



Western Washington University Associated Students AS Finance Council Meeting Minutes

November 15, 2023

4:00 p.m.

Teams Online

Members: Present: Trent Austin (AS Business Director, Chair); Keara Ryan (AS President, Vice Chair), Bella Bedard (AS Activities Rep), Dacey Durbin (Delegate for AS Student Senate President), Kasey Lee (Central Services Rep), Ava O'Neill (AS Club Rep) *Late:* Sarah Cheikho (AS Club Rep)

Advisor: Cynthia Sandstrom (AS Business Manager)

Secretary: Sam Hughes (Business Services Program Support), Cindy Monger (VU Fiscal Specialist)

Guests: Jamie Hoover (KUGS General Manager), Brody Hunt (AS Concerts Coordinator)

MOTIONS

FC-23-F-02 Approve the minutes of November 8th, 2023. **Passed**

FC-23-F-03 Approve the AS Finance Council Values Statement as stated in Doc. 2. **Passed**

Trent Austin, chair, called the meeting to order at 4:03 p.m.

I. Call to Order

II. Approval of the Minutes

MOTION FC-23-F-02 by Lee

Approve the minutes of November 8th, 2023.

Second: Ryan

Vote: 4-0-1

Action: Passed

Cheikho joined the meeting at 4:05pm.

III. Revisions to the Agenda

IV. Public Forum (*comments from students and the community*)- Ryan said the student government has been receiving lots of emails about the Outback Farm funding and from people wanting to make public comment at Finance Council. They will likely be reaching out to make public comments in the future.

V. Information Items *

A. KUGS 50th Large Event Request

Doc. 1

(*Current Large Event Reserve Balance \$59,236.32*)

Brody Hunt (AS Concerts Coordinator) and Jamie Hoover (KUGS General Manager) have been working on a concert for the KUGS 50th anniversary. Hunt presented the KUGS 50th Large Event Request. Hunt said this concert is planned to be the biggest since the COVID-19 pandemic. The artist lineup includes the Linda Lindas as a headliner, a Riot Grrrl influenced punk band from LA made up of Asian and Latinx teens. Other artists will include: the Pom Pom Squad, a Brooklyn based Quiet Grrrl Punk band founded by Mia Berrin, a queer and mixed woman. And Cat Valley, a local garage rock and Riot Grrrl Punk band made up of four unapologetic feminists. Hunt said this concert is intended to be a celebration of everything KUGS has to offer.

Hunt said this is a ticketed event, so many of the expenses are planned to be covered by ticket sales. Tickets will cost \$20 for students and \$25 for non-students. The capacity of the PAC Main Stage is 1,050 people, but they are planning on only having a maximum attendance of 1,000 to make things more manageable. The anticipation is an 85% sell out of tickets. To break even, they would need 600 student ticket sales and 250 non-student ticket sales. Part of the ticket sales will be given to the headliner, the Linda Lindas. Currently a formal offer hasn't been made to the Linda Lindas since KUGS is still waiting on funding from this request, but they expressed some interest in a \$20,000 guaranteed price for the performance. The Pom Pom Squad expressed a range of about \$10,000-\$20,000 for the performance, but Hunt believes that realistically they can expect to spend about \$12,500. Cat Valley will receive \$500 since they are a local band and looking for more exposure. For the performance, more lighting is required than what the PAC currently has, which is reflected as a \$1,200 expense. Other lights, a speaker system, and sound system will be rented from the VU for \$800. Hunt read the council the other expenses via shared screen. Hunt said the equipment backline expense, the cost for providing bands instruments like drum sets which they can't fly with, could cost up to \$2,000 but that is a best guess. The specific details would be worked out during the contract making step. Hunt said since they can't plan for a 100% ticket sellout, the ask from the large event fund is \$16,000. FXXPOP will contribute \$3,652.50 and KUGS will contribute \$8,000. Hunt wants to make this event work and make it really cool and be at a scale it should be for celebrating KUGS.

Ryan said that in the Large Event Request that was filled out, one thing to be cognizant of is the use of the term Riot Grrrl. The movement started in Olympia, WA, but it has a transphobic history. Ryan searched to see if the Linda Lindas had spoken out about the term, and they appear to talk about the movement as an influence to their music, but don't necessarily like being called Riot Grrrl. Ryan said since Riot Grrrl is mentioned several times, and since a goal is to understand human differences and cultural pluralism and part of the proposal is to benefit the WWU community, they should be very careful about the use of the term. Ryan said that in LGBTQ+ spaces on campus there have been ongoing discussion about the term and its transphobic history. The label can be exclusive to people who don't fit within it, despite women and non-binary people in punk having that label put on them. Hunt said they would work on that when promoting the event and had no idea about that history. Hoover appreciates the feedback.

Sandstrom asked to know more about the artist compensation and how they estimated an 85% sellout of tickets. Sandstrom asked if Hunt negotiated the artist fee. Hunt had reached out to the Linda Lindas agency and first offered \$14,000, and the agency proposed \$35,000-\$40,000. Hunt then proposed \$20,000 and a percentage of the ticket fees. This past year, the Linda Lindas were on a soundtrack for the movie joyride and had a step up in their popularity when they toured with Paramore at Climate Pledge Arena. Ryan said via chat, "They also are performing at Safeco Fields next year with Smashing Pumpkin. Along with Green Day too". Lee said via chat, "Interesting how they have 333,706 monthly listeners on Spotify". Hunt said for the Pom Pom Squad, the estimate of \$12,500 is the goal for the negotiation after talking with the agency. Durbin said this has been a really great presentation and that it is important to celebrate KUGS and their 50th anniversary. Durbin is in support of this event request. Lee said Linda Lindas have quite a lot of listeners and seem to be pretty popular and an amazing group with a large following. Considering that, Lee is not worried about ticket sales being too

low. Lee said this seems like a very diverse group of artists and that KUGS' 50th anniversary calls for a bigger budget. Hoover said KUGS only does anniversaries every 5 years, so the last one was 2019 before the COVID-19 pandemic.

Ryan asked if recent concerts at Western were also able to get about an 85% ticket sell out. Hunt said that for an upcoming concert at Western, there were 800 tickets available and 470 have already sold within a week, and that is without additional marketing being done. Hunt said for the KUGS concert, this is a bigger band, a bigger deal of a show, and it is happening on a Friday night. Hunt said if they play their cards right, they can anticipate an 85% sell out or more. Ryan asked if Hunt was planning on asking more from the Large Event Fund for other concerts. Hunt said they want to keep expenses on the lower end for this event in anticipation of asking for funding for Lawnstock. Lee asked how many other big events we can predict might happen this year and how much money there is in the Large Event Fund. On the agenda, it is stated that the Large Event Fund currently sits at \$59,236. Sandstrom said via chat, "So this would be about 27% of the current total budget of the Large Event Fund." Hunt is thinking about asking for another large event funded concert in the spring, and there is also Lawnstock to consider. O'Neill asked how they decided on the ticket prices. O'Neill said that usually ticket prices at other venues in Bellingham such as Karate church and Blue Room are around \$10. Hunt said that the ticket price was guesstimated based on ticket prices for bands of this level. Hunt said similar shows in Seattle sell for about \$35 a ticket, so \$20-25 is at the lower end of ticket ranges. Ryan said via chat, "Wild Buffalo and Shakedown that have big artists like this is minimum \$20 per ticket. Blueroom and Karate Church or any DIY venues don't have artists anywhere near this scale. Looking up Linda Lindas tickets on their website tickets are between \$40-70 at other venues".

Lee asked how they plan on marketing the event and if there are plans to potentially market the concert outside of Western, perhaps at Seattle colleges. Hunt said one concern with an event this size is that it might become less accessible to Western students. One way to increase access is to cap the number of general admission sales to 200-250 non-student tickets, so 25% of what is available. Hunt said it doesn't make much sense for Seattle folks to come to Bellingham for a show, but perhaps Mt. Vernon folks could. Hunt trusts ASP to market the event appropriately to get the target number of sales. Ryan said talking about ticketing prices, the Linda Lindas are having a concert tomorrow with the illuminati Hotties and tickets cost \$22-\$39.50. At bigger venues costs were in the \$120 range, so the range of \$20-25 a ticket is a good price for how big they are. Ryan said via chat, "<https://www.axs.com/events/497720/the-linda-lindas-tickets?skin=goldenvoice> Here is a link to the Linda Lindas tickets for tomorrow with a band I have seen before and tickets cost \$22-39.50 (before fees)". Hunt said there is a line between making the ticket cheap and accessible and too cheap to do. Hunt considered also making the tickets be in the \$25-28 range. Sandstrom asked how they will market the event to make it distinct from an ASP event and be promoted as a KUGS event.

Sandstrom asked if there will be any giveaways, DJ's, or other things that promote KUGS. Hoover said that Hunt met with the Alumni Association to discuss this, and Hoover thinks they are planning on doing a mixer before the event with previous student employees from KUGS to present. Those previous students might also account for increased ticket sales. Hunt agreed. Hunt said the Marketing Coordinator for KUGS was also planning on having a couple of other events surrounding the KUGS 50th anniversary

happen that week, which will conclude with the concert at the end of the week. Austin asked if the venue has accessibility accommodations. Hunt said he thinks so, and that he remembers about two years ago that there was a student project to introduce more accessibility to the PAC. Ryan said the event sounds cool and plans on attending. This will come back as an action item at the next meeting.

VI. Action Items

- A. Finance Council Values Doc. 2
The council reviewed the document that was presented at the last two meetings and had no additional changes.

MOTION FC-23-F-03 by Lee

Approve the Finance Council Values Statement as stated in Doc. 2.

Second: Ryan

Vote: 6-0-0

Action: Passed

- B. Finance Council Rubric Doc. 3

Monger asked the council to review the rubric, thinking about the KUGS Large Event request. Does the rubric ask questions that would be helpful to making a decision, is there anything missing? Lee asked if they had to strictly follow the rubric because she liked the open conversation they had earlier. Monger explained that the open conversation would still be fine, but the rubric can help guide those conversations and maybe the questions that are asked. Lee said that the rubric looks great, and that it would be good to have further discussion and an open conversation style regarding the rubric so that everyone has an opportunity to contribute. Ryan said one edit regarding the Environmental Impact section is that at Western talks a lot about sustainability and having sustainable ethics. Ryan said instead of encouraging environmental awareness, the council could instead move more towards the language that the university uses. For example, saying something to the effect of striving to create a sustainable world by integrating social, economic, and ecological justice practices. Lee said it would be good to add the word accessibility to the Funding Proposal Rubric to help focus the conversation more on accessibility specifically.

This Chair tabled this item to the next meeting by acclamation in order to continue discussion and make additional changes.

VII. Other Business- Austin reminded the council that there is no meeting next week.

VIII. Accessibility, Diversity, Equity, & Inclusion Updates- Ryan said there are lot of cool activities and educational opportunities happening in the ADEI unit this week and next week especially around Indigenous Heritage Month. Ryan said it is also Trans Visibility Week and Trans Day of Remembrance is coming up. Lee asked via chat if the information for those events are available on WIN. Ryan isn't sure, but found out about the events from a Western email.

IX. Adjourn

The Meeting was adjourned at 4:51 p.m.