

General Committee Meeting 3

- Call to Order: 9/21/18 at 10:30am
- Roll Call:
 - Kimberly Reeves
 - Linda Kogan
 - Jeff Spitcher
 - Trent Werner
 - Tyler Wendtland
 - Arielle Cassiday
 - Zachary Priller
 - Ashlyn Morrison
 - Natalie D Rodriguez
 - Ariel Rivero
 - Emily Smarjesse
 - Jacob Bostick
- Report Summary
 - Mireyah Presentation today regarding funding for her presentation about her discoveries of new organisms abroad. The event will be held at the ENT center in the year of 2019.
- Project Presentation 1:
 - Aisha Ahmad-Post (Director of ENT Center). Pink boots and a machete for national geographic. February 22, 2019. Mireyah Mayor is most famous for her discovery of the mouse lemur and built a national park in Madagascar.
 - Reduction of Ecological Footprint: international policy for national conservation and brings a global perspective to sustainability
 - Increase Student Involvement: Use of student staff (90+) She has to employ 12 ushers, 5 box office assistants, 2 cafe, 2 back of house interns, 2 artist liaisons, 10 information desk assistants. All through work study. CHANGE IN \$5 ARTS PASS VS 20% DISCOUNT
 - Outreach and Education: This event highlights a first generation immigrant who is a female scientist on conserving natural habitats and can offer recommendations for viable and sustainable precise for the ecosystem
 - Long Term Feasibility: Part of the National Geographic Live events where this National Geographic series will hopefully continue and bring in more speakers the following year.
 - Marketing: Facebook and Instagram Promotions (Large budget). Brad Beyer for student life marketing. Sabrina Weinholts for club marketing. Steven Cucchiara for marketing though residence and student life (very successful). Jesse Perez to work with MOSAIC office to continue to advertise to a more diverse group of students Emails through MLC and ENT Center physical marketing

- Budget: Total=\$13,390 and \$11,959.50 requested from GAF. Catering is nominal but advertising requires 20% of the budget.
- Project Discussion:
 - Student tickets are across entire series (approx. \$20, 000) but is dependent on the \$5 tickets. These are limited per show. Student Tickets for Tiers 3+4 and is based on 250 tickets. Tier 1 + 2 are more expensive to fund the show.
 - What was not discussed is anticipated revenue from this showing. This is because of the new showing of the series and limited data.
 - They have the ability to generate \$14K so why ask GAF for funding? This proposed funding will be put forward to other Artist Series (Not discussed in the presentation).
 - Any opportunity for a pre-training event. It is included within Mayor's contract for an additional event which is TBD and she is working on seeing what this would look like.
 - Concern: We should aim for the entity to fund half of the project and it looks like the budget. It appears the additional funding would roll over into other Artist series that would not apply to the pillars of GAF.
 - Natalie GAF summary
 - High=Educational and Outreach + Student Engage
 - Low=Ecological Footprint + Long term feasibility
- Project 1 Vote
 - GAF should fund half of the speaker cost.
 - Who proposes we cover half of the speaker cost (\$5,000) on the basis that we have an education session with Dr. Mayor or meet and greet after the presentation. Co-sponsorship materials will also need to be included on the program flyer and advertising.
 - Linda-Motions that we supply\$5k for this project and Ashlyn seconds
 - Ashlyn- yes on 5K with qualifications
 - Jeff- yes on \$5K with qualifications
 - Jacob- yes on \$5K with qualifications
 - Emily- yes on \$5K with qualifications
 - Zach- yes on \$5K with qualifications
 - Trent- yes on \$5K with qualifications
 - Linda- yes on \$5K with qualifications
 - Tyler- yes on \$5K with qualifications
 - Natalie- yes on \$5K with qualifications
- Project 2:
 - Holly the graduate assistant at the Farmhouse. Pergola Project additional funding for ADA compliance for \$11K to utilize it as an outdoor learning space.
- Project Discussion 2:
 - Before the committee can proceed, we need to receive more information regarding the Pergola project and the amount that was already funded by GAF previously.