



Western Washington University Associated Students AS Finance Council Draft Meeting Minutes

March 14, 2024

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), Sarah Cheikho (AS Club Rep), Kasey Lee (Central Services Rep), Ava O'Neill (AS Club Rep), Gabe Wong (AS Student Senate President)

Advisor: Cynthia Sandstrom (AS Business Manager)

Secretary: Sam Hughes (Business Services Program Support); Cindy Monger (VU Fiscal Analyst)

Guests: Danny Brown (AS PC Program Manager), Cole Burk (Sustainability Student Ambassador), Parker Eckardt (OC Marketing Coordinator), Casey Hayden (Assistant Director, Activities and Media), Brody Hunt (AS Concerts Coordinator), Adam Lorio (Special Projects Manager), Liam Pratt (VP of Sustainability)

MOTIONS

- FC-24-W-09** Approve the minutes of March 7, 2024. **Passed**
- FC-24-W-10** Approve the Outdoor Center Wellness Extravaganza request for \$14,000 from the Large Event Reserve with the intention that the number of free food vouchers is reduced to last year's level. **Passed**
- FC-24-W-11** Approve \$5,000 for Earth Week from the Large Event Reserve.

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

I. Call to Order

II. Approval of the Minutes

MOTION FC-24-W-09 by Ryan

Approve the minutes of March 7, 2024.

Second: Lee

Vote: 6-0-0

Action: Passed

III. Revisions to the Agenda-

Info Item C was tabled to next meeting due to lack of time. Info Item B was moved to an action item.

IV. Public Forum (comments from students and the community)

V. Action Items

A. Outdoor Center Large Event Request

Doc. 1

Current Budget: \$43,236.32 OC Request: \$19,500

Ryan asked for an overview of the changes to this budget. Eckardt said they were able to finalize the number of student trip leaders that will be present for the event. Before they anticipated 24 students, but only 18 are available. The estimated expense for staff wages is \$6,900. Ryan asked if they had considered reducing the food truck expenses or had looked for an alternative. Ryan asked if they will still be requesting the full amount of \$6,000. Eckardt said they want to keep the food request at the same level because access to food and nourishment for a full-day event on the water is really important to

them. Eckardt said that historically this day has been quite warm as well, and they want to avoid students getting too exhausted or dehydrated. Eckardt added that food is an important part of wellness, and they want to expand the amount of free food they can offer since last year there were over 800 attendees and the food vouchers ran out quickly.

Sandstrom asked if the food truck would still have enough food for the rest of the event after the 450 free food vouchers were distributed. Eckardt said last year the food truck got low in their food stock halfway through the event, but the truck had some employees come out to Lakewood to restock so they could keep serving food for the rest of the day. Ryan asked if the food truck would still be there even if the free food vouchers weren't offered. Eckardt said this is correct. Wong asked what the cost is for each food voucher. Eckardt said each voucher is about \$15. Sandstrom said something that the OC could consider in the future is subsidizing the food truck cost instead of doing free food vouchers. This could reduce meal cost to around \$7 instead of \$15. Sandstrom asked what food truck they will be bringing. Eckardt said Super Mario's.

Sandstrom asked how BIPOC students will be supported at the event. Eckardt said since this event is being offered to the greater student community, they are trying to have a wide variety of outdoor activities and events. Eckardt said that Lakewood and the Outdoor Center can be an exclusive space, and for those that haven't been as engaged in the outdoors, the more physical activities can be intimidating. To remedy this, they will also provide more low-key, wholistic approaches to outdoor engagement. For example, providing arts and crafts, journaling time, etc. They are working on this with the Counselling and Wellness Center. This year Eckardt is also trying to market to BIPOC students on campus by putting up posters, reaching out to clubs and programs on campus, and being present at coalition meetings. Sandstrom said last week there were discussions about Lakewood not being accessible. Sandstrom followed up with Nino Johnson (Lakewood Activities Manager) about this and learned that accessibility in the space has improved recently. There are now two large accessible parking spaces and there is access to Lakewood for those that have a mobility aid.

Wong said for the food vouchers she ran the numbers of 450 vouchers x \$15, and it didn't match up with what was requested. Wong asked what the cost of the food truck itself is. Eckardt said that was probably an error in the budget, but around \$2,000 of that is for paying for the truck to be on site.

MOTION FC-24-W-10 by Wong

Approve the Outdoor Center Wellness Extravaganza Large Event Request for \$14,000 from the Large Event Reserve with the intention that the number of free food vouchers is reduced to last year's level.

Second: Ryan

Vote: 5-0-1

Action: Passed

VI. Information Items *

- A. AS Productions Large Event Request
Current Budget: \$43,236.32 ASP Request: \$35,000

Doc. 2

Hunt said AS Productions is trying to make the event bigger this year in terms of budget and scope. For example, they are trying to include more clubs and AS offices this year as collaborators. Hunt said this will be a free event, so there will be no revenue from ticket sales. Currently, they are planning on having 5 bands perform beginning at 5:30pm on the day of the event. Performers include the Sounds of the Underground competition winner who will be performing for free, a duo from Seattle, a BIPOC led neo-soul R&B group, and large Latin led band with jazz-Afro beats. They are still negotiating cost with the Latin led band. For the headliner, the price will be variable depending on who says yes to the performance and the cost of flying them over. Hunt said having the full \$10,000 of funding helps with negotiations and working with the performer, rather than being super limited in what they can offer.

Hunt said the total cost for attractions at the event will be about \$6,470, which comes from a quote from a company called National Event Bros. Attractions will include a rock wall, ballistic swing, hamster ball track, a mechanical bull provided by Western, and an activity called Leaps N' Bounds, which is a parody of the big balls from Wipeout. Included in this total are the costs for them driving up, costs for if they need to spend the night, taxes, etc. The cost of staging and lighting rentals comes from last year's invoice. Hunt said they can't budge on cost of Event Services or staging and lighting because it takes a lot of people to make this event happen. Hunt said he wants the council to know which parts of the proposed budget are more ridged and which are more flexible.

Hunt said the artists or attraction rentals are where reductions could come from if needed. Supplemental activities they are planning are flash or henna tattoos, face paint, and tie dye. Hunt said they are also planning to sell swag like shirts. Hats would be given away for free in exchange for donating food or clothing that would be given to a local organization. Hunt said they may or may not be selling the tote bags and could be saving them to give away for Fall Info Fair. Hunt said the cost for overnight security, advertising, and hospitality aligns with last year's cost.

The grand total for the event is \$48,100 and the ask from Finance Council is \$29,500. The total cost would get a bit offset by the revenue they'll make at the event and funding from FXXLWN and FXXPOP. Hunt said the Lawnstock budget in the FXXPOP budget was reduced last year in anticipation of a bigger event this year. Hunt is excited for the event and said that a theme, mascots, and a color palette has already been decided on. The hope is that by spring they will be able to create merch other than t-shirts to sell.

Ryan said she understands that the Lawnstock budget was reduced in previous years in hope of asking more from Finance Council this year. Ryan said last year's approved budget for the event was \$18,000 from the Large Event Reserve and the ask from Finance Council is \$11,500 more. Ryan asked why there is such a big jump in the cost and why they are trying to make it a bigger event. Ryan said last year Finance Council had conversations saying it was unsustainable to continue to grow this event to be larger and larger.

Hunt said he originally anticipated a request of about \$20,000 from the Large Event Reserve, but this year Hunt is trying to revitalize the concerts program to where it was before the COVID-19 pandemic. Hunt said he has his eyes on a bigger prize and wants to keep momentum going. Outside of that, Hunt thinks that Lawnstock could serve a lot

more people this year compared to last year, and they have been working to involve as many people as possible such as the ESC, LGBTQ+ Western. (30:40).

Ryan said that given inflation, she knows everything is more expensive than last year, but not at this rate. Ryan asked how Hunt can guarantee that the bigger price tag will pay off in terms of student engagement. Ryan also asked how many students typically attend Lawnstock. Hunt said that 1800-2000 people attended the event last year. Hunt thinks that there will be more people this year because having more things to do than just music could make the event more attractive to everyone. Having different genres of music can also interest a wider variety of people. Hunt has already sent out applications to AS offices, clubs, and student business and there has been interest in tabling at the event. Wong asked if \$10,000 for a headliner performance is a normal or abnormal amount compared to previous years. Hunt said that \$8,000-\$10,000 is the sweet spot, and \$10,000 gives them room for negotiation with the headliners. Ryan said last year the amount for the headliner was \$8,000. Ryan sent a link in the chat:

https://asvuwvu.blob.core.windows.net/media/up/2023/05/doc-1-lawnstock-large-event-reserve-proposal_N6qLStr.pdf

Sandstrom said she knows last year Lawnstock had food vendors for the event. Sandstrom asked what they are planning this year in terms of food, such as food trucks, etc. Hunt said they are looking at having Super Mario's, Mobile Mouth Hole, Back East, New Public, and Luchadora food trucks at the event. The goal is to have 5 food trucks present, but there may be less. Sandstrom said typically with food trucks, the event is providing them with a huge customer base, so they are usually charged to be at events. Sandstrom said this would be part of revenue to offset expenses. Hunt said that is new information to him, and asked how much each food truck would usually be charged. Hayden said they typically charge \$50 per truck per day, but a lot of times they pay more for other events that have a big turnout. Ryan said that the ask of \$29,000 is the rest of the Large Event Reserve funds for the fiscal year, and there are other events that need to be considered.

Ryan asked if they could go back and see if there are any places where expenses can be reduced. Ryan said that we want to make the events as fun and big as possible, but sometimes that is not always possible. For example, maybe they don't give away as many free hats, charge food trucks to be there, etc. Hunt asked if the council has an amount they are wanting for the ask. Ryan said no, and it is up to the council what is approved and what isn't.

B. Earth Day Large Event Request

Burk said that they are requesting funds for Earth Week 2024. Pratt said that there used to be the Office of Environmental and Sustainability Programming (ESP) within the AS that was responsible for organizing this event. After last spring, that office is no more, and the responsibility of the event has fallen to the Sustainability Engagement Institute. But like everywhere else on campus, money has been an issue. They are hoping for support from the AS to fund the event. Pratt said this is an incredibly important event for people on campus, and there will be a couple different groups tackling food insecurity by giving out free food, outreach and engagement opportunities for students, educational opportunities, and opportunities to get students involved in environmental advocacy. Burk said a couple of different groups will be giving out canned goods and fresh locally grown produce. They are also looking at getting Chartwells involved.

Burk said Earth Week is a fluid cost every year, and depends on what groups are coming forth, what events are put on, etc. Last year the earth week fair cost was \$4,104. Other events, including film showings and Outback Unplugged, were \$4,800 and \$470 respectively. This year they are asking for 150 free meals to be provided at the Outback Farm Jubilee during Earth Week. The food will be provided by the food truck Common Threads Farm, a local nonprofit that distributes free food to kids under 18. The meals would need to be prepaid because they are not set up to have a cash register since they are a nonprofit. This food truck also provides vegan and gluten free meals. Meal costs are estimated to be about \$20 each at most. This will also help address food insecurity and help make the event more accessible and equitable, in addition to providing an incentive for attendance. The food truck also has a battery, so there will be no electrical needs near the outback.

Burk said there are 3 proposed levels of funding. The first is \$15,000 for a guaranteed successful Earth Week event. The second is \$8,000, which is the minimum for Earth Week Programming. The third is \$5,000, which is the minimum funding for just the Earth Week Fair with no program support. Burk said Earth Week is full of events. They are planning to have an Earth Week cook-in, Sustainable Clothing Swap, Outback Jubilee, open mic night, a film screening, plant restoration events, art market, and more. Burk said they have been trying to outsource as many of their costs as possible. For example, how they are procuring food for the Earth Week Fair. They are hoping this can happen through Chartwells. The Food Insecurity Network will also be there handing out food.

Wong asked why \$15,000 is the top ask when the budget reads at \$12,000. Burk said the reason is because it is a flexible and fluid cost, \$15,000 guarantees that they can support events as much as possible. Wong asked if reservation services only have three canopies and if that is why they are going to an outside company for the rest of them. This is correct.

Ryan asked why this large event request is from the Sustainability Student Ambassador when this is an AS Fund. Ryan asked if this is a SEI (Sustainability Engagement Institute) event or an AS event. Burk said with the dissolving of ESP office, the expectation for Earth Week was not put on the VP for Sustainability, it was put on SEI with little to no conversation on how they would be able to afford Earth Week. SEI putting on this event is something they can't feasibly do. They are trying to bring in the VP of Sustainability more into this project to tie in the AS into this event. Ryan asked if the Earth Day Fair is happening on the same day as Outback Jubilee, or if they are separate day. Burk said it is taking place on Friday, the past day of Earth Week. It will be advertised as the final Earth Week event.

Pratt said the free produce table will run for three days consecutively, Monday-Wednesday. Ryan asked if the hope is for this to be voted on today. Ryan also asked if clubs involved in this event have sought out funding from Activities Council for the events they are putting on. Pratt said he is unsure, but the Food Insecurity Network is receiving department funding for the non-perishables they are giving away. The Student Climate Action Club is pursuing funding from the Sustainability Equity and Justice Fund. As far as Pratt is aware, clubs are getting funds from areas already available to them. Ryan said via chat, "Wow, super cool to see the different funding mechanisms accessed!! But if possible, I still recommend the activities councils for club events". Wong said given that ESP is no longer part of the AS and that the Large Event Reserve specifies that funding is for AS Programs and Services, can this Reserve be used for this request? Pratt said that this event would go under the purview of the VP of Sustainability, and from

there funds would be dispersed where they need to go. Pratt said this would need to be a future conversation about how to go about that. Wong said via chat, "Large event reserve: "For funding events for [AS] Programs & Services that will enhance the Western Student experience and are beyond the scope of their allocated Operating Budget". Ryan said her understanding is that in the future this event will be run by the VP for Sustainability, but not this year.

Ryan said her understanding is that this is not an AS event, and she doesn't know if she is comfortable using the Large Event Fund since it is not put on by the AS. Pratt said next quarter they are working on starting a version of the ESP that will look a lot different, and it will be back under the scope of the AS. The long-term plan for this event is that it goes back into the AS. Burk said this is not an SEI event. While they are taking on some aspects of coordination, it benefits the AS community. The VP of Sustainability has also been involved in the coordination of the event from the beginning. Ryan said via chat, "I'm not opposed to funding it at all!! I just want to make sure we are funding it correctly. In the past it was funded when it was put on by an AS office". Wong said she is not opposed to funding this out of the AS, but she doesn't think we could fund this out of the Large Event Reserve. Sandstrom asked if this is a one-time ask or something they wish to continue going forward as a program. Burk said they are looking at alternative funding for the future. Sandstrom said the Outback has money in their account right now, around \$1,200, and usually they pay for the Jubilee every year from their own budget. Sandstrom asked if this was part of the conversation. Burk said from conversations they had, it was understood that was something the Outback would not be able to cover this year. Sandstrom said that this is partially an AS event this year as the Outback is still part of the AS currently. Ryan said she was leaning towards partially funding the event. Ryan said the Fairhaven Food Pantry is restocked on Friday, the same day as the Jubilee, so providing free food isn't something they necessarily need to worry about since there are other food options. Burk said this is a good point, but pantry food is not a ready-to-go meal. Ryan asked if they can come back to the next meeting with the exact numbers of what everything will cost.

MOTION FC-24-W-11 *by Ryan*
Approve \$5,000 for the Earth Week from the Large Event Reserve.
Second: Lee Vote: 6-0-0 Action: Passed

C. Budget Review

1. Publicity Center
2. Communications Office

VII. Other Business

A. Meeting Thursday 4-5:15pm next quarter as well.

Monger said via chat, "It looks like the council can do 4-5:15 on Thursday again next quarter. Can you all meet?". There were no objections.

VIII. Accessibility, Diversity, Equity, & Inclusion Updates

IX. Adjourn

The Meeting was adjourned at 5:22 p.m.