



AS Management Council

Monday, February 8th, 2016

5:00pm

VU462B

- Members:** *Present:* Hannah Brock (VP for Business and Operations, Chair); Emma J. Opsal (AS Assessment Coordinator); Jonah Falk (AS Productions Director); Griffin Crisp (AS Representation & Engagement Programs Director); Walter Lutsch (AS Club Coordinator); Spencer Pickell (AS Outdoor Center Equipment Shop Coordinator); Jordan Van Hoozer (KUGS Program Director); Brian Gliński (AS KVIK Coordinator); Brandon Quackenbush (AS Veterans Outreach Center Coordinator)
Absent: Anna Kemper (AS Environmental and Sustainability Programs Director); Patricia Pacheco (AS Ethnic Student Center Program Coordinator); Marina Price (AS Review Editor-in-Chief); Shiffite Awel (AS Publicity Center Account Executive 1); Osman Olivera (AS Business Director); Kelly Mason (AS Communications Director); Yuliya Rybalka (AS Personnel Director)
- Advisor:** Lisa Rosenberg (Assistant Director of Student Activities)
- Secretary:** Octavia Schultz (AS Board Assistant for Internal Committees)
- Guests:** Alex Bartick (AS Review Assistant Editor); Amber (Environmental and Sustainability Programs Work Study)

Motions:

MC-16-W-2 To approve the minutes from January 25th, 2016. **Passed.**

Brock called the meeting to order at 5:05pm.

I. Approval of Minutes

MO TION MC-16- W-2 by Lutsch

To approve the minutes from January 25th, 2016.

Second: Falk

Vote: 9 - 0 - 0 Action: Passed

II. Discussion Item

a. AS Pop Music Brainstorm

Falk stated that AS Productions had created a two-year plan to improve the Pop Music program. **Someone** entered. Falk stated that Pop Music hosted two or three events per quarter. Bartick inquired if the program ever booked bands that were already on tour in the area. Falk stated the program often booked bands that were on tours there were routed through Seattle or Vancouver, B.C. Crisp inquired shows were decided upon and how student opinion was gathered. Falk stated AS Productions conducted surveys to get suggestions and opinions from students. Brock stated the survey was conducted during fall Info Fair, at Underground Coffeehouse shows, and the Job Fair. Crisp inquired if there were good responses to the survey. Falk stated it depended on the event, noting that the people surveyed at the Pop Music concerts were already being served. Crisp inquired if there was a way to get access to surveying students in line for campus dining halls. Brock stated she had tried that before but had been asked not to by the dining hall staff. She stated the challenge with the survey was that students often had unrealistic expectations of who could have been brought to campus. Van Hoozer stated that KUGS often did in-studio sessions with bands that were in town for a concert, and

that those bands would have been good to consider for concerts on campus. Falk stated the goal was to create ideas for things the program could have done the following fall, noting that fall quarter was difficult for new staff members to get things started. Van Hoozer stated that KUGS could do in-studio sessions with acts as promotion for concerts. Opsal stated that the last time the Pop Music program went through the assessment process, it was discovered that the most effective way to get students to attend concerts was to host fewer concerts and focus on the quality of those shows. Brock inquired if tickets prices were a potential barrier preventing students from attending. There was discussion about what ticket prices seemed appropriate based on what kind of acts were featured. Opsal stated she volunteered with AS Productions to gain free admission to concerts. She stated she would have been willing to pay more for a high-profile act. Van Hoozer stated the only concerts she went to were bands or artists she already enjoyed. She noted that for a show with an unfamiliar act, students would prefer to go to Makeshift, where tickets were half the price of Pop Music shows. Lutsch stated students would be willing to pay more for artists they were really excited about. Falk inquired what kind of artists the members preferred. The council gave suggestions. Bartick stated that she felt ticket prices for Pop Music shows seemed average for concerts. Brock stated they were lower in price than concerts at the Wild Buffalo. She suggested that Falk reach out to previous AS Productions employees that had been successful in booking Pop Music shows and get advice or contacts from them. She stated marketing coordinators should have been researching what artists were upcoming so the program could book them before they became too expensive or unavailable. Lutsch suggested hosting smaller events with low ticket prices along with larger high-profile events. Brock noted that for small local groups, the Underground Coffeehouse was a good venue because it was more intimate. Brock pointed out the lack of female acts in Pop Music shows. There was a discussion about the need for high-energy groups. Brock stated the Pop Music program needed to be rebranded. Falk stated that Films and Pop Music were the two biggest programs of AS Productions, but that Pop Music could have been bigger.

III. Information Item

a. AS Reserve Policy Restructure

Brock stated the Board of Directors would vote on a restructure of the Discretionary Reserves Policy. She stated that there was a lot of money in reserves that was unnecessary and that it was fiscally irresponsible not to use it to improve the organization. Falk inquired what the reserves would have been spent on. Brock stated she hoped to spend some of the reserve money on one-time expenses and projects, including the movement of the Ethnic Student Center to a larger area, and using reserves to furnish the new space. She stated she didn't want to spend all of the money in reserves, but bring the account down to a reasonable amount. Crisp inquired how much Brock hoped to spend. Brock stated she wanted to leave \$100,000 in Discretionary Reserves. She also stated she wanted to allocate some reserve funds to administrative staff development. Lutsch stated that the Viking Union was not a very welcoming or accessible building for students. Brock stated that a remodel was being discussed, but that the reserve funds did not have enough to cover the cost of a remodel. Crisp stated that visibility and transparency of AS spending was important. Brock suggested participatory budgeting by including spending options on the AS Elections ballot. Crisp suggested using the reserve funds to create scholarships for students-at-large. There was discussion about how to set up the scholarships, and Brock stated it would take more research to assess whether that were possible. Crisp also suggested using the reserve funds to provide assistance for homeless students.

IV. Adjourn

Brock adjourned the Meeting at 5:56pm.