



## AS Finance Council Emergency Meeting

April 7, 2023 4:00 p.m. Teams Online

**Members: Present:** Brandon Denny, Chair (AS Business Director), Bella Bedard (Activities Rep), Madi Gilbert (Central Services Rep), Gabe Wong (Delegate for AS Student Senate President), **Late:** Sargun Handa, Vice Chair (AS President) **Absent:** MJ Manaois (ADEI Rep)

**Advisor:** Raquel Vigil, Assistant Director for Business Services and Planning

**Secretary:** Sam Hughes, VU Business Services Program Support

**Guests:** Mackenzie Kilroy, Lakewood Program Coordinator

### MOTIONS

**FC-23-S-01** Approve the Outdoor Center Wellness Extravaganza Large Event Request for \$13,000. **Passed**

**Brandon Denny, chair, called the emergency meeting to order at 4:03 p.m.**

#### I. Call to Order

**II. Revision to the Agenda-** [As this was an emergency meeting after a few meetings without quorum, an official agenda was not created, but the Outdoor Center Wellness Extravaganza Large Event Request was added with Docs 1 & 2.]

#### III. Information Items

A. Outdoor Center Wellness Extravaganza Large Event Request

Doc. 1, Doc. 2

Kilroy presented the Wellness Extravaganza Large Event request. Kilroy said that the purpose of the event was to give students a space to explore mindfulness, offer support to students through outdoor recreation, and break down stigma associated with therapies. The Outdoor Center wants to make the event more accessible by having shuttles to Lakewood available and by having food trucks. There will also be local musicians at the event. Many of these musicians are WWU students or WWU alumni. Wong asked if the large cost increase was due to the shuttles and music. Kilroy said that the increase is due to the stage cost, shuttles, wages for workers, the increased cost of hiring musicians, and the increased size of the event compared to previous years. Denny asked about the promotion efforts for the event. Kilroy said that the Outdoor Center Marketing Coordinator was partnering with the Wellness Center Marketing Coordinator for promotions. They are also in the process of partnering with the Publicity Center for online promotion and getting banners set up in Red Square and Residence Halls.

*Handa joined the meeting at 4:15pm.*

Vigil said, "Musicians are budgeted at \$900. How is it we can justify staging at such a high level? For the \$6,000 request, how much of the cost is for staging and how much is for Event Services? As the event is at Lakewood, is there a possibility for Lakewood to contribute towards the cost of the event?". Kilroy said that there was difficulty doing research for the stage cost, as they are trying to build the stage on a slope because there is no flat ground at Lakewood. After researching, they found it was cheapest to work with a contracting company. At this time, it looks like it will be around \$2,000-3,000

but would likely be less. They are also still working on contracts with musicians. Vigil said \$900 for musicians for a day-long festival seems reasonable. Vigil then asked about the time span of the event. It will be 12pm-8pm. Vigil asked about the Volleyball Court area as a potential place for the stage. Bedard said, "We had looked at the volleyball area as a possibility, but grounds maintenance at Lakewood found that the surface of the volleyball court isn't suitable for bands to place their equipment on. Also, I believe the intention is that the stage would be able to be utilized for future events as well!". Kilroy said they would have to put a floor down in the volleyball court for it to work. Denny asked if the stage is an investment for future events. Kilroy said that at this time the stage is a one-time cost for set-up and rental. But if the stage works out well, they may invest in keeping the stage for future events. Vigil said if the stage was made to be permanent, the cost would fall onto Lakewood as being their property. But that is not the case for a one-time event rental. Vigil asked "How critical is it for Food Trucks as the source of feeding the crowd? Is a barbeque set-up a more affordable food option? What about the goal to cover the food fully versus, let's say subsidizing: i.e. Our students could pay \$5 to the food vendor, and we pay the remaining balance. For example, a Burrito might cost \$9.00 from the food truck and we subsidize the rest". Kilroy said that the plan was to have two food trucks, but they decided to reduce to one and are planning to implement a meal ticket system costing \$12 per meal for 300 meals. Wong asked if the ticket system is first come first serve. Kilroy said that is the plan, and that tickets will likely be handed out at the start of the event. Vigil asked, "What are the 22 employees doing for 8 hours at Lakewood?" Kilroy said that the event is very hands-on with direction happening at each station. There will generally be 2 employees at each station. Employees will be at the crafting cabin, the jewelry making station, journaling station, the face painting station, teaching yoga, doing grounds work, coordinating the ski-slope style parking situation, giving out tickets, running the shuttle service, helping set up and coordinate the stage, and more. There will also be boating instructors working all day, the cost for which will come out of the Lakewood budget. Vigil said that not knowing about the event, the number of employees seems excessive. What if there were time slots for employees rather than having them work for the full duration of the event? Wong also asked if the Outdoor Center could do more scheduling of activities so that there could be less people working at one time. Wong also asked if having employees work for the full 8 hours is what the event was like last year. Kilroy said that it is possible to schedule and stagger the events. Employees working for the full 8 hours is not how the event was run last year. This year, the Outdoor Center was hoping to aim for a larger sized event, but it is doable to reassess and evaluate how to stagger the schedule. Wong asked what it may look like if the Outdoor Center were looking for a more permanent stage option going forward. Kilroy said that there has been a lot of success from the Outdoor Wellness Extravaganza at Lakewood. Many employees and students found out about Lakewood through the event. The event could get people coming back to Lakewood and the Outdoor Center, and it will be something more exciting and fun for student funds to go towards. The hope is that this event will pave the way for similar large events in the future. The Outdoor Center and Lakewood are still in the process of experimenting with the event, but if successful, a more permanent stage may be built.

*Kilroy left the meeting at 4:34pm.*

Denny asked for the council's thoughts on the event. The proposal would be 30% of the Large Event Fund. Vigil said an expectation of \$2,500 for the stage sounded reasonable

since they were not expecting to reach the full allocation proposed. Vigil also wondered what the real cost of the shuttle service would be. Since it is planned to be employee run and not a professional service, Vigil wondered if they could reduce the allocation for that expense to \$1,000. Denny said to keep in mind that there are other large events coming, including Lawnstock. Handa and Wong asked what the typical historical cost is for Lawnstock. Denny said last year was not typical, but it was around \$40,000. Vigil said Lawnstock did not become part of the expectational budget until a year before the Covid-19 pandemic. Following the pandemic, the event drew students together. At one point, the budget expectation was \$14,000. Since then, there have been additional funds requested for Lawnstock, so the cost may be around \$20,000. Due to the inconsistency, it is hard to say what the typical cost is. Denny added that due to rising costs, the expense may be even higher. Wong and Gilbert asked about the cost for the Earth Day Event Proposal. Denny said that at this time the expenses are anticipated to be \$9,270 with an anticipated revenue of \$3,500. Vigil said just for comparison, there is \$59,000 available to distribute in the Large Event budget. Denny asked if we should budget for a 300 or 600 people turnout for the Outdoor Center Wellness Extravaganza event. Bedard said that we need to keep in mind the number of attendees will be spaced out over the duration of the event. Vigil said, "I would ask that you all recommend an amount that is reasonable, versus an inflated amount that the programmers know they would return. The problem with that is the event is May 14<sup>th</sup>, which ties up the money through the end of May". Denny said, "I am ok with supporting at high as \$15,000 for the Outdoor Center Wellness Extravaganza proposal". Vigil said to be mindful of other proposals that will be coming forward soon and that it felt that the Outdoor Center presented a budget higher than they expect to spend. Vigil recommended \$12,000 or \$12,500 for the proposal. Handa asked if the funds fall short for the Wellness Extravaganza, what would happen to the event? Vigil said that the safety net of the AS Reserves would cover the additional expenses if they ended up in the red. Wong said, "The highest I would go is \$14,000, which gives some room for the shuttle and labor cost".

#### **IV. Action Item**

A. Outdoor Center Wellness Extravaganza Large Event Request

Doc. 1, Doc. 2

*MOTION FC-23-S-01 by Handa*

Approve the Outdoor Center Wellness Extravaganza Large Event Request for \$13,000

Second: Gilbert

Vote: 4-0-0

Action: Passed

#### **V. Adjourn**

***The meeting was adjourned at 4:58 p.m.***