

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 #18 Wednesday, January 21, 2015**

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51	74-1415 BE IT RESOLVED THE SA EXECUTIVE COMMITTEE allow WAC, Account 1903, to fundraise up to \$200.00 towards the Vagina Monologues. <i>First and Only Reading</i>
51	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. <i>First and Only Reading</i>
51	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. <i>First and Only Reading</i>
52-52	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. <i>First of Two Readings</i>
52	<b><i>Open Discussion.</i></b>
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*Executive Committee*

President:	Harry Dole
Vice-President:	Paul Michael
<b>Directors:</b>	
Academic Affairs:	Tushara Surapaneni
Business Affairs:	Billy Fagan
Inter-Residence Affairs:	Caroline Goldschein
Public Relations:	Nicolette Lukacs
Student Affairs:	Gina Villazhinay
Student Programming:	Alexis O'Hara
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:** 6:15PM

**Approval of the Agenda:** Passes 7-0-0

**Approval of the Minutes:** Passes 7-0-0

### Updates

**President, Harry Dole updates:** He is proud of Geneseo because we have finally learned who the new president will be. Dr. Denise Battles has been chosen by the Board of Trustees to start serving the next academic year. In July interim president, Dr. Carol Long, will be returning to her role as Provost. After months of work, all of Geneseo's feedback was used to make the committee's job easier.

**Vice-President, Paul Michael updates:** He hopes everyone had a great break- he missed everyone dearly.

**Director of Business Affairs, Billy Fagan updates:** Reminders. Use logos in physical and electronic ads; submit single-sided readings so they can be copied easier. Agendas are emailed out each week through the SA-I; they are online at sa.geneseo.edu,;and there is a copy outside the office before the meeting. The Budget Review Committee has been chosen and materials will be ready next week. Budgets will be due Friday, February 6. Next week there will be a signup sheet for times. Training committee sometime this week or next and rooms are scheduled for the meetings. Officer training for new presidents and treasurers can be available if request, but if not you can meet with him individually. He will remind everyone next week.

**Director of Inter-Residence Affairs, Caroline Goldschein updates:** No updates, hopes everyone had a great break. The first IRC meeting is this coming Monday and she hopes to bring some cool events to next week's meeting.

**Director of Public Relations, Nicolette Lukacs updates:** She is excited to be back. It is a referendum semester so get ready for a lot of advertising.

**Director of Academic Affairs, Tushara Surapaneni updates:** Every year the Academic Affairs Committee does a professor recognition ceremony in partnership with the Teaching and Learning Center. It is anonymous and student recommended. The survey is live and can be found in What's-Up email, but can soon be found on the SA website. Professors get awards at a ceremony in May and they appreciate it and get letters. Encourage people to submit as many as they want.

**Director of Student Affairs, Gina Villazhinay updates:** Hopes everyone had a good break.

**Director of Student Programming Alexis O'Hara updates:** On Friday at 7:00pm there will be a photo exhibit opening of projected photos by Catherine Williams. It will be really cool-everyone should go! Frozen themed Sibling's Weekend brochures came out-- show your parents!

**Kate Rebban, Director of SA Programs, Personnel, & Finances updates:** None.

**Patty Hamilton-Rodgers, SA Executive Committee Advisor updates:** None.

### Open Updates

-GAGG will be hosting its convention "Running GAGG" next weekend on the 31<sup>st</sup>. It will be filled with all sorts of people, all sorts of games to play and prizes to win. It will be fun! Stop by and have a good time.

-Tiffany Brodner shares that the Union is facing a water main issue at the moment and it is undetermined as to when it will be fixed. Fusion, Starbucks, and all of the bathrooms are out of order, but the Union will remain open to study in and hold meetings.

-Wrestling team has scheduled their first dual meet for Geneseo Wrestling with three teams at Cortland in February.

### Old Business

None.

### 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.*

Ultimate Frisbee has sold discs a lot because they get them in mass quantities. They are sold for \$10 and they will be tabling in the union. The discs will be a white disc with snails on it because team name is Snail. Harry opens the floor to questions. Billy asks if they were bought this year. Ultimate answers that they bought a ton a while ago. Billy asks why the fundraiser request was submitted through Student Life in December but fundraiser runs from September to May and that he knows they have already deposited some money. Billy states that he is meeting with the club president next week, but wants to know why it was submitted late? Ultimate Frisbee answers with he does not know and it is better to ask the president. Harry opens the floor to Discussion. Billy adds that in the future, put it in earlier at the beginning of every year even if it is an ongoing fundraiser.

*First and Only Reading Passes 7-0-0*

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.*

Camille, the SA representative for the Woman's Action Coalition, is requesting to fundraise up to \$200 for Vagina Monologues. The Vagina Monologues are a piece of drama that WAC that puts on every year and will raise money for Valentine's Day 2015. Chances and Changes, which is a domestic violence shelter, will receive the proceeds. Tickets will be \$5 for students, \$6 for faculty, and \$8 for the public. Lollipops will be sold for \$2 at the show. Harry opens the floor to questions. Buddy, from Wrestling Club, asks why the lollipops are \$2? Camille responds that they are special lollipops and they are expensive. Billy wants to clarify that he talked to Kate earlier and that the lollipop sales will go toward WAC's budget, but ticket sales to Changes and Changes? WAC answers with yes. Harry opens the floor to discussion. There is none.

*First and Only Reading Passes 7-0-0*

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.*

Christopher Bland, Black Student Union president, and Christian Beckley, BSU SA representative, are requesting to fundraise up to \$1500 for the 26<sup>th</sup> anniversary BSU Soul Food Dinner. The event is really successful and attracts crowds of over 250 people. They do a dance, a show, and provide great food. It is their biggest cultural event and it is a great time! Harry opens the floor to questions. GAGG asks how much are the tickets? Chris answers that the tickets are \$6 for students and \$7 for the general public, faculty, and staff. Harry opens the floor to discussion. Gina will be abstaining because BSU is a club she represents.

*First and Only Reading Passes, 6-0-1 with Gina abstaining*

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, Carroll Rodriguez-Ruiz, and Tyler Sherman to serve on the Budget Review Committee for the spring 2015 semester.

*First and Only Reading.*

Billy Fagan says that last semester emails were sent out to solicit people for budget review and he received 26 applications. After scrutinizing over the applications, he chose 10 students--3 freshman, 3 sophomores, 4 juniors, a transfer student, a student who was on budget review from another school, and most of the students are in your clubs. There are people from The Lamron, BSU, SA Tech, Residence Hall Council, athletes, 6 women, and 4 men. This group represents the general student campus population breakdown. He is excited and would also like to appoint Dan Martin, Patricia Galan, and Tyler Sherman as the voting members. Harry opens the floor to questions. Paul asks if any of the appointees are not affiliated with SA at all? Billy responds that one student is a transfer and wants to get involved, another has a couple jobs on Main Street. Harry opens the floor to discussion: Tushara thinks Billy did a great job with the selection according to the descriptions he gave and thanks him. Sarah Dukler, from Limelight and Accents, asks if people will be publicized how they were chosen. Billy says traditionally no if she has any questions he will answer them. Nicolette adds that the explanations are in the minutes. Buddy, from Wrestling Club, says he likes how Billy shared who and why he chose everyone and Buddy says it brings confidence in the committee.

*First and Only Reading Passes, 6-0-1 with Billy abstaining*

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.*

Sarah Dukler passes out a paper to the executive board. She explains that the Limelight and Accents series is a performing arts series on campus at the Wadsworth Auditorium. They have been functional for almost 45 years and are the only performing arts venue in Livingston County. In the past 10 years they have had some great cultural groups here including Garth Fagan dance, Cirque Sublime, and Rockapella. In two weeks, 2-time Grammy award winning Turtle Island String Quartet will be here at Geneseo. Part of Sarah's job as co-coordinator is to get people sitting in seats for the shows to be successful. She included a time sensitive marketing plan for every week in advance to the show. Their marketing includes updating their Facebook page, creating a Facebook event, update their

Instagram, putting out press releases, updating the community calendar, hanging posters, and some other things. A press release is newspaper blub that is put out and put on newspaper calendars. Sometimes they get picked up and published into a larger story. Sarah then shows front page color ad in the weekend section of the Democrat and Chronicle as the #1 thing to do on the weekend for the November 6, 2014 edition. She tells everyone to look at the second page in her packet at the event detail report given to her from Ticket Manager Dianne. The report tells her how each ticket buyer found out about the show. She reads that 57/400 people (12%) found out from the D&C ad. That equates to almost \$1000. This means newspaper ads are effective! The audience demographic responds well to newspaper ads. Some ticket buyers read newspapers but it is expensive to advertise in them. The executive board is directed to the third page in the packet, which shows that \$1600 was previously spent in newspaper ads this past semester. She asks for two 2-day ads in Democrat and Chronicle. They are \$55 per color inch with a minimum of 10 inches. That equates to \$550 per ad per day making it \$1100 per ad for each two days. One ad is for the Turtle Island String Quartet and the other is for the Kenya Safari Acrobats on Siblings Weekend. She shares, with confidence, that if more newspaper ads are put out, more tickets will be sold. Harry opens the floor to questions. Paul asks if newspaper “thing” is an ad or a story. Sarah answers that it is an ad and that every week on Thursday the newspaper gives 10 things to do on weekend. Max, from Mock Trial, asks if they have any designs in mind for the ads? She answers with yes, Kristin, the SA graphics person, has posters made and they get compressed into ads. Buddy, from Wrestling Club, asks what’s Limelights mission. She answers that it is to enrich and to educate the public on different performing arts. Billy asks if the ads will appear online as well as in the newspaper. Sarah is not sure, but assumes it would be. Kate asks if they will have enough time after next week’s reading to get ad run in time? Sarah says she need to check and she didn’t realize it is a two week reading. Harry opens the floor to discussion. Alexis validates that she has heard people say they found out about shows due to the ads. Buddy, from Wrestling Club, is concerned that half their publicity budget will be used on something not directed at the students, making it not a good use of funds. Alexis answers that their budget previously got cut so they need the increase and Limelight’s job is partly to service the outside community as well. It connects the public with the university. Billy thanks Sarah for putting together a professional presentation. Nicolette reaffirms with Sarah if they will have enough time to run the ads after next week. Sarah says, two weeks is preferable, but one week is better than none. There are already ads in the Livingston County News and the Genesee Valley Penny Saver but they don’t reach the Rochester area.

*First of Two Readings Passes 6-0-1 with Alexis abstaining.*

#### **Open Discussion**

BSU asks if the fundraiser form is completely consolidated online with Student Life and the SA office. Billy says yes—He worked with Student Life. When you are filling it out, check boxes and direct you to questions each office needs and some overlap. Billy adds that he encourages clubs to look to see if they have been approved. It shows when it was approved and when it will be on the agenda. Harry adds that he wants to thank Breann Coffaro for stepping in as the new recording secretary.

#### **Adjournment 6:43PM**

Respectfully Submitted,

Breann Coffaro  
Recording Secretary