

## SFC Minutes

### Fall 2020 EFG Meeting (1 of 2)

November 9th, 2020

Virtual Zoom Meeting

- I. **Call to Order**
  - a. Meeting called to order at 5:30 p.m.
- II. **Roll Call**
  - a. *D'Mario Duckett* absent
    - [His votes are hereafter abstains]
  - b. All other members present
- III. **Public Comment**
  - a. No public comment
- IV. **Approval of Agenda**
  - a. *Eli* motioned to approve the agenda
    - *Olivia* second; passes unanimously
- V. **Approval of Minutes**
  - a. No minutes for approval
- VI. **Chair Report**
  - a. ***Sammi Metcalf*- Chairperson**
    - SFC will be closing its semester with an allocation of \$45,452.88. That is a lot of money we were able to allocate out to student organizations this semester, so I'm happy about that. I'm also excited about events that we'll be able to fund and see next semester as well. Tonight we'll be doing the EFG review for three of our EFGs, NoMAD, Special Events Committee, and Northern Arts and Entertainment. Next week, we'll be doing reviews for the other three. I just wanted to make these virtual meetings as bearable as possible for everyone and not make it one three hour long meeting.
- VII. **Advisor Report**
  - a. ***Kash Dhanapal*- Faculty Advisor**
    - As we're working through all of these, please be aware that we probably need to be mindful that not every event happened the way it was planned to originally, due to COVID. That does not mean we automatically give the groups all the money we're requesting, but just keep that in mind.
- VIII. **New Business**
  - a. **Northern Michigan Artist Discovery (NoMAD):**
    - *Abby Szukalski (President of NoMAD)*: The purpose of NoMAD is still the same as it always has been- to bring up local artists that students would want to hear. It's all free for students to help get them more involved and then \$10 for GA. I was co-president last semester with Ian, but due to some of his school things, I am now the President of NoMAD. There was a bit of a decrease in attendance due to COVID, but we still had people help out at our how (which I'll talk more about later). We did do a tabling session to support our show, and a few people scanned our QR code for The Hub. I did email them, some of them replied, none of them showed up, but I did get the word out to

more people. For our event this semester, we presented Lost Dog Records, which is a local co-op record label. It was held behind the Dome at the Lakeshore Theatre on Sunday September 13th [originally meant to be September 12th, moved due to rain]. Everything was properly socially distanced, so that went well! We were allocated \$18,465 to begin with. We did end up making \$240 from GA tickets from the Lost Dog show. Our final leftover allocation was \$7,446.51. The attendance for the Lost Dog show was 38 students and 24 general public members. The show went pretty well considering we threw it together in 3 weeks, COVID, and the rain date! Not a whole lot going for us, but we pulled it off, and it was a decent turnout for a Sunday night and COVID. We tabled to get the word out, as well as put up posters and promoted through the local bands as well. Since then, we've been really working out ways to promote the group more and get more members because most of us are upperclassmen. To dot hat, we are currently in the process of purchasing promotional supplies, like a banner, tablecloth, stickers, and t-shirts. Regarding the banner, we just got the design back today and it looks really good, so we'll be purchasing it for \$100. The tablecloth will be about \$90, and the stickers will come out to around \$150. I'll get you for sure prices after our meeting when we actually purchase everything. So by the start of next semester, we can keep promoting. We also have a mural in the LRC tunnel and we drew it about 2-3 semesters ago, but we'll be filling it in soon to help permanently give us a presence on campus. We don't know what will happen next semester since it's too cold to do things outdoors, so we'll have to look at possibilities of being online. We'll be playing it by ear based on what options are available to us. I'm really trying to push for more people so that they can get a feel for the group and once things calm down a bit, we can start up again without any problems. If we do a show, it'll be local bands again because we don't want to bring out-of-state bands at this time. With all that being said, NoMAD is requesting to receive \$3 per student for the winter 2021 semester, which is the same as the previous. I feel like with what we've been given, we've shown that we can out pon a quality event and not have too much left over. For the carryforward request, we have a remaining balance of \$7,446, and we are requesting to retain half of that, so \$3,732.25. We'll keep SFC posted on all of our final costs as well.

- *Emily*: Are you networking with local bands to get a feel of who would be interested if you are able to host an event?
  - a) *Abby*: I personally have a good connection with the local scene, so I'm not too concerned about not being able to set something up if able. We have put the next semester band planning on hold for now though and focus more on promotion.
- *Sammi*: Are virtual concerts on your radar for next semester?
  - a) *Abby*: Yeah, if that's the way we have to do it, that's the way we will! If it's not feasible to show the campus good music in person, then we'll be more than happy to do it online.
- **SFC Deliberation:**
  - a) *Gab*: A concern I had was just in regards to not knowing whether we'll be in person next semester. I know Sammi asked her if she had a plan if we were to go online. I just don't see how a hybrid concept is that appealing.
  - b) *Olivia*: I was thinking that since they're only asking for \$3 a person and they do have a plan for if we were to go online, I don't think it's that much of a concern.

- c) *Sammi*: One appeal for them may be that it would be musicians you may not have access to live performances for online, as you would with bigger artists.
  - o *Gab*: That makes sense.
- d) *Eli*: How much do they normally keep of their carryforward?
  - o *Sammi*: I remember last fall they spent most of their allocation. I would say normally NoMAD spends their money, with maybe a grand or two leftover.
  - o *Emily*: From the last meeting, they had some leftover but similarly to this time around, they requested to keep half to pay some expenses still waiting to go through, but they were nowhere near the negative. So they typically spend what they're given or they have a plan if they want to keep it.
- e) **Emily motioned to approve Northern Michigan Artist Discovery's request to maintain their allocation at \$3 per student**
  - o **Eli second; passes 5:0:1**
- f) **Emily motioned to approve Northern Michigan Artist Discovery's request to retain half of their carryforward with SFC absorbing \$3,732.26**
  - o **Eli second; passes 5:0:1**

**b. Special Events Committee (SEC):**

- *Anna Watson (President of Special Events Committee)*: This semester, our main focus was Homecoming and with that, we had to make some changes in order to follow the guidelines that were put in place for us. Our first event of the week was the Dead River Games. We wanted to keep this since it is a tradition, but we couldn't do the usual event, since it's so contact-forward. Instead we did lawn games in the Academic Mall, with games such as corn hole, ladder golf, and mini golf that we rented from Double Trouble. With that, we had about 120-150 people come. We had Sidewalk Chalk on Monday, with 10 organizations. Tuesday, we collaborated with ASNMU to do a scavenger hunt based on voter registration. With that, we had 10 locations around campus, and 50 participants. We wanted to do the pre-parade party, but we cancelled that and changed the actual parade to where we gave each group a Michigan cut out that they got to decorate on their own time. Then we set them up in the PIEF parking lot and people could drive by in a reverse parade. With that, we had about 180 people drive through. We had judges come and judge them and then the winners got put around town and the others were out around the dining facility for about a month. Lastly, we collaborated with Campus Cinema to show Twilight. We originally wanted to do it at the Shoreline Theatre, but that got cancelled due to rain, so we had it in Jamrich and had about 30 people come. After Homecoming, we did a Trunk-or-Treat with Greek Council where we paid for the ads and decorations for each group (limit of \$100). We had 45 cars participate to hand out candy and 215 cars drive through.
- *Sammi*: Can you quickly touch on the carryforward as well as allocation and any reasoning behind those?
  - a) *Anna*: We were allocated \$2 per student, and we did have about \$5,000 left over because we had events get cancelled. We planned on asking SFC to absorb our carryforward. For the winter semester, we would like to maintain the \$2 per student. We're planning on using it for Winter Fest. We also want to try to have Double Trouble at the tubing event. We're trying to come up with a few

different ideas since we can't do our normal ones, such as a Valentine's Day with Hot Plate Pottery event. We also want to try to do our Cardboard Classic event since that got cancelled last winter. We also want to try to break a world record next semester.

- *Emily*: In regards to next year, do you know what records you're trying to break?
    - a) *Anna*: We're looking at breaking the world record for the world's largest snowball. Tech currently holds it and they beat it in 2013. So we want to do that on a Tech hockey series weekend.
  - *Emily*: Also, for the tubing event, have you talked to the mountain about if they're going to have it?
    - a) *Anna*: We have not reached out to them yet and probably won't for a few weeks. I figure they probably also don't know yet.
  - *Gab*: In regards to the Valentine's Day event at Hot Plate, what's the plan with COVID?
    - a) *Anna*: We were going to see if Hot Plate could bring their supplies to the ballroom, that way we can host more people at once.
    - b) *Mike Schneck (Advisor of Special Events Committee)*: We also talked about doing that over Zoom, where halls and households could tune in and do it from home.
  - *Emily*: This semester you partnered with ASNMU and Greek Council, do you plan on collaborating more in the future?
    - a) *Anna*: A lot of this is tentative, but we are always more than willing to collaborate with student orgs.
  - **SFC Deliberation:**
    - a) *Emily*: Just to clarify, they're asking to keep their \$2 per student allocation and they're asking us to absorb their entire carryforward?
      - *Sammi*: Yes.
      - *Emily*: Okay! Personally, I see that as reasonable. They do a lot with the amount of money they get and I do like that they partnered with other student orgs. They seem to be safe and have everything in order for next semester too, all things considered.
    - b) *Sammi*: I think it was two semesters ago when we increased their allocation to \$2 that they began hosting events frequently and partnering up, and it seems like they're continuing that trend!
  - ***Emily* motioned to approve Special Events Committee's request of maintaining their allocation of \$2 per student**
    - a) ***Eli* second; passes 5:0:1**
  - ***Emily* motioned to approve their request of having SFC absorb their carryforward of \$5,001.37**
    - a) ***Kobie* second; passes 5:0:1**
- c. **Northern Arts and Entertainment (NAE):**
- *Hannah Flynn (President of NAE)*: We had a great semester, all things considered. We had six members this semester, so enough to fill our executive board, which is awesome. We lost a lot of members to graduation since the majority of them were seniors last year. With COVID, we had to plan something new and different, so we brought Brett Young virtually. There were two ticket types, one for the in person event [virtual show displayed on big screen at Lakeshore Theatre] and the other for the virtual

option. All together we sold 116 tickets. We partnered with NMU Dining for that event, so they sold some concessions there for us, as well as Double Trouble Entertainment, who had some lawn games at the event. We were happy with how this event came out! Next semester, we'd like to do something similar, but most likely all virtual. We'd like to include a Q&A, shoutouts, and a virtual meet-and-greet, because I think that's what pulled a lot of the students in for the last live stream. As for our allocation, it is currently \$5 per student, and we'd like to maintain since we think that's sufficient for what we want to do. Then, for our carryforward, we figured it was about \$4,327.50, and we'd like to retain that as well to fund another virtual event.

- *Kobie*: So, just to confirm, you guys are looking to host a fully virtual event next semester?
  - a) *Hannah*: Yeah, we're planning for that just because from the looks of it, we most likely won't be able to have anything in-person next semester. A survey was sent out to students and country came out on top, so we brought Brett Young. The second most popular was something more along the lines of Hippocampus. We did talk about bringing them this semester, but that fell through, so we're looking to bring someone else along those lines.
- *Kobie*: You also mentioned a second smaller event, do you know what that might be?
  - a) *Hannah*: We haven't really discussed that much, but we were tossing around the idea of a local band if we had money leftover from the first event.
- *Sammi*: Your purpose statement includes how you guys would like to bring comedians. Is that something you guys are considering?
  - a) *Hannah*: We did toss that around, especially for the smaller event, but then we thought that a comedian might be hard since they kind of feed off a live audience. We could always include that in a survey to see if that's something students would be interested in!
- **SFC Deliberation:**
  - a) *Olivia*: My only concern is that they were talking about bringing a smaller group, but isn't that the purpose of NoMAD to bring smaller groups?
    - *Sammi*: Yeah, but even NoMAD has crossed that with bringing bigger artists like Ghostface Killah in the past. Especially if they have leftover money.
    - *Olivia*: Perhaps they could collaborate at some point too.
  - b) *Kobie*: Does this group normally have a carryforward?
    - *Sammi*: Last fall they had a carryforward, and I believe last semester they did as well. NAE's carryforward is typically low or they have a deficit, since they bring bigger artists and typically bank on being able to pay that cost back with ticket sales. So normally they spend it in full, yes, and try to make a profit to cover any deficits.
  - c) *Emily*: I'm okay with them maintaining their allocation and carryforward, but with virtual events, you never get a good read on how many people were actually watching. If there's nothing we can do though, it might be best to give them what we can and make the best of it.
    - *Kobie*: That's the way I'm thinking about most of the groups here. It's hard to anticipate what will happen, so I'm okay with giving them what they're requesting.

- *Gab*: I agree that I'm okay with giving them what they're requesting. It does seem a bit wishy washy with what they're semesters will look like, but we won't know unless we give it to them.
- d) *Sammi*: One thing for the committee to be mindful of is that SFC's allocation increased \$1 last semester. There may be a group next week that we lower an allocation amount from based on their carryforward and how they plan to use their funds. Something to look at for NAE is possibly increasing their allocation because their performers are getting increasingly more expensive. I just wanted to mention that for something for everyone to think about.
  - **Emily motioned to approve Northern Arts and Entertainment's request to maintain their allocation of \$5 per student**
    - a) *Kobie* second; 5:0:1
  - **Emily motioned to approve Northern Arts and Entertainment's request to keep their carryforward of \$4,327.50**
    - a) *Kobie* second; passes 5:0:1

**IX. Old Business**

- a. No old business

**X. Good of the Order**

- a. [D'Mario sent the following email to the committee including his thoughts prior to the EFG meeting]
- b. Hello all, I won't be able to make the meeting tomorrow so I will share my comments via email. I'm gonna use a safer estimate of 6,000 students paying for the activity fee because I am assuming a decrease in student enrollment for upcoming semesters. Out of all the EFG's I feel like NoMAD is the least necessary to fund so much. At \$3.00 a student (roughly 6,000 students) they were allocated \$18,000, used *half* of it, and pulled in 38 students. I understand they only put on one event this semester, however I believe funding could be allocated elsewhere to better contribute to the student population and campus culture. I would like you all to consider the idea of decreasing NOMAD's funding from \$3.00 a student to ~\$2.50 a student. Which would bring their allocation to roughly \$15,000 each semester. I also think we should approve their request for half of this semester's remainder as carry forward. Special Events Committee was able to put on all their annual events with carry forward to spare. Next semester they have an estimation of \$11,000 needed to put on their events. I think we should consider decreasing their funding from \$2 to ~\$1.70, bringing their semesterly allocation from roughly \$12,000 to a little over \$10,200. This would leave them with plenty of funding to put on their fall events and carry forward to spare which could cover the excess costs of winter events. NAE seems to use their allocations wisely in order to provide students with great experiences they may remember for a lifetime. I have no rebukes to their request. As for the ~\$0.80 I'm asking you to consider reallocating, I think we should consider setting aside money from the activity fee that pays for activities hosted by minorities on campus. In the words of Barack Obama, "Money is not the only answer, but it makes a difference". Allocating money would give minorities a voice. Because I don't think we can start some sort of a diversity fund and are only allowed to fund registered student orgs on campus, I am asking you to consider making Black Student Union an Earmarked Fund Group in order to provide an oasis of funds to be used by diversity orgs on campus to put on events. With ~80 cents allocated a semester, BSU would bring in almost \$5,000 a semester to be distributed amongst itself and collaborators. Most diversity organization events are done out of pocket, so providing some financial substance could drastically improve the quality and reach of events

meant for developing NMU into a campus of inclusion. I believe this could encourage students to pay the activity fee in general. For one they are helping out their peers that are minorities. Another thing is that in paying the activity fee they fund events that could expose them to new perspectives and ideas. Thank you for taking my thoughts into consideration.

**XI. Adjournment**

- a. Meeting adjourned at 6:50 p.m.