

## SFC Minutes

September 30, 2019

1203 University Center

- I. **Roll Call**
  - a. Kaylah Dawson absent
    - i. Excused
  - b. All other members present
- II. **Call to Order**
  - a. Meeting called to order at 6:30 PM
- III. **Approval of Agenda**
  - a. **Agenda - 09/30/19**
    - i. Greg motioned to approve the agenda
      - a) Excluding Section 8 subsection D
    - ii. Sammi second; unanimous
- IV. **Approval of Minutes**
  - a. No minutes this week
- V. **Chair Report**
  - a. **President- *Greg Mihalopolous***
    - i. Tentatively, SFC this year has a carry over of about \$60,000. Including our discretionary fund, we may end up with about \$75,000 in the bank. This estimate is very impressive. When I have more concrete numbers, I will let you all know!
- VI. **Advisor Report**
  - a. **Faculty Advisor- *Kash Dhanapal***
    - i. This coming weekend is family weekend, so please come out and see what events are happening, as there are a ton of different things going on. On Friday night, Northern Lights Dining is hosting a fish fry and some live music. On Saturday morning, there will be a free open skate at the Berry Event Center where club hockey will be helping to teach people how to skate if you don't already know how to. Then from 10:30 to 12:30, there is a hike up Sugarloaf happening where Wildcat Willy will be at the top, ready to take pictures. Then the football game starts at 1:00, and for the first 500 people to come in, there will be free hotdogs and popcorn! Sunday morning, there is a brunch being put on, in part, by the culinary students. Some of the proceeds will go towards funding their organization, and there will also be live music at that event as well!
      1. *Emily*: On Friday evening, from 8:00 to 10:00 p.m., there will be a Primetime Productions event in Jamich as well called Duely Noted, featuring two dueling pianist women.
- VII. **New Business**
  - a. **South Superior Climbing Club (REEL Rock 14)**
    - i. *Greg*: So, what is South Superior Climbing Club trying to do here?

- ii. *Patrick Humphries (South Superior Climbing Club Rep):* We are trying to put on Reel Rock 14 on November 8th. We reviewed our budget request and got all of our line items in order from last time as well!
- iii. *Greg:* There is an additional sheet attached to the budget; would you mind explaining what it is?
- iv. *Patrick:* It is a record of an email exchange between our president and Matt H., who is in charge of AV here on campus. In these emails, he is basically giving us a quote on the charge for equipment, and the manpower for the five hour duration of the event.
- v. *Sammi:* Since this event would be funded by the student activity fee, would you be comfortable if there was a fee placed on the public, just so there is a priority placed upon students?
- vi. *Patrick:* We actually did that last year! We put into place a \$2 fee for non-students, so yes, we would have no problem doing that again.
- vii. *Greg:* How about monitoring attendance?
- viii. *Patrick:* We have been looking into two different options for that. We have a phone app we're looking at using, and we also have been talking about just using a manual clicker. In that case, we'd use a separate one for students and a separate one for community members.
- ix. *Greg:* Are you expecting most of your members to attend?
- x. *Patrick:* Yes. Last year, we did not record attendance, but we do know that there was a really good turn out. There was a lot of people from our club at NMU, as well as a group of people from Michigan Tech and even some from Lake Superior State. I expect we'll have a good turnout again, especially from our own club members here on campus.
- xi. *Greg:* Unless the committee has any further questions, I'll ask you to step outside and we will begin deliberation.

**b. SFC Deliberation: South Superior Climbing Club (REEL Rock 14)**

- i. *Sammi:* Last time we reviewed this budget, there was confusion as to where the pricing was coming from, but now there is a clear understanding of that, so that concern is gone on my part. Also, this is well ahead of when it is taking place, so they would have to wait a few weeks before they could even put up posters due to on-campus posting rules.
- ii. *Emily:* One of my biggest concerns last time was that they didn't seem very prepared, but I'm seeing this time that they have more answers and really worked to get this budget request together.
- iii. *Greg:* Last Monday, when we didn't hold an SFC meeting, he came in to my office hours actually and we did go over the budget then too.
- iv. *Emily:* Okay, good! So there is clearly a lot of dedication towards this event. I do believe there will be a good turnout and, as Sammi pointed out, there should be a charge to the public. On their sheet here it says that entrance will be free for all, so I do think we should ask that they place a charge on the public. Other than that, I think everything looks good!

- v. *Greg*: Just as an indicator of where we are at, completely informal, how many people here would be in favor of placing a fee for the public onto this event?
  - a) 3 out of 5 committee members in favor
- vi. *Greg*: How much are we thinking for said public fee?
  - a) *Sammi*: \$2 is the standard fee for the public for any Northern event that's in an enclosed space, so I think we could stick to that.
- vii. *Sammi*: I would like to motion to pass this budget with a \$2 fee for the public
  - a) *Emily* second; unanimously passes

**c. Culture Shock Film Society**

- i. *Greg*: Hello! Why don't you tell us a little bit about your organization and why you are here today.
- ii. *Eric Pitz (President and Founder)*: The goal of our organization is to promote more obscure, independent, art-house, international, cult-classic film to campus and the community. So what we are asking for is a budget that will allow us to show films on a weekly basis. By each week, I have listed a film and an estimated amount of 25 people or so. These public performance rights fees are just so we aren't breaking any copyright laws. Attendance has been pretty good so far this year with about 10-15 people coming out per week, which for a newer group without much advertising on campus, in my opinion is a good turn out
- iii. *Greg*: What location are these events held in?
- iv. *Eric*: They are held in 2701 West Science, in the Mead Auditorium. It is the largest lecture hall on campus that doesn't require an AV fee. In regards to Blu-Ray or DVD costs, they're all zero for this semester at least because, so far, there has been someone in the group that owns the movie we want to play, with the exception of one and that fee is included in the performance rights fee. There is a shipping fee for that as well, but it will be unknown until we actually purchase the movie.
- v. *Sammi*: In one of your prompts, you mention that your organization would like to be screening films that are more relevant to current student populations, so are you planning on screening these films or collaborating with some student organizations as well?
- vi. *Eric*: I don't have it completely figured out yet, since both of these events are set to take place in the second semester, but what I'd like to do is, during Black History Month for example, show a film about the black experience in America, such as "Do The Right Thing". I'd like to collaborate with the Black Student Union or another diversity group on campus in order to heighten awareness and perhaps have a discussion surrounding these topics. Then, for the week of the Gender Fair, I want to work with the gender studies program and see if they would be willing to help facilitate a discussion of their own with us as well.
- vii. *Sammi*: So you have costs listed for both advertising and printing, do you know where the cost is coming from for both of these?

- viii. *Eric:* Not exactly, I had spoken with Greg earlier and he said that if we get approval, it could work to ask for that at a different time.
  - ix. *Cody:* How many rounds of posters were you thinking of doing?
  - x. *Eric:* We would like one round for half a semester, and another for the next half.
  - xi. *Cody:* Going back to before, what specific groups do you plan on targeting in addition to the African American and LGBTQ+ orgs?
  - xii. *Eric:* There's also Latino Student Union, Spanish Club, French Club, and I have spoken to some professors in the language department that may be willing to give extra credit for attending our screenings or even just promote it in their classes as an extracurricular activity. It all depends on what we are showing and who we think might be interested in it for a collaboration of sorts.
  - xiii. *Kash:* For this first semester, are any of the movies you're showing fit into the inclusion you're aiming for?
  - xiv. *Eric:* Yes! We plan on showing "Fantastic Planet" which is a French film. "All About My Mother" is another one; it is a Spanish film and is about a trans woman. We plan on searching for more and bringing in films that will promote discussion and hopefully awareness towards more diverse groups we have here on our very own campus.
  - xv. *Sammi:* Do you notice if attendance consists of roughly the same people each week or do you notice that it changes with each showing?
  - xvi. *Eric:* About half have been coming consistently, and then the other half have been either told about it through an Intro to Film class or have seen the posters.
  - xvii. *Greg:* When did you officially start Culture Shock Film Society?
  - xviii. *Eric:* Officially, we became registered as a student org in April. I wanted to be able to gain recruitment at freshman orientations so aimed to get it established before then.
  - xix. *Cody:* So, next week, you'll be showing "Eraserhead." What is that one about? I ask because next week is Indigenous Peoples Day and it might have been a good time to try that collaboration out.
  - xx. *Eric:* That is an avant-garde film about the trials and tribulations of fatherhood and how it's difficult for the protagonist to cope with that. It's a bit of a horror film and a midnight movie classic. It's one of the most well-known of those types of movies, and is frequently played on college campuses. As for why we don't have one more relevant to Indigenous Peoples Day scheduled, we are currently just trying to play some bigger titles in order to get our name out there so that we have some room to show more diverse and obscure films later on.
- d. SFC Deliberation: Culture Shock Film Society**
- i. *Greg:* Having met with Eric in the past, I know he is very passionate and organized. Earlier when we had met about advertising for these events, he brought up going to WUPX; I just wanted to bring that up in front of the committee. He has full spreadsheets. He went and found out that there was a better way to screen these movies to avoid paying the AV fee. I think that is

awesome and really shows how dedicated he was. I'll let the committee decide what it wants, but if this gets denied for lack of documentation, I have no doubts that that can be remedied.

- ii.** *Sammi:* The only two items he wasn't sure about was printing and advertising. That is a crucial part for this organization, but that's also a small thing where that can be adjusted. Him looking for ways to make the films he's showing more focused towards groups on campus is very admirable. What I'd like to see is perhaps a trial run for October so that they can print off posters that show all the movies playing this month, that way they can clarify and figure out for themselves what type of poster budget they are looking at. I don't want to dismiss it, but I do want to make this first month an exposure to how funding and allocation work and how to best utilize promotion.
- iii.** *Emily:* I agree with that, but we're also giving him a trial that starts tomorrow. That's not enough time I think. Perhaps we could use the semester as a trial even.
- iv.** *Greg:* I think maybe he should get one round of posters for the semester. We could talk to him about tracking attendance and see how that goes. The fact that their group members also own a lot of the movies helps as well.
- v.** *Sammi:* Their total budget accounts for \$136 per student involved, so that's why I'm saying it may be better to do a trial run. I understand that he'd have to come back but if he already has the documentation for everything, I don't see the complication in him coming back, maybe mid-way through October after we see how the first two movies run.
- vi.** *Cody:* So, Gonzo was an EFG, they had about six people showing up per film, and I'm pretty sure that was just their group members, but they were still spending hundreds per screening. So, they had to come back each semester and request money, but couldn't show any upward trends and, unfortunately, just eventually evaporated. I just would hate for the same thing to happen to this org.
- vii.** *AJ:* This is an entirely new organization, it is a new year, and I think it would be unfair to compare this club to a past one before it even has a chance to prove itself. I think Gonzo might have been before it's time, because I personally know a lot of film buffs, especially on-campus students. I think this might be a good time for Culture Shock to come in and make their own waves.
- viii.** *Greg:* If you would all like to please turn your attention towards Section 11 Article E, it states "There is reason to believe, due to poor past performance of an organization in its execution of a program, that the requested activity will not be carried out effectively." So I ask you, as the committee, do you believe "an organization" refers to this organization or can refer to a separate org?
- ix.** *Sammi:* Well, Gonzo was fairly recent. It stopped last year. This new org is very reminiscent of them. I think that with these types of films, proper advertising is vital because you can't always rely on faculty to convey the same emotion. I have no doubts that Eric is passionate and I can see he's setting himself apart

from what Gonzo was. I would just rather that he adjusts his budget in order to give the org a better chance to make an impact on this campus.

- x. *Kash*: If you're going to fund a round of movies and posters, I would suggest you think about funding the second half and not the first. So November to December even. A poster that gets put up even tomorrow for this next upcoming movie won't even have a week to get the word out.
- xi. *Emily*: Greg, in regards to your question about Section 11 Article E, I would say that it would not be relevant in this case because, again, this is not Gonzo and this is not Campus Cinema; they have no past performance for us to evaluate them on. I would agree with Kash, if we are going to fund it, I'd rather do the second half because that gives them more of an opportunity to get their name out there. At the very least, I just want to fund them somehow to give them a chance to prove and set themselves apart.
- xii. *Sammi*: If the first event we fund is the "Night of the Living Dead" screening, I can see that being a good opportunity for them to gain attendance. It's a recognizable title and I see a lot of people being interested in that event.
- xiii. *Greg*: How much is printing for one round of posters?
- xiv. *Sammi*: For Promotional Services, it's a \$35 design fee, and with the printing fee it would come to about \$178. If we were to put \$200 towards printing for that first round of posters, I'd be comfortable with that.
- xv. *Greg*: If we were to start from "Night of the Living Dead" and go until the screening of "The Thing," that would be a budget of \$1,400 towards the Culture Shock Film Society.
- xvi. *Emily*: What if we give them from "Fantastic Plant" to "12 Angry Men," because that gives them from the 24th of October to the 24th of November. The only film that would not be included in that would be "The Thing." However, if they wanted to promote "The Thing," they could always come back and make that their second budget request of the semester.
- xvii. *Greg*: That would be \$15 more expensive for them to do it that way.
- xviii. *Cody*: They could also, around mid-November, come in and report how the first few screenings went and then you guys could decide if you wanted to tack "The Thing" on there at the end.
- xix. *Cody*: I motion to approve this budget by line item
  - a) Emily second; passes unanimously
- xx. *Cody*: I motion to approve line item 7141 for \$1,185
  - a) Emily second; passes unanimously
- xxi. *Emily*: I motion to adjust line item 7163, for advertising, to \$0
  - a) AJ second; passes unanimously
- xxii. *Sammi*: I motion to adjust line item 7190, the budget for printing, to \$200
  - a) AJ second; passes unanimously
- xxiii. *AJ*: I motion to approve line number 7191 for \$30 towards posting and shipping
  - a) Emily second; passes unanimously
- xxiv. *Greg*: The new total is \$1,415 for Culture Shock Film Society.

**VIII. Old Business**

- a. *Emily*: I believe the Send Silence event put on by Active Minds at NMU went really well! I like that it was able to start discussions, I even saw entire classes going there as part of their session for the day. All in all, I think it was very successful and I personally was very moved by the event. It was heavy, but they had adequate warnings that would guide those that were uncomfortable with the event away from it so as to not have to see it.
- b. *AJ*: I know people that went through it multiple times and each time went with a different person. There was a lot of student involvement.
- c. *Emily*: One of the ways they counted how many people went through their event was handing out flyers, and they reported that they handed out a total of 500 flyers. It was clearly a very engaging event.

**IX. Public Comment**

- a. No public comment

**X. Good of the Order**

- a. *Greg*: I would like to read an email for you all that I will be sending to all of the student organizations before Thursday.
  - i. Hello Student Organization leaders, have an event idea? Want to advertise an already-existing event? Student Finance Committee is a wonderful way to get the resources your club needs. We have a very simple process for requesting any funds, as long as you have an organized and solid plan of action. Please follow the directions at the bottom of the message on how to apply for funds. Additionally, SFC is looking for members. SFC meets at 6:30 every Monday in the ASNMU office. This meeting is open to the public and we would love to have anyone interested come and check us out. Email me or apply. If you could pass this message onto your groups and clubs, that would be amazing.
- b. *Greg*: Then I have the directions listed at the bottom, directing them to the budget request forms online. Also, we need members, so please recruit as much as you can.

**XI. Meeting Adjournment**

- a. Meeting adjourned at 7:29 p.m.