie, I think the Intercultural Dinner was fantastic. It was a great show. This past Monday we had an art gallery opening that has a theme of hydrofracking which kind of incorporates social themes with the arts. It's a really cool exhibit and one of my personal favorites. I highly recommend you check it out. It'll be there for the next month. And last night was GLK's Swing States Sweepstakes. Also this past weekend I had the cool opportunity of going to the SUNY Emerging Leader Institute in Syracuse. So I got to learn a lot more about the SUNY system and the SUNY Assembly in general and I hope to bring back some cool things to you and the college itself. For our upcoming event, we will be showing *The Dark Knight Rises* on Thursday, November 15 at 8:30 pm at Wadsworth Auditorium. So I'm very excited about that.

Kate Rebban, Director of SA Programs, Personnel, & Finances updates: If I can see the reps from Men's Tennis and GEO.

Patty Hamilton-Rodgers, SA Executive Committee Advisor updates: The deadline for the second round of Research and Travel grants funded significantly by the Student Association is on Friday, November 9.

Open Updates

Sally: Hello. I'm Sally and I'm from Activities Commission. Matt didn't mention this but we have an event this Saturday at 7:00 pm in Wadsworth. There is an Irish fiddler; her name is Eileen Ivers. We received money from SA to put on a 6th show this year. We got members from the Rochester Pharmonic Orchestra to play a winter concert. That's December 2 in Wads. It's only \$6 for students.

Dr. Matthews: I wanted to share what Livingston CARES is doing for Hurricane Sandy. Some of you may wonder why it took a few days to organize. I was involved actually when Hurricane Katrina happened. And I watched in horror as the same kind of things happened again. And we've been tussling with how we could respond and what we can do and so I think you all got an email from Dr. Bonfiglio and me a couple of days ago. So, just so you know, it takes a while to organize this. And one of the things I was really looking at was how people respond. We're not first responders, we're not really relief workers, and we're not trained to go in and help like the Red Cross is and all those agencies. We can go into houses and save their lives. That kind of thing happened again in this hurricane. Hurricane Katrina, we've already taken 35 trips over the last seven years maybe if you want to go in January and March. So what can we do to help with Hurricane Sandy. So we started analyzing this. Now, you and a group of friends can help families and people you know at any time. We encourage you to absolutely do that. You know, 40% of our students come from downstate New York. So there are a lot of you, probably in this room, that families and people you know that were affected by this disaster. So what we can do is organize something. So the first realistic time that we can do something is in January. Because we're not going to take you down on a Thursday night, we can't do that kind of thing, to do a few hours of work. It's expensive to take buses and that kind of thing. Thanksgiving week is not a good week, that's family time, for most families. So realistically, we picked the first full week of January and what we're trying to do is find some sites in New York and all those things that we need to organize to have those work groups. And so we're going to have an open meeting on Friday in two sessions, 12:00 pm and 2:00 pm. We're looking for people looking to volunteer. Matt has already volunteered to help us. We need student leaders to step up. If you're interested and you want to get a group of people to help organize, we're going to welcome that. And you're going to have a lot more questions than we can answer for some time. It takes a while. We're not going to take people to New York City for the January trips; we're not going to provide transportation. We're spread out all over the state so we don't think that's too realistic. So we're going to drive you to sites that people can work, probably five days, try to find accommodations that would make sense, we haven't sorted that all out. It's all what people want to do. Do you want to stay at a five star hotel? That's exorbitantly expensive. I would look at some places like the university campuses in the city. For example, someone I know, her house was flooded and her parents had to be removed from the house by boat in Staten Island. So I've heard some stories and you may know even more. So what can we do? Find accommodations, for like people in Staten Island, figure out how to feed people or whatever you need to do. It's fairly complicated to do something like this. We're not saying go up to a bunch people on the street asking how they need help. You can do that on your own. We want to do a real organized effort and that's not the way to do it. I've learned this the hard way. We know students are generous and that you want to help and you might want to be involved in this and you can contribute. By the way, every cent that is donated to Livingston CARES is used; there is no overhead like there are with a lot of charities. There is no money that will go anywhere else but those designated projects. There are charities out there that take 60 to 70% overhead. We don't do any of that. So the second opportunity will be spring break where we will probably take students. And we expect that if you want to help, than you're going to work for about a week, about four to five days of labor. In January it's problematic because a lot of things still need to be sorted out and that takes a lot. Can I

answer any questions? Would you like to know anything about what we're trying to do here? I expect that we will be doing this for four to five years.

Casey: How many people are you planning to participate in this?

Dr. Matthews: Well we're trying to gage the interest to see how many students are really interested. There will be relief agencies that we work with like those we work with in Mississippi. Some of those I have emails from saying form your teams and we'll have work for you. We'll have to work with some of those because we're not there to know what the situation is so we will work with agencies that are there.

Sadie: For any Student Associations that are interested in helping with Hurricane Sandy in some way, what would be the best way to help?

Dr. Matthews: One of the things that you might want to do as an organization is if you want to, do you mean if they want to work or donations? Or both?

Sadie: I think both.

Dr. Matthews: In terms of donations, we'll take money. We're already getting checks from alumni and other places. Checks and cash to Livingston CARES are accepted. We just set up that fund. I think Kristen Fuest just set up a new logo on the website this afternoon to donate. If you make a formal team of people with a leader, that would make it easier for us. Something else, if you make a commitment to go for a week, we expect you to honor that commitment. We really want people that are serious about spending a few days really helping people. And we will probably be mostly helping families. That's our orientation in helping people. Not businesses or that kind of thing. So please feel free to let us know and contact us. We'll put another reminder out about that. Matt has already stepped up to the plate like he always does.

Malcolm: Just in case you've been living under a rock over the last day or so, the president, as was widely expected, won reelection last night with at least 303 electoral votes. The Democrats retain majority control of the Senate and the Republicans will maintain control of the House of Representatives. So expect more gridlock over the next couple of years which is going to be really promising as we drive off the fiscal end of this calendar. My advice? Contact your congressman or woman and/or your two state senators Chuck Schumer and as reelected last night for her first whole six-year term Kristen Gillibrand and see if they can get anything done. Share your views on the disaster that is impending. That's all.

Old Business

36-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$510 from Budget Increases, Account 1099 to The Lamron, Account 1501 to purchase Associated Press Images.

Second of Two Readings

The Lamron: So I've returned for my second reading. You suggested that we go with the \$992 increase. I contacted Howard at AP asking him about a discount rate as we did last year when Jessie signed on late. They don't offer discount rates but they can reimburse us for every AP photo that we purchased since we started getting charged. So that would be, we have four so far and any photos that we purchase for tonight's issue they will also reimburse us for, so that brings it down to \$842. As for things for next year, as that said, I think that will be what are request is for now, and I'm not sure if I have to put in a new one or not. Okay so it would be that amount, but I'm not sure how many AP photos we're going to be using tonight so it's between \$800 and \$900 at this point if it is passed today. As for things for next year, I spoke to different schools and I asked them to send me their newspapers. UB *Spectrum*, I spoke to them, they don't have a photo subscription but they also don't cover a lot of national news nor cover any SUNY news. They're way of getting photos like Presidential elections, which is the most recent things that we can think of, they contact colleges across the country. I thought that was a cool idea but also thinking it might be time consuming because we do a lot more national news than they do. So they do like on national photo a week so that's easy for them. Binghamton has a \$4000 contract with AP so I was like okay. I'm still waiting to hear back from Brockport and other smaller liberal arts colleges. But that's where we stand on there. My research has just started. Getty Images charges \$700 for 35 photos. And if you don't have a contract with them, it's \$94 per photo. So that's where we stand. Thus far, Blues.com, I need to wait for approval of an account. So research has continued but no definitive answers for next year yet.

Carly: Any questions for Maddy?

Malcolm: If an amendment is proposed to raise the amount of the reading for \$800 more or whatever number that you said was left, based on what you said, do you have the funds in your budget to pay AP the full \$994 with the addition here and cover your expenses while you wait for AP to get around to refunding you for the photos you already purchased? Because you said they wouldn't offer you a discount but they would refund you for the photos already purchased.

Maddy: Okay, so the photos already purchased, we already did a purchase order for them. So they would be refunding us for those.

Carly: Essentially what you're asking is whether or not we're going to be able to pay with what's in the account right now for the new photo thing with the year round budget, but the issue is that they already have enough money in their budget to pay for the photos they paid for so far, but they're asking for an increase so they can pay for overall. The money that would be refunded is not going to have any impact on anything because they have enough already.

Malcolm: You haven't paid AP itself yet for the images that you purchased?

The Lamron: We have. We did. We only purchased four images and that was in the first week when we started getting charged. Right after that, after talking to Kate, we did a purchase order for them.

Carly: So they're okay. That's completely covered.

Malcolm: But if that money's already gone out, and we still need to pay \$994, we need to wait for AP to refund that \$60 or whatever it is.

Casey: The recommendation I would make is to make it for the full \$994 as an up to amount and whatever they may get as a refund after be subtracted from the full \$994.

Carly: Any other questions for Maddy? Seeing none, moving on to discussion.

Justin: It doesn't seem like the search is yielding much so far.

The Lamron: Yeah, I'm going to keep going. There's going to be papers coming from several schools.

Casey: I think it's just a frustrating problem. I think while \$994 is a lot of money, I think it's essential to *The Lamron's* success, and we don't want to impede that but cutting corners and allocating a certain amount of images to be used just to save a couple of dollars.

Sam: Also, it's more cost effective if we look at it as a per photo thing.

Justin: I still think there should be an issue of AP photo extravaganza.

The Lamron: Yes. Yes. We can do that.

Casey: I want to amend reading 36-1213 to "allocate \$994".

Justin: Second.

Discussion.

Malcolm: Just a question on the amendment. If the amendment was granted and the amended reading passes the higher amount, how many photos do you intend to put into tomorrow's issue?

The Lamron: Tomorrow? Well, I talked to Howard and I told him, we haven't used any AP photos in the past few weeks, but if you are offering this reimbursement, we will be using them. He said to use what we usually use. So we plan on six.

Malcolm: Only six?

Carly: Due to the time it takes for this meeting, I'm only going to allow for questions during the question and answer period and discussion to the discussion period. Is there any discussion on the reading? Or discussion on the amendment to the reading. Okay, seeing to the amendment to the reading.

Amendment passes 7-0-0.

Carly: We are discussing the new amended reading.

Matt: To reinstate what I said previously, I think this is essential to maintaining the high standards of our college because it has to do with admissions, it has to do with performing arts and what's going on, so I support the \$994 increase.

36-1213: Second of Two Readings, Passes 7-0-0.

37-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$259.55 from SA Program, Account 1002 to Swing Dance Club, Account 1605 to allow members to attend the Balboa Workshop on November 10th.

Second of Two Readings

Swing Dance Club: We are coming back this week to ask for a set amount of money so that we can go to the Balboa workshop/conference in Rochester this Saturday. It's going to be a four hour group of classes. Each class is going to be an hour workshop on different aspects of Balboa dance. And a great thing about this is for about \$20 bucks a person, we'll be able to go up there and learn a lot and we'll be able to come back here and teach it to everyone else. And anyone else who comes to a swing dance event here, any swing dance lesson, or any swing dance at the college. It's a good investment because it's a good price, and a great investment because the knowledge stays in the Geneseo community, forever.

Carly: Thank you. Any questions? Seeing none, moving on to the discussion?

Silvia: I think this is great. I'm happy that half the people are freshmen, so this will stay with Geneseo for at least three more years.

Matt: I also think it's great. I think if you guys are able to go and then host an event, like on a Friday or Saturday, for the general body.

Swing Dance Club: We're going to be doing that early next semester.

37-1213: Second of Two Readings, Passes 7-0-0.

New Business

38-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$68,000 from SA Reserves, Account 4000 to Budget Increases, Account 1099.

First of Two Readings

Casey: Hi everyone. So, if you look down on the agenda, the last item of business is an increase for concerts in the amount of \$75,000. Budget Increases stands right now, it cannot support that amount of money so there would be no way we can pass that. So we're asking to move money from SA Reserves into Budget Increases, that way if the executive committee votes in the affirmative for the first week, that money will be enough. If you look at the memo that's attached to the agenda, it'll give you breakdown of where Budget Increases is currently at. After the reading that just passed for The Lamron, we have \$33,041 left. Hopefully that will be enough then to continue to support so we'll have an additional kind of \$26,000 if the concert reading is given in full. We're hoping it will be enough to allocate for the rest of the year. This money is not actually money that was from Reserves. SA normally allocates more than 92.5% of student activity fees. This year, in the current budget, we have about \$78,000 that wasn't allocated from the 2012-2013 academic year. So we're not actually dipping into money from past years.

Carly: Any questions for Casey?

Justin: Did you use Vermont? Is this Vermont?

Casey: No. It's not. It's a secret.

Malcolm: Given the fact that this reading is tied to reading 40-1213, and wouldn't necessarily be necessary if reading 40-1213 were to fail, why are they not combined into one resolution so that you know if it passes you've got the money but if it doesn't pass you don't own the money?

Casey: It's just not how we are going to do it because there is no reason to tie them together since we can use the money for future readings also. There are other readings that the SA Exec Committee knows is going through or is coming up in large substantial sums. The money will move from SA Reserves anyways in the future, so now is the time that is most apparent.

Malcolm: If there are other large readings coming down the pike that SA exec knows about, why is this reading only for \$68,000, which would actually still end up net reducing Budget Increases if reading 40-1213 were also to pass by about \$70,000.

Casey: Well, in all honesty, I can't predict the exact amount that anyone is going to ask nor the actual amount that we would give today's reading or in the future, so this is what we decided as an executive committee would be a responsible and still leave about \$10000 from what we saved from this year's allocation to go back into Reserves, hopefully for the next year. Again, there are no guarantees that if we need more money to pass future readings this amount will cover it; that I can't anticipate.

Jenny: Can you just elaborate how the Reserves are not Reserves?

Casey: So, out of the \$100 that everyone pays each semester, overall allocations, all of that money, we don't give away 100% to clubs or SA's budget. We give 92.5% of it away and that 7.5% equates to about \$78000 that we were hoping to save or move to other things in the future and essentially if it wasn't spent, it would go into Reserves. But technically it's not money from 2012 and 2011 but from this year's collection of mandatory student activity fees.

Carly: Because we have people who don't normally come to SA meetings, can you explain how Reserves work?

Casey: So every other year, there is a referendum that is passed that makes your \$100 mandatory activity fee mandatory. In essence that money is money that is used to pay for SA staff, SA services, and any SA funded organization or club. If that mandatory activity fee were to be voted down or made a voluntary fee that students can opt in or out to pay for, then we aren't guaranteed the amount of money that we are going to bring in so we have to operate on money that we have saved in past years. So SA Reserves is money that past SAs have not spent in their respective academic years and creates a pot that in theory would be used in the next two years should we not get a mandatory fee. As it stands right now, just as a side note, \$377,000 basically is where our Reserves are at is not nearly enough to cover two years' worth of expenses for any of the clubs, committees or staff.

Dara: Is this year a referendum year?

Casey: This year is a referendum year.

Dara: So what does that mean.

Casey: They will be voting whether or not to keep the \$100 mandatory and should the Board of Trustees increase the cap, perhaps it will increase. But should the student body as a whole choose not to vote affirmative in the referendum, then we would have to come together and figure out how we are going to operate for the next two years because we won't have the same amount of money that we use to operate on right now.

38-1213: *First of Two Readings*, Passes 6-0-1.

39-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE approve the following appointments to the Stipend Review Committee for the 2012-2013 academic year: Hannah Allen, Joel Inbody, and Forrest Regan.

First of Two Readings

Justin: Hi everyone. They are a senior, senior, and junior. They represent a pretty good cross-section of campus organization activities, and if anyone is interested in reading the stipend reports and rationales that were submitted to me by the various people applying for the stipend, we have a binder available in the SA office. It is public knowledge if you want to take advantage of that, you're more than welcome.

April: Is the binder full of women?

Justin: I would say the binder is 50% full of women and 50% full of men, just because I try to keep things as egalitarian as possible.

Malcolm: Just out of curiosity. Why is this reading between the Reserves reading and the concert reading?

Justin: I can answer that. Luck of the draw.

39-1213: *First of Two Readings*, Passes 5-0-2.

40-1213 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allocate \$75,000 from Budget Increases, Account 1099 to Concerts, Account 1302 to increase the performer fee for the Spring Concert.

First of Two Readings

Jenny Keller (Activities Commission Concert Coordinator): Good evening everyone. My name is Jenny Keller and I am the Concert Coordinator for Activities Commission. I am requesting a budget increase of \$75,000 from the Student Association. This additional funding would be allocated to the existing Line 20 entitled Concerts/Comedian otherwise known as the performance fee line. I also included a packet of my budget if you want to look at it. The pictures on my first slide show a few of the artists that have played at Geneseo in the past. Including, All American Rejects, Brand New, and Guster amongst others. I'd like to take a minute to highlight my credentials. I am a junior Business Administration major. I was the Mac's Place coordinator on Activities Commission for a year and a half and over that time period I booked over 30 artists for major events on campus including Spring Fest, Battle of the Bands, Relay for Life and others. My success as the Mac's Place coordinator indicates that I am a responsible and trustworthy when it comes to handling money wisely. I was able to have roughly two shows a month, booking over 30 artists with a \$15,000 budget, imagine what I can do with more money. I recognize and put into practice that my student activity fee money is your student activity fee money, and I have always taken this into account when I make decisions affecting the student body at large. Two of the most well-

known artists I booked alongside the Special Events coordinators for Spring Fest include Teddy Geiger and Walk the Moon. The Special Events coordinators and I contracted Walk the Moon two years ago for \$1,200 and they now walk MTV's red carpet, open up for P!nk and are worth well over \$10,000. And that's a picture of me with some AC members with Teddy Geiger. In addition to being the Concert Coordinator, I am also the event manager of Guitar Club and Amnesty International as of this year. This indicates that my skills managing events are highly transferable. Lastly, my work with our college radio station plays a part in helping me stay informed on the current music scene in Geneseo. The following is a list of resources I utilized to retrieve the most accurate information as possible. With over 65 years of combined experience, Concert Ideas is the largest and most successful producer of college entertainment in the country. Harris Goldberg, as well as Adam Taylor, are the middle agents we have traditionally gone through for over the past 10 years to reach the artists. They provide assistance with making offers, contracting artists, and helping the show run as smoothly as possible. I encourage everyone to take a look at the website. It lists artists, their genre, cost, and availability. Carey Backman, shoutout, is the advisor for Activities Commission and has advised the Activities Coordinators over the past 9 years. Her experience on the board is unbeatable. I've also kept in touch with Bill Greco, who I've worked with on Activities Commission Board for a year and a half at Mac's Place. He provides useful and relevant tips for having been in my position for 2 consecutive years. I also worked backstage with the rest of AC and specifically helped put together 3Oh3's dressing room for the Kesha concert, and during the Kid Cudi Concert, I was responsible of being head of hospitality. I also conducted the second survey with the help of Lauren Dougherty through KnightLink. Lastly, Professor Horn helped me put together my statistics. He was the professor for MGMT or management 250 information technology for business. This is what a formula looks like. If there was a formula for concerts, this is what it would look like. I just searched complicated formulas/integrals. Someone could probably figure this out in here. My point is to give you a proper perspective to have throughout the rest of my presentation. Unfortunately, there is no formula to bring the perfect, guaranteed sell-out artist here. My job as the concert coordinator is to take the resources I have and make the best possible guess. Make the best possible educated guess. I tried to get an early start on receiving feedback from fellow students by tabling during the very first week of classes with other Activity Commission members. I asked each person who approached the table to list their top three favorite artists and I later counted 718 voting slips and entered the data into an Excel spreadsheet. I also kept a printed list from Concertideas.com on the table and informed students that we only have \$75,000 to work with currently so, no, I'm sorry but Nicki Minaj can't come to Geneseo because she's worth over half a million dollars for a single night. And no I cannot vote for the "Tupac's hologram" because it's just not feasible. My openness about the budget, at the very least, gave students an idea about the asking price of popular artists. Based off of the results from the second survey I was able to go from over 400 artists to 47. The criteria for a specific artist making the 2nd survey is as follows: they had to receive at least 8 votes, play college shows, be generally available, and be within the current price range or the potential price range if we received a budget increase. I also noted, at the bottom there, that ticket prices for students may increase by approximately \$10 if a budget increase is approved. I thought it was imperative to keep note of this to show students that if they decided to vote for an artist with an asterisk next to their name, that this demonstrates that they might have to pay a higher ticket price for a more expensive artist. This is a continuation of the wording from the second survey. Students were asked to pick a total of 7 artists. Please understand that 16 are starred and 31 are not. The artists here are listed in alphabetical order. Please note that the criteria again for making the second cut, to making the cut for the second survey based off of the first survey results include that the artist received at least 8 votes, play college shows, are generally available, or within our current price range/the potential price range if given a budget increase. Please take a few seconds to just look it over. So this is the top 47. Everyone good? All right. Each student had to login to their Geneseo Account in order to vote, this guaranteed that only Geneseo students voted. Even though KnightLink ensured that there was no possibility of duplicate voting, I met with my professor to make sure that didn't happen. A total of 2743 voters out of 5347 students participated. That's more than half the student body. From a statistician/marketing perspective, this turnout rate is fantastic. Most marketers hope for a rate between 5 and 10%. After having met with the SA exec board on two separate occasions, one of the things they asked me to produce at tonight's reading was a list of external factors. The first one, availability on certain dates. I am only given two dates to choose from in the month of April to work with. Some artists also cost too much, don't play college shows, are on tour, or out of the country. The Music Industry is ever-changing, and artists will take a better opportunity when given the chance to do so. For example, fun, was asked to perform on the set of SNL this past weekend and RIT was forced to change their concert date from Saturday to Sunday night. And lastly, some artists have enough power to refuse an offer simply because they don't feel like playing the show. This is the top 15 artists right here. This chart compiles an abundance of useful information. In addition to the count, voting percentage, and price I included a feasibility and genre column. I created the feasibility column to answer an SA exec request as well as to share the information I learned from the experts inside information about the concert business with other Geneseo Students. First and foremost, fun. Unfortunately, fun. will most likely be on tour in Europe during April. I gained this knowledge after I completed the second survey about a month ago but I still felt that I should include this material. This is how fast the industry changes. I was told that Blink 182 might look at our paperwork if I received the full \$150,000 from SA, so I didn't want to completely eliminate them from the survey. Blink normally plays larger arenas. Harris Goldberg, the middle agent I mentioned earlier, informed me that unless Train is on tour with a specific reason to stop at a college that they will not, and that they will take no less than the full \$150,000. Train normally receives 250K for corporate dates. Moving down the list. Avicii recently played a show at Cornell University, and the audience went a little nuts to say the least. In addition to a report of forcible touching and heavy ecstasy use, someone also defected on the bleachers. All in all, I have to consider what happens at other institutions. And lastly, David Guetta is an extremely highly demanded artist and not looking to do college shows. I learned this after the completion of the second survey. But, on a positive note, there are more yes' than no's on this list. I also included a genre ratio there at the bottom. Hopefully you can see it. If not, I'll read it off anyway. The genres are based off of the highly regarded concertideas.com website. This indicates that out of the top 15, 11 are within the the rock/pop/alternative genre, two are in the DJ/electronic genre, and two fall into the rap and r&b. This graph indicates that based off of the voting percentage only

six artists are within our current price range out of the top 15. Noting the asterisks at the bottom. So the ones in our price range now are Fun, Neon Trees, Passion Pit, Ingrid Michaelson, Childish Gambino, and Sara Bareilles. Eliminating fun, for the aforementioned reasons, only five artists out of the top 15 are within our current price range. I realize how unfortunate it is to not have the top 3 artists come to Geneseo, for reasons that are completely out of my control. Because of the position that I hold, I cannot and simply will not be able to please everyone no matter who comes to Geneseo. What I can do is try to please as many people as I can. On my survey, I decided to check boxes instead of ranking, however from the same survey results I was also able to list preferences with the help of Professor Horn. These numbers indicate, I'm just going to walk over here, that all the artists that voted for fun, also voted for Train 341 times. All the people that picked Blink 182 as one of their top choices also voted for fun, 294 times and Train 248 times and so on. So a solid question, why \$75000? After completing two rounds of surveys, I narrowed down a list of 400+ artists to 47 potential artists. Some are within our budget and some are not. For the best possible sale, it would be ideal to select an artist in the top 15. Taking this into consideration, only five artists out of the top 15 are within the existing price range accounting feasibility. A budget increase of \$75,000 gives Geneseo more buying power as well as an advantage over our competition. Therefore, more options, including more highly demanded artists, will become available to us.

Unfortunately, Geneseo is not a great market. The Kuhl Gym is our only venue to host the concert and its maximum capacity is 2,700. It is because of our small size and location in an isolated, rural area that detracts our value from the market. This is another reason why buying power must be our strong suite. And the last point over here is that the Geneseo tour guides undoubtedly sell the past success of the Concerts to attract new applicants. On the overall, the concert increases our prestige and better our reputation. This is the budget that I work with that is also attached to your sheets. The first line that I bolded is the line that I want to change and I wanted to note at the bottom there that I also have an income line of \$40,000 that I need to make. Bringing a more highly demanded artist increases the likelihood of selling out the show. Both the Kid Cudi and Ke\$ha concerts sold out, and both received a budget increase. Also, it would be ideal to keep the ticket pricing the same. I am asking for a budget increase in order to charge students only \$20.00 a ticket. The lower the ticket price, the more content the student body will be. And I think it is important to know that if people, sorry, if I don't spend the full \$75,000 allotted to me, or any extra money I might make it returns to the Student Association. I'd like to thank *The Lamron* for providing the pictures on this slide. The Spring Concert is the second largest event on campus other than Commencement. It is a pivotal tradition in the Geneseo experience and creates much anticipation and excitement. With additional funding, our college will be able to provide our students with a concert to remember. Thank you and that concludes my speech.

Carly: Okay, so, just because the slides might be helpful. Questions for Jenny?

Silvia: So if you want to go back to the survey about the top 15? So when I'm looking at the ones that are feasible and not feasible, the only ones that reach \$150,000 are not feasible for Geneseo, so my question is why \$75,000 instead of \$50,000 to reach \$125,000 which is the max for the feasible artists?

Jenny: Okay, sorry, could you say that one more time. What's your direct question?

Silvia: Yes. Why not \$50,000 instead of \$75,000 when \$50,000 is your max to reach the feasible artists?

Jenny: The max for the feasible artists? Which artists are you talking about? There are also artists that are lower on the list, that have an asterisk next to them that are out of our price range too and the point is that it will give me enough buying power and leverage to get the more highly voted artists so I don't really know how to answer your question directly, so your saying why \$75?

Silvia: Just because, so the artists that are higher on the list are much cheaper than the \$150,000 total, so I'm asking why the \$75,000 instead of like a \$50,000 to meet \$125,000.

Jenny: And I also see that you're pointing out, but there's also a chance, I wouldn't want to bank one just that one artist either. So if that provides enough cushion room to get any of the other artists, I think that's a feasible option.

Casey: So let's say that the artist was \$100,000, would you consider offering a higher bid to attract them?

Jenny: No. I'm trying to save as much money as possible so if I can ask The Fray and make them an offer, and I'm just saying my initial offer to Fray, probably won't be exactly \$100,000. If I can go for lower, then I'll take lower.

Dara: Did you look into the ice rink and why we can't use the ice rink?

Jenny: Okay. Yes I do. Let me just get it.

Carly: Also, if you have a question, raise your hand. I'm making a speakers list, and if I nod at you, you're on the list.

Jenny: I asked my advisor why we don't have the ice rink. One I'd like to point out that it was brought up that commencement takes place there. But we also have two separate weeks for commencement. And another reason, and I'm saying like I don't think the whole Geneseo body is in there at the same time since there are two different times for that. And it costs more in production costs to have it in there. And also the bleachers in there are more vertically angled so it's more dangerous if people are intoxicated.

Sam: Why should the \$75,000 go to a one time concert as opposed to clubs and organizations that will be here for much longer?

Jenny: Okay. This is like a very tricky situation. It's not...SA has the right to allocate where they best see fit, so I think that if it's just...I don't think that any money to the concert necessarily takes away from other organizations. If an SA member would feel better to answer this question, I would rather forward it your way.

Dara: I think that's for discussion.

Carly: Yeah. No, it's okay.

Casey: Actually, I would like to hear your answer to this question.

Jenny: Okay, so you're just asking why? I'm sorry, can you repeat yourself?

Sam: Yeah. Yeah. So the concert is a one night event, and the \$75000 would be \$75000 less that SA would have after concert to allocate for clubs and organizations. So why should the \$75000 go to a one night concert as opposed to clubs and organizations that will be at Geneseo for much longer?

Jenny: I don't think that. Okay, the point being is that. Okay first, I need everyone to understand the possibility that if I was given it, I won't necessarily spend all of it. The concert also creates like a quality of memories that are taken forever, not to say that that's a poor argument, but if you wouldn't mind, I would like to take some more time to think about it and come back to it.

Malcolm: I want to re-ask the first couple of questions that Silvia and Casey were trying to ask but more poignant. Why are you asking for more money than the most expensive feasible artist requires?

Jenny: Why am I asking for more money?

Malcolm: The single most expensive artist that is feasible on your chart

Jenny: Right is \$125,000.

Malcolm: And you're asking for \$150,000. Why?

Jenny: So you think it would be better suited for us if I ask for \$50,000 instead of \$75,000.

Malcolm: As a start yes. I'm asking why you're asking for more money than you claim to need.

Jenny: Okay. One, it might go beyond the top fifteen if it comes down to it. Feasibility going further down the list. So that's one of the reasons. It does provide more cushion room. I don't really know, Matt?

Matt: So, Malcolm. Jenny is doing us a really big favor by breaking down prices but these are not guaranteed. These are not like I give you a check for \$110,000 and you come to Geneseo on this date. There are other factors involved. One of those factors is buying power and as she's saying as you move down the list, it may be the case that we won't be able to get someone in the top fifteen because of circumstances. We only have certain days and we a specific venue. There are always possibilities that these bands consider not playing here than the other bands on the list that cost more than \$125,000. Also, additionally, that \$125,000, something might happen. Prices might go up to \$130,000 or \$135,000.

Jenny: Right and I mentioned that too about the industry and it's ever changing. Like the price line of Walk the Moon for example, they went from \$1200 to I want to say well over \$30,000 now and that was only two years ago. Prices change exponentially.

Forrest: Can you go back to the second survey that listed the preferences.

Casey: You did a great job Jenny. I know we spoke together about this, but could you explain the bidding process?

Jenny: So basically, you can only make an offer to one band at a time. Is this what you're getting on? Okay. So you can only make an offer to one large scale artist at a time just because it's like good business practice because you don't want two artists coming back to you both saying yes, and choosing between them and then you have to be forced to pick. So the waiting period for the average contract to come back is usually about a month. So the faster we move, the better and the cheaper the artist will be. .

Silvia: Thank you for putting together such a great presentation. I'm just wondering if next week, can we see, I know this is a lot to ask, the price range for all the artists, at least the top 30. I know that it's a lot to ask but if we could just see them.

Jenny: I would also like to point out that that information is accessible via concertideas.com if you'd like to look up the specific artists. Some of the artists on concertideas.com might have "call for details" next to the price range, but I have that. I can do it for the top 47 if you want.

Silvia: I would appreciate that.

Jenny: Okay so you just want the prices?

Silvia: Yea. Thank you so much. And I guess the feasibility if that's possible, but if it's not, that's okay too.

Matt: Jenny, do you mind talking about some of the new ideas that you're bringing to the table about the concert? What things you want to do better and different than your previous entrepreneurs?

Jenny: One of the innovations that I have this year, and I not really sure how this is going to pass, maybe I could look into it, I will look into it, but I also want to entertain the idea of having a meet and greet with the new artists. I think it would be great to have an opportunity to have a one-on-one for the group to have with one of their fans and take photographs with them. And I was thinking that we could have a student photographer there. And try to make it as professional as possible. I think people would really enjoy that. I also wanted to assure everybody that I will be conducting a post-concert survey evaluation which I have from last year and I will be trying to accommodate those comments.

Lastly, and this idea sort of came to me recently, but there were some limitations in using Knightlink in that not too many people, I want to say over 350 people use it. I was thinking on switching to possibly polling on Facebook because I think more people are connected that way, to get a larger sample size and an accurate feedback.

Matt: And then could you please give a survey slideshow about how will you use the genre information that hasn't been used in the past to make a better decision?

Jenny: As far as genre ratio goes, actually one of the past comments on a past survey/feedback post-concert evaluation, and I think what I could use from the genre, it's very clear here that a majority of the artists falls under the rock/pop/alternative genre and these genres are chosen by the experts that work at concertideas.com so if I figure them undisputable, so I deem this as an appropriate thing to go off of if I'm forced to go down the list due to external factors, I can fall back on the genre majority.

Trevor: So you're asking for between \$50,000 and \$75,000, but if you need more for the opening act, will you need a separate contract for opening act?

Jenny: Okay, usually with the opener. Okay, to my understanding, the main artist chooses the opener. You know what, Carey I think you're better suited to answer this question. It's my advisor.

Carey: It depends on the artist. The artist usually has on their contract someone they're bringing for the opener on their label. Even so, you may be required to pay for them. So that means that if the artist costs \$125,000 and the opener costs \$25,000 you have to pay for that. So if you want someone else for the opener, you have to negotiate for that in your contract.

Malcolm: Given the fact that five of these artists are simply not feasible, why are they still on the list? I mean, yes they got the votes, but why isn't there at least a version on this slide show that has the unfeasible artists removed so that we can just see the artists that are feasible.

Jenny: Largely the reason why I created the survey the way it is, is to educate people on external factors, artist price, genres, and reasons why artists can't come. And I thought it would be most accurate and honest if I included physical evidence from the expert as to why these artists can't come and the rationale why, to prevent emotional outbursts at the very least.

Sam: So in the new poll, would you have another poll of just the feasible artists?

Jenny: This year?

Sam: Yeah, just to get like a final say? Given that the top three are not feasible. To give people a chance to sort of re-do those votes.

Jenny: The problem with doing an additional survey, including the two that I have already completed, is the time that it takes to distribute and have people actually vote. So the longer I wait to make an offer, the less likely, the preferences will have changed. I just think that the longer I wait at this point, that I think it's not a good idea to conduct another survey. I think next year, if I could conduct like three surveys, then I think I could shoot for that next year, but at this point in time, I think that we're too late to do that.

Carly: Going off of that too, the fact that it takes a month to get a contract back and if you don't like it, you have to re-negotiate it before I can possibly sign it, could add another month on top of it. I already remember last year, Tinie Tempah refused to take stuff out of his contract and it took extra-long to get that finished.

Matt: Just to answer that, last year, we have most of everything finalized by the end of December, that's like where we really feel comfortable, and coming into the second semester we can focus on the event itself. And that takes away the pressure of getting the artists and we can really put every effort into making it a fantastic success. We can use that extra time.

Jenny: It really does take like over two months to tweak a contract with an artist so it just has to do with the timing.

Carly: Any other questions before we move on to the discussion. Okay, we're going to go back and sit at the desk now. Justin, could you turn off the projector? Okay, moving on to discussion.

Casey: First off, I'd like to say that this group is obviously not larger than the group polled initially, so it's not an accurate picture of the school, but I would like to see the room's opinion on whether or not to increase the reading to a full \$75,000 or down to \$50,000. All those in favor, who would vote in the affirmative [*significant number of hands*]. Can I see the number of people who vote in the affirmative for a smaller amount? [*significant number of hands*] Oh, and who votes for not increasing at all? [*three hands*]

Sam: First of all, awesome presentation.

Jenny: Thank you. I worked hard on it.

Sam: My position doesn't come from any dislike of concerts at all. I think that it's important for Geneseo and a fun night for everybody. But with that being said, Casey did mention the income line, and the income line that we saw, was \$40,000. So if the increase goes to \$110,000 being spent by SA on a one night concert. I think given that we already have \$75,000 for the concert, the extra \$75,000 is excessive. And I think that we saw a lot of artists in the top 15 that can be covered by your budget. And I think that the \$75,000 would be better spend on clubs and organizations that will be here for years and years giving back to the community as opposed to a concert which is a one night event.

Justin: Last year, we also had a meeting and last year, I wasn't in favor of the concert. But it ended up working out for \$120,000. But that came at the expense for the Research and Travel Grants. Anyways for the concert, there are several big things going on this year. The concert is one thing, but this year is also a referendum year. Something which I'm thinking is that we give this money and there is a potential for more of a loss than usual this year. It's \$75,000 that can be spent on other things. I'm still on the fence about this. Possibly, it may be better to have a big concert every other year. You can still get a great concert for \$75,000. I'm still on the fence; I was for it for the past two years.

Matt: First off, I think that Jenny did an outstanding job on this. She did more work than I have seen anyone do previously. I also think that she brings a lot of new innovative ways to the event and she's not making it baseline. She's making it above and beyond and show how great we are at Geneseo. I think that from my personal perspective, this is the second largest event at Geneseo campus and it really does make our community experience. When we talk about events on campus, the first thing that comes up to mind is the concert. And people really enjoy them. As you look up our Geneseo history, there's an incredibly successful rate of selling tickets and things like that. I think this is a fantastic fantastic event, a really great show. I am obviously in full support of the reading.

Dara: So Sam asked a question before about whether or not this money would be better allocated to clubs and Jenny asked the exec board if maybe we could explain a little bit about how allocation works. And I just want to say that you know, last semester, I was on that side of the table and that I promised that I would remember that Research and Travel Grants comes here and asks us for money. And I love the concerts. I went to Kid Cudi last year and I supported the concerts and I'm not saying I don't support it now, it's just that I'm on the fence. But I promised that I would remember that Research and Travel Grants comes and asks for large sums of money and last semester we couldn't pay it in full because we had spent \$75,000 more on a concert. I just want that to be on everybody's minds and not just in ours because as much as I want to give away this money and have a joyful and memorable experience, I have to know that other students that aren't perhaps attending the concert, will get the same benefit from a scholarship or a grant to present a paper at a conference. Most importantly, please share what you think. I know it's intimidating to talk if you're not such a great talker like me or Sam, but we need to know what you guys think.

Jenny: Could I just comment on that? From what I understand, I don't think it's really fair to correlate that the research grant doesn't get money so it's all of the concert's fault. I just think there should be, more or less, at least that's how I'm interpreting it. I don't think it's an accurate, fair assessment of a direct relationship between those two things. Like SA has money and they spend it accordingly to how you think you should so it's like, do you as a board think it's a fair correlation to see the events directly related? Because I don't think that they are.

Dara: I would believe they are.

Carly: Because this is a discussion period, we can't have you ask the entire board because that would throw off the outline for everything but it's something that you can say and someone at a later point respond to.

Trevor: It's about re-polling. While she can't re-poll, she's done two already. She'll definitely take it into consideration. Regarding the concert and research/travel grants correlation. Yes the concert is a large drawing point for money, but at the same time, I've gone to a lot SA meetings before and people ask for a lot of smaller sums of money a lot and yes, it's one big sum of money, but a bunch of little sums add up. We're not looking at all the little sums. If your ship has a bunch of little holes, it's just as bad as one big hole. Yes, it's a big sum but it's not fair to say that A goes to B when there are a thousand different places that lead to B.

Malcolm: There are several aspects of this reading that disturb me and all influence my opposition to this reading, notwithstanding the good presentation that you make. First of all, the fact is, as have been brought up before, there are other things that SA frankly needs to spend money on that if we approve of the funds here, it will be less likely to be able to have funds to do. That's number one.

Number two is the fact that we are, as Justin pointed out, in a referendum year. There are any number of things that could result as it being a referendum year. The referendum could fail. Even if Steve gets the turnout that we need from the state, the students could actually vote to have the referendum voluntary rather than mandatory in which case everyone is getting slashed drastically. No matter what the state of our Reserves. Even if every penny slotted to go into the Reserves actually goes in there, and the concerts get nothing, we're still facing massive cuts. To be able to weather a storm, we need as much in the Reserves as possible. Even if the student activity fees stays mandatory, we're at the current maximum. If the Board of Trustees doesn't allow us to raise the fee, or even if the Board of Trustees grants us what we asked for this past weekend, and allows us the opportunity to raise the student activity fee, the students don't have to approve the higher activity fee. We are nearing the end of our fiscal limits. We are simply running out of room to spend. I do not think that we can afford this. Now the number three choice, when you take the unfeasible options off the menu up there, and look at the top three choices, the number three choice is easily within the current budget and only falls short of the number one spot by 33 votes, 1.2%. It's very close to first place and it's about half of the current budget which means A, this isn't needed to get that artist and B, that artist would provide more funds to go back into the Reserves, funds which we desperately need. Finally, two years ago, when AC started coming and asking for these big concert increases, we as a student body were promised that there would be no precedence set by this. That they would not be coming back every year to ask for these massive increases, yet last year what did we get? A request for a massive increase. This year, what do we get? A request for a massive increase. We are this close, if this passes, of making an expectation, maybe not on the current staff, but on the staff not that far off in the future a blanket expectation that they come and ask and we give a massive boost that we borderline cannot afford at this moment and soon won't flat out be able to afford.

Carly: I just want to make it clear that even if there was a promise made before, we shouldn't put Jenny as responsible for any promise that someone before her possibly made.

Matt: Okay, the way I view it is that the Student Association should provide the best possible extracurricular experience it can for the student body. That's how I see our job. Our job is not to be professors. Our job is to provide the best out of the classroom experience, experience that we can. Seeing that there is a massive need, a massive interest in the students to increase our extracurricular experience by this concert and I think that we have a responsibility to meet that need and meet that expectation for the people that want that. I think that this is a very important part of our job. Secondly, I think that taking action on something that might possibly happen, isn't the best way to go about. The possibility of the referendum failing shouldn't hold us back from acting on the current day. I don't think that the referendum would ever fail because you as a student body are such an outstanding group of people and are so very interested in maintaining your interest in Improv, Model UN, and all those organizations, that I don't think there's ever going to be a time, where we are so uneducated, and we're going to vote no a referendum. It's never happened, and I don't think it's going to ever happen in the future of Geneseo. Because of that I don't think that we should hold ourselves back regarding something that many of our students want because of something that might happen. I don't think that it will happen so because of that it should be holding us.

Justin: I do think it's relevant to take the referendum into account. It is important because even though it hasn't failed, it has been close to failing in the past few years. \$75,000 no matter which way you slice it is a significant chunk of money. I think in total, we are giving Research and Travel Grants \$75,000. It is \$40,000 in research and travel grants and \$30,000 in scholarships. Those are the two most substantial fundraising requests that come through SA. Are they directly related? No. Are they indirectly related? Yes. Now, do I think we should have a big concert? Yes. Every single year? I don't know. It's up to you guys. It worked out last year, but it was very expensive. It's important that you guys voice your opinion.

Ben: I want to echo some voices I heard about the research grant reading. I want to say that I purposely came back for this reading because I remember being at that reading and I remember feeling really bad that, whether it's directly related or not, I think that it definitely does contribute, using someone else's analogy, to a large hole in the ship. And I want to say that while I'm not totally against having some sort of increase along with the \$75,000 that you already have, I want to suggest looking into options in raising ticket prices and things like that in order to keep money for future things in mind. When thinking about the concert, people often talked about it being like a huge selling point or it lends a lot to the Geneseo campus and while I think that's true to a certain extent, I think it's rather short lived. I would rather see the same amount of money be saved for a numerous amount of smaller things and more diverse interests. To summarize, research grants, thinking about the future, and multiple interests.

Jenny: Can I just comment on that? I think my goal is to keep ticket price as low as possible for students because I think that's what the majority of people want, is not to pay more to see a better artist. If that's possible, I want to bring that here.

Silvia: So I was looking at numbers, if we eliminate the five artists that are not feasible on the list, we have five out of the top ten out of our price range and 9 out of the ten are within that \$100,000 range. So what I'm looking forward to, I really hope this passes this

week, I'm looking forward to what you bring next week, to see the artists that were in the list for the top 47. Those are just numbers I'd like to point out to make it clear to everyone.

Forrest: I just want to point out about the issue about concerts being blamed about the research and travel grants. I don't think that it's necessarily that students have any animosity towards concerts, but if think if any organization would have taken out \$75000 down the road, I think that's what the issue is. And just to mention how the last fiscal year, we were \$114,000 less in the Reserves because of over allocation since we weren't increasing the student activity fee. And there was no increase in student activity fee this year, we have no guarantee that we will be putting money back into the Reserves. We'll have to see what organizations can do with their money and not ask for more. Also, that being said, this is all the unallocated activities fees for this year. What Justin brought up of having it every two years, that's something we talked about a lot, I think having a big concert every two years, there's room for that fiscally and it can reach different demographics. If you look at the seniors now, they've only really had big shows from the top forty, and I think it might not be what everyone wants to listen to or listen to at all. So I think that spending less on a concert may reach a demographic you couldn't reach by spending more. So I don't think that performance cost necessarily means performance quality.

Rachel: I was just going to say that a lot of people thought that the \$75000 could go to a lot of little clubs in the spring; we're supposed to set our budgets to be reasonable. So, things happen and we need more money, but we're supposed to be able to work within our budget. So regarding the \$75,000, it's not necessarily taking away from other clubs, we should still have our money that we planned our budgets to work as. So I think that giving \$75,000 to the concert is fine as long as clubs work within their budget.

CSA Ski Team: I understand that everybody pays a mandatory fee and that everybody has a say, but everyone that comes here are the ones that want to have a say. You don't see that, what did you say about 51.9% people that were the majority, you don't see that many people here. You don't see them. If you want to have that concert, okay, then come to the meeting and vote. I remember last year, that people who were interested came. If they want it, they show up. If you want the concert, show up.

Dan: I'm a freshman, so I don't really know about concerts. But I know Geneseo only has only one big concert a year compared to other schools that have many. I think an increase, maybe not the entire increase, is necessary. But I think increase is necessary because going below the top 15 on the list will make students unhappy.

Casey: As a general response to a question that was a while ago. While research and study grants aren't the only thing, they are a good example. I think that, at least from my end, that when we allocate money, it's our responsibility to look at any future expenditures. So in our discussions, for example, Women's Ice Hockey, need more money for greater ice time. Things like that. I think that we need to mark future expenses. So while I think it's unfair that we accrue \$75,000 either go to research or the concert because that's not the case, but it's something to keep an eye on because we don't have this endless supply of money that we can keep giving from. Both of those things, and other clubs can do more things with more money but it's not within our means to supply all that money. So to voice my opinion, I think that I'm in support of an increase but not in support of a \$75000 increase.

Sam: Just to reply to what someone said. Yes, each club or organization has a budget set, but that doesn't necessarily meant that that budget covers everything; budgets can be tight. For example, I know that GSTV we barely keep our head above water right now.

Student Association knows that budgets are tight and \$75,000 is \$75,000 less that can be allocated to clubs and organizations that need it. Now, I understand that the concerts are a great thing, and it's a lot of fun for a lot of people, a great night, but the \$110,000 for a great night seems a bit excessive to me. I think what really matters to the people in this school and what really defines the people in this school are all the clubs and organizations that we have here. And I think that that money would be better served going to those clubs and organizations that people go to every week rather than one night that costs \$150,000.

Heather: I just want to say that I didn't go to Kid Cudi and I have no interest in him whatsoever, but I'm still very much in favor of this budget increase because I think it's important to consider the other students. The last two years, it has sold out and that 2700 people and half of our student body who want to go the concerts. So I think that is important. Also, Jenny's not necessarily using the full \$75,000 and that would come back to us. It might come back to us.

Cheyenne: In the past years, the concert and success of the concert was used to convince people to vote in favor of the referendum so it may be helpful for the referendum. I think it's unfair to keep the budget the same when the price of the artist increases.

Dana: I'd like to mention that 2700 people are potentially affected by this decision.

Krystof: I know that it was mentioned that this was a referendum year. A lot of students don't go to many events, but this event affects over half the campus. If it \$150,000, it's \$55 per kid, so it's a good chunk of the \$100 that they're spending, and it's probably their only event that they attend. So I think the concert should get the full amount because it affects the most kids.

Jared: I just want to go back to what Sam and Dara was talking about regarding clubs and organizations. I think that \$75000 is better used for the concert because it affects more people. Not everyone can go to a research/conference and such only affects a small percentage of people and this \$75000 can affect everybody in our school. We're a small school, not like RIT, and this concert is the biggest event here.

Dara: I'm really glad that everybody has spoken up and showed their opinions because we've certainly talked a lot about it. If this passes this week, as things tend to pass the first week, please tell your friends, whatever their opinions are, to come and share their opinions with us. I guess, I'm in favor of giving more money but I don't know that I'm convinced that it needs \$75000 more. Only because I don't know that having a bigger name will increase the experience like people are arguing that it will. I don't know that a bigger concert and a bigger name actually add to greater memories and actually sells our school in the way that it's being portrayed. I know that my college experience has been shaped a huge amount by SA, in funding by SA of events and clubs that I go to at Geneseo over the past four years and while I think that the concert is a huge thing and does reach a massive amount of our campus, I just don't know that it necessarily has the impact that we are all convincing ourselves it does. But there's another week, so bring everybody that you can.

Malcolm: I'd like to state for the record that I would be a lot happier, and more comfortable with this, if this was every other year or some interval where there was yes, occasional large concerts, but it wasn't an every year event. With that being said, I'd like to respond to both Carly and Matt's comments from a while ago, but Carly you made a comment that the person standing up here shouldn't stand responsible to the promise that the people that came before. I need to respectfully disagree with that. When a person stands up here on behalf of an organization, they are representing that organization and when they make promises to the student body, they should be binding. We hold people to binding promises made by predecessors in their position all the time. We can't say, oh look, we elected a new president, and a new congress, we can just forget about the debt that President Bush...

Dara: Please it keep to this topic. I'm serious. Thank you.

Malcolm: I am keeping it this topic. My point is that when there are organizational interactions you have to bind people to promises made by their predecessors or there is no sense in trying to get a long term agreement between organizations at all because turnover makes them moot. The second thing I'd like to say responding to Matt is that in regards to the vote on the activity fee, just because something hasn't ever happened doesn't mean that it couldn't happen. Anticipating that the activity fee vote will fail, excuse me, anticipating the activity fee vote will never fail, is both reckless and dangerous. There are two enormous thresholds that the activity fee has to meet. It has to meet an excessively high turnout requirement that is ridiculously over the national average for student elections and it has to pass by, what is it, a two-thirds vote. The requirements to pass it are enormous and yes it happens to have passed every single time, but that is no guarantee that it will pass every time in the future. It could fail at any time including this year. And if we don't plan appropriately, then we have abdicated our responsibility, to plan appropriately for the future.

George: I would like to address setting a precedent, you can't hold someone to saying that "okay, we're not going to set a precedent" when you don't let an organization change its budget when its expenses increase. So if you're going to keep it constant at \$75,000 for four years, you can't expect not to set a precedent to get the same caliber artists because artists are only increasing their prices. Secondly, buying power is essentially wiggle room. Like Jenny said, this is not a form. This is not okay \$125,000 to you know the Fray, and come to our show. That's not how it works. You submit a bid, they organize it, and there's negotiation. It's really fuzzy. But I believe that the full allocation gives the best percentage for a sold out show, and having the greatest experience with the most amount of people on this campus.

Kristen: When I heard about the request for a budget increase, I don't think that we need such an increase because it doesn't interest me and I think that we can get a good artist with the current budget. I might approve a smaller increase. I didn't know about the research and travel grants not passing last year. I think that the money would be better spent on clubs and organizations.

April: That's actually pretty similar to what I was going to say. By not approving the full \$75000, it's not like we're talking about not having the concert at all. It's talking about having a slightly less known name. But for me, as it was said before, I don't think that having a less known name means that it's going to lower the prestige for admissions, but what I do think will lower the prestige is if we don't have Research and Travel Grants. Livingston CARES came a couple of weeks ago and asked for \$4000, and at the time everyone was like woah, that's a lot, but that's something that builds a lot of prestige, not only with us, but something that helps the entire community. And I think that that's something that we should keep in mind when discussing \$75,000 for a concert that might be slightly better rather than towards programs that helps our community.

Jenny: Okay, I'd just like to comment on a few things. One problem that I find about entertaining the idea about having a big concert every two years, I'm seriously thinking about that, but one problem that I found is that so you want to have the concert every two years, but what if that year, SA decides that they're not going to give the allotted money to the concert? And then people don't have a higher quality concert? So now many people are disappointed. I also think that the amount of people in this room does not reflect the vigor of the concert and what people want from it. And I want to mention what Kristen said earlier, not to pick on Kristen because we're good friends, but she is that minority of the not attending concert group. More than half the school attends the spring concert. I had more than half the student body participate in the survey. This shows that people want this and this is a huge thing for Geneseo. I think that if we don't go full out, who knows what will happen. Maybe we'll have another Gym Class incident. I think that we can do this, we should do this, and that's what people want.

Matt: The one thing that I want to comment on is the purpose of concerts. I think it's gotten skewed so I want to go to AC's Constitution and read to you the difference between concerts and Mac's Place. So concerts it says to bring leading performance arts to campus and coordinate and supervise all such talents, right? And then Mac's Place, that Jessie in the back does comedians, Welcome Back Jam, says provides a vast variety of talent, and variety of performances available. I think a lot of arguments talked about, well yes, but students don't only want the top forty. Well, you're right, but Activities Commission is an organization. It's one of our strongest conditions, but it isn't the only condition. It's not only just the concert that we do for the year. There are a lot of opportunities. We have Spring Fest. There is a need here. And I think that we do meet that need for alternatives. And I think that we are dehumanizing Jenny like some boojwah kind of thing, like some big person that just wants money. But Activities Commission is an organization that is student run, the student board organizes professional shows, and do a very good job of it, if I do say so. I think that we really need to be clear. And we're not just talking about the one concert, but a concert that's very important to our experience.

Jason: I just want to say that we don't necessarily need the entire \$75,000, but I'm sure that with everything that's been said, I'm sure she'll take all that into account, and yea, she'll try to get a lower price, but whatever she doesn't use does come back to SA. It's not like she's going to take whatever's left over from the \$75,000 and put it into her organization after funding the concert. It does come back to SA and we will get that money back.

Silvia: Okay, so first of all, I want to clarify for Kristen that the Research and Travel grants did pass last year, just to a lesser extent than they had in previous years. So there was money that was allocated, just not as much as in previous years. Secondly, as far as the promises issue, the individual that asked for the increase for Ke\$ha, that was that individual's choice and that board's decision to allocate that increase. And maybe that individual should never have made a promise that they would never come back, because they

didn't know if they were coming back to that position. It wasn't necessarily their place and we shouldn't hold Jenny to a promise that maybe someone shouldn't have made. It is her choice to ask for an increase and we as a board will act in the interest of the students and also in the interest of future allocations. And that comes to my last point, about what Rachel said quite a while ago, that clubs should be able to work with their budget and I agree that clubs should be able to work within their budget, but just as Sam said, there are things that are outside the budget that clubs might want but there's also the possibility that there are things that we can't plan for like *The Lamron* reading that we just saw. But there are also new clubs that could be forming and ask for startup budget and that's something that we can't anticipate in the previous year. And that 7.5% should be there just in case something like that happens. Casey mentioned some things that we can plan for and that's something we should keep in mind as well. Like I said, I'm definitely in favor of passing this week because I'd like to see what will happen next week. But I'm not comfortable with the full 100% because of all the factors to take into account. Lastly, Jenny, you're doing a great job.

Casey: So I have a lot of little things. Going off the budget thing that Rachel mentioned, I think that it's a valid statement. I think that the budgets set for the spring academics year is something the clubs need to work in its confines, but in the same mindset, concerts should be held to the same thing. When you make a budget, you make a budget. That is the goal of what to spend, and they should be operating within those confines. But I also think, as a side point not related to concerts, that the budgets passed this year is a little unfair, to the future organizations because it is determined by people no longer taking those positions. So that's why I'm looking forward to participation in the Finance Committee. It's realistic that all the budgets are made by previous exec members that may not be looking out for you, so being able to advocate for your club so that we know if there really is a need by the clubs and organizations for more funding. Also in talking about the extent of the reach of the concert, I might, if we get a number on ticket sales and how many students actually attend, that would be good. I know that she has a list of general admissions and ticket sales, and I don't think that all 1700 were students.

Carly: Do you have the numbers?

Carey: 853 were public bought. And over 500 were bought by students.

Casey: Also, while I agree that it's unfair to hold Jenny to the amount of money spent years before, since the individuals in those positions are no longer in charge, I think this re-illiterates the fact that we as SUNY need to convince the Board of Trustees to increase the mandatory student activity fee so that we have more flexibility to provide students with what they want. So I think that is a little less pressure on us and more on you, so that if you want something in the future. It's difficult being on this side of the table and only having two weeks to decide on something that will affect the rest of the year, especially if there are research and study abroad programs that need funding and we only get this discussion now and the future executive board has to deal with that next year. Just keep in mind, that when you ask for people to lobby, it's unfair for us, for you, and for future students, to be apathetic.

40-1213: *First of Two Readings*, Passes 6-0-1.

Open Discussion

Adjournment

Meeting adjourned at 8:23 pm.

Respectfully Submitted,

Anna Choo
Recording Secretary