

SFC Minutes

Earmarked Fund Group (EFG) Meeting (1 of 2)

April 14th, 2021

Virtual Google Meet

- I. **Call to Order**
 - a. Meeting called to order at 6:32 p.m.
- II. **Public Comment**
 - a. No public comment
- III. **Approval of Agenda**
 - a. *Emily* motioned to approve the agenda
 - *Olivia* second; passes unanimously
- IV. **Approval of Minutes**
 - a. No minutes for approval
- V. **Chair Report**
 - a. ***Sammi Metcalf*- Chairperson**
 - SFC currently has an allocation of \$47,383.42. I'm very thankful, especially considering the balance we started with, that we were able to fund some events and for everyone's contributions in the group. I'm excited to see what this group will do next year.
- VI. **Advisor Report**
 - a. ***Kash Dhanapal*- Faculty Advisor**
 - Thank you for all of your hard work this year!
- VII. **New Business**
 - a. **Students' Art Gallery**
 - *Jalen Sims (Director of Students' Art Gallery)*: The Student Art Gallery's purpose is to be a space for students to have their work in a professional gallery setting. We have been open since 1988 and have been entirely student run, with the help of two advisors. Anyone is able to submit work to the gallery; you don't have to be an art major. We currently have one director, one assistant director, and five monitors that help run the gallery from 10-7 on weekdays and 12-4 on Saturdays. This year has obviously been different, but in a normal year we have a lot of events, such as pop-up shows, tie-dye events, paint nights, off-site exhibitions, exhibition ceremonies, working with the Dean of Students on Wildcat Weekend, and inviting artists to campus to share their experience on being a part of the art world post-graduation. We are currently allocated \$2.05 per student, and we have a higher balance than we'd like due to COVID, but we have plans to buy things and hire a new assistant director as well as a couple of monitors, so that should all help to reduce our current balance. Our expenses this year totaled at \$7,165.16; most of that has come from payroll, but hopefully in the near future we'll be able to put more of that towards hosting events for students. We would like to retain our carryforward in the coming semester. We have been very active on our Instagram (*sagnmu* on Instagram); one of our monitors, *Delaney*, has been doing an Artist of the Week feature and that's been very popular. The expenses I mentioned that we plan on spending are for newer iPads, Wacom tablets (drawing pads that students

could use, we're thinking of hosting a show of Wacom drawings), and Zine Library. We have been in contact with the Illustrations professor here at NMU, Steve Hughes, about planning an event together for next semester. We've also been in contact with local businesses and Marquette Mountain in order to make some things happen next semester!

- *Frances Dykema (Assistant Director of Students' Art Gallery):* We would also like to bring in some guest speakers, one of them being someone I admire: Erica Lang, an artist from Grand Rapids; she also runs Woosah Outfitters if anyone is familiar with that. We also want to promote our monitors to run some workshops and connect with more businesses to try to host more events. We want to get student art out into the community and make those connections for students and with students.
- *Kash:* Do you have dollar amounts for the iPads and Wacom tablets?
 - a) *Jalen:* Not yet, we'll be purchasing those and figuring that out tomorrow. I believe they're both around \$1,000 each.
 - b) *Kash:* How many of each were you planning on purchasing?
 - c) *Jalen:* Two iPads and two Wacom tablets, as well as two Apple pencils at about \$100 each.
- **SFC Deliberation:**
 - a) *Emily:* With their current allocation, their new location, and the direction they're going, I think they're really going to grow. A lot of people like Northern for the art program, so I think it's really cool they're promoting that to all students.
 - b) *Kobie* motioned to approve Students' Art Gallery request to maintain their allocation of \$2.05 per student
 - *Emily* second; passes unanimously
 - c) *Emily* motioned to approve Students' Art Gallery's request to retain their carryforward of \$20,257.24
 - *Olivia* second; passes unanimously

b. Special Events Committee

- *Anna Watson (President of Special Events Committee):* Our membership this semester was between 15-20. For WinterFest, we tried to spread it out throughout the whole semester, rather than hosting it for one week only. This year was a little bit tricky; we've had some events we traditionally do that we were unable to because of COVID. So we had to wipe our slate clean, and that was new for our group. We started off this semester with the Cell Phone Smackdown, a virtual game show. We went through a company called Neon Entertainment for that and we paid them \$1,675 to use their program where students could log on and play virtually. People seemed to really like that one, so we're going to keep them in mind moving forward. Another thing we did this year is we partnered with Hot Plate and purchased materials for students (\$15/piece, including five paint cups and paint brushes) to paint some pottery. We had three events with 30 spots each time and a waitlist of about 20 by the third event; it was a very popular event. We also hosted a hockey game viewing event based off of feedback from students, but when we showed them, we didn't really get the attendance we expected. We had three events with 25, 20, and 26 attendees at each event [respectively], but they did all say they thought it was worth it to come, since they didn't have the subscription through the University to watch. We used Flow Hockey for that, which we had already,

so no committee money was spent on it, but if we did do this in the future, we decided we'd use group funding to pay for a subscription. We paired with the Rec Sports to do the Cardboard Classic, for which we were responsible for the advertising and they ran the event itself. We didn't get the expected attendance, but those that came had a lot of fun and we're hoping people will come in the future now that we've posted about it and people know what it is. The last thing we did was Singo, which was by far the most successful event of the semester. We partnered with housing, and they bought the prizes for that event. We ended up paying about \$40 for that event. Again, COVID really restricted us this semester, but I think people were happy with what we were able to put on this semester. As for this fall, we have already gotten our Homecoming theme (which we plan on doing teasers for over social media) and plan on doing a shortened week like last year with Dead River Games, Sidewalk Chalk, and hopefully the parade. We also plan on utilizing Fall Fest to recruit members, as well as social media. As far as our budget, we have used about \$7,200, leaving us around \$876 in carryforward. We would like to retain our carryforward and allocation. We got a \$500 refund from the theatre, so that is present there as well. With things getting back to normal, we hope that we'll be able to host some of our regular events and make them extra special with those funds.

- *Emily*: Do you guys have a backup plan in case you aren't able to host the typical Dead River Games event?
 - a) *Anna*: I believe we'd do what we did this year. We hosted outdoor lawn games.
- *Sammi*: How many posters did you print off for each event?
 - a) *Anna*: I wanna say we printed about 120 posters per event.
- *Kobie*: You guys were still able to do quite a bit and use a lot of your budget. Was there ever a moment where you guys were planning an event and wished you'd had more funds?
 - a) *Anna*: We wanted to expand on the HotPlate event, since that was one of our more pricey ones. We also wanted to do another event with Neon Entertainment, since the Singo event went well, but we didn't quite have enough.
- **SFC Deliberation**
 - a) *Emily* motioned to approve Special Events Committee's request to maintain their allocation of \$2.00
 - *Olivia* second; passes unanimously
 - b) *Kobie* motioned to approve Special Events Committee's request to retain their carryforward of \$876.97
 - *Emily* second; passes unanimously

c. Northern Arts and Entertainment

- *Anna Watson (of Northern Arts and Entertainment)*: We had a group attendance of 6, but we paired with NoMAD and worked closely along with them since we were in the same boat of not being able to host live concerts. We helped them put on one of their events, where student bands came into Jamrich and played a show. We also presented the Aly and AJ town hall event for \$1,000. That event was a discussion with two medical professionals as well as Aly and AJ about COVID and how it's affected their lives/industry, as well as a Q&A. They took two breaks and performed some live sets for us as well. We had a fast turnaround time for this event, but our attendance was 43 people. We were allocated \$20,000. We used \$900 for AV services in the Aly and AJ event, \$200 for

posters, and \$1,000 to host the actual event itself. We estimated about \$2,000 went towards helping NoMAD with their Av and promotional costs. Again, with COVID, we weren't able to spend nearly as much of our budget as other groups may have, but we were able to collaborate and still host a live event. Normally we'd be picking out our fall act right around now, but we're going to hold off until after the summer to see where things are at and what will be possible. We're really hoping to get a live event with a good artist, but we don't want to book anything too far out that we won't be able to do. We would like to maintain our allocation of \$5/student, as well as retain our carry forward of \$16,000 because we feel that this will help us bring a bigger act to the school.

- *Kash*: Any thoughts on outdoor events in the fall?
 - a) *Anna*: When we hosted outdoor events last fall, people seemed to enjoy it, so we'd like to try to do that again if it's an option.
- **SFC Deliberation**
- *Kash*: By the time they get to April, if they have the money, I'm sure they'll probably look at hosting an event similar to what they were trying to do before COVID hit, because that was going to be a large-scale event.
- *Kobie*: Do we have numbers for enrollment?
 - a) *Kash*: The numbers are based on orientation, and those values are positive. We're on track to get back to where we were before, almost at full capacity.
- *Olivia* motioned to approve Northern Arts and Entertainment's request to maintain their allocation of \$5 per student
 - a) *Emily* second; passes unanimously
- *Olivia* motioned to approve Northern Arts and Entertainment's request to retain their carryforward of \$16,025
 - a) *Emily* second; passes unanimously

VIII. Old Business

- a. No old business

IX. Good of the Order

- a. In another installment of \$FC March Madness, *Emily* and *Eli* went head-to-head. Somehow *Emily* lost in the first minute of the game. *Eli* is a lethal tic-tac-toe-r.

X. Adjournment

- a. Meeting adjourned at 7:34 p.m.