



Western Washington University Associated Students AS Finance Council Meeting Minutes

April 4, 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) **Absent:** Sarah Cheikho (AS Club Rep), Ava O'Neill (AS Club Rep)

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), Casey Hayden (Assistant Director, Activities and Media), Brody Hunt (AS Concerts Coordinator),

MOTIONS

FC-24-S-01 Approve the minutes of March 14, 2024. **Passed**

FC-24-S-02 Approve the Lawnstock Large Event Request for \$18,500 from the Large Event Reserve. **Failed**

FC-24-S-03 Approve the Lawnstock Large Event Request for \$19,000 from the Large Event Reserve. **Passed**

Trent Austin, chair, called the meeting to order at 4:14p.m.

I. Call to Order

II. Approval of the Minutes

MOTION FC-24-S-01 by Bedard

Approve the minutes of March 14, 2024.

Second: Lee

Vote: 4-0-0

Action: Passed

III. Revisions to the Agenda- Info items 3b-j were tabled to next meeting due to lack of time.

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

V. Action Items

A. AS Productions Large Event Request

Doc. 1

Hunt was able to reduce the cost of the headliner performance from \$10,000 to \$8,000 to keep up with historical costs. Hunt also reduced the attraction rentals to \$4,200 by removing the plan for a rock wall since it was the least accessible and most expensive of the activities. The merch revenue plan was made more detailed, and Hunt plans to offer less hats as incentives for clothing and food donations and focus on giving out shirts instead. They will also be selling merch to recover some revenue. Hunt said there will also be some revenue from food trucks. Ryan asked about the sustainability of the merchandise given out. Ryan said she is aware that students like the hats, but in her experience she has only worn the free hat once. Ryan said the reserve is in a difficult place budget wise, and she is apprehensive about giving a large portion of money towards free merch. Ryan said it is not sustainable to continually increase the size of

this event. Hunt said that \$5,000 is the exact same amount they requested last year, so it is not an increase. Hunt said this merch also helps out during Info Fair and allows them to have something to give out. Hunt also knows a lot of people who look forward to the hats and collect them every year, and that it is a tradition.

Ryan asked how many students are attending the event. Hunt said last year there were about 2,000 attendees, and Hunt projects more people will attend this year. Ryan asked how Hunt can project more attendees. Hunt said with the number of collaborations they are doing with clubs and offices, the event appeals to a lot of different types of people. Hunt said last year they reached out to queer population on campus, which saw a lot of success. This year, they would like to reach out specific communities such as AS clubs, ESC clubs, and art vendors. Hunt said that there will likely be more interest because of the eclectic lineup of artists and collaborators.

Wong said this new ask fits better within the large event budget. Wong said for context, Lawnstock was funded at \$18,000 last year. Wong is more in favor of funding at that level or a similar level to keep money in the reserve for other potential events. Hunt said that last year, the operating budget request from Finance Council was reduced by \$2,000 with the expectation that they would receive more funding this year. Ryan said that it was last year's Finance Council that decided that, and coming in with the expectation to receive more funding every year from the Large Event Reserve to shrink their budgets is not a sustainable nor healthy approach. Ryan said it may not always be possible to put on these events with rising costs. Ryan said that this year is a different council, and they can have different values, needs, and wants that they can vote on. Austin said the full amount being requested is \$23,750, and in the large event fund there is \$24,236 left. Bedard said that she wants to be able to support the event as much as is feasible for the budget constraints this year, and is interested in supporting a middle ground of funding. Lee thinks that there could be a slight decrease in the merch being offered, but said the merch is continual and has some merit.

MOTION FC-24-S-02 by Ryan

Approve the Lawnstock Large Event Request for \$18,500 from the Large Event Reserve.

Second: Wong

Vote: 2-2-0

Action: Failed

Lee motioned to approve the Lawnstock Large Event Request for \$19,500 from the Large Event Reserve. This was not seconded.

MOTION FC-24-S-03 by Ryan

Approve the Lawnstock Large Event Request for \$19,000 from the Large Event Reserve.

Second: Bedard

Vote: 4-0-0

Action: Passed

VI. Information Items *

1. Publicity Center (FXXPCA)- Dany Brown

Brown said that the Publicity Center (PC) is looking to expand some revenue streams this year, including adopting the Communication Offices photographers and videographers into the PC sector next year. Brown feels that this fits better with the service level of the PC. The software licenses line item was decreased to \$1,250 because the PC is moving away from using Base Camp and shifting towards only using Microsoft Teams and Zoho Invoice Software.

A printing cost of \$50 was added to advertise the PC's services to the clubs and student body at the beginning of the year. Brown said attending the Club Info meetings at the beginning of Fall quarter, and has seen an increase in club/PC interactions as a result. Brown thinks that getting more info out to clubs about the PC will generate more business. For employee wages, as mentioned prior, the PC is transitioning the Communication Office's videographers and photographers to the PC, so there is a significant increase due to that. The PC is also making adjustments to how those positions function, as the positions will be reporting to the Project Managers. The ADEI goals for this budget are that the PC continues to build off the foundations of accessible design fundamentals and create visual designs that represent and engage with WWUs student body. Brown said they are also double checking accessibility of printed material, and there has been a lot of learning in the PC this year with regards to that. Brown said design requests for clubs is free, and design request through the AS is built in to the budget, so it is free for programs and offices.

The budget sheet wage calculator needs to be updated to say 12 hours. Wong said that the position description for graphic designer says 12-15 hours per week, but only 12 hours are listed in the budget. Wong thinks that what is in the budget should be averaged out towards the middle range of hours listed on the position description. Brown said that this year the worked hours are closer to the lower range, but Brown will take that into account. Ryan said she is looking for clarity and transparency, so students know the expectation for their working hours. Ryan doesn't want students to have an expectation they can work 15 hours every week, but have that not be budgeted. Brown asked what changes would be needed for that transparency. Ryan said that no additions need to be made to the budget, but instead a structural change is needed in the AS to have more of that transparency.

2. Communications Office (FXCOM)- Danny Brown

Brown said for this budget they are maintaining pretty large software licenses for Mail Chimp, with the expectation that the changes are being made to the Communications Office. Brown said they dropped \$100 from the social media line item and will be seeing what can be done with community engagement on the Western level rather than banking on social media likes. Brown said that there are also changes happening to position titles. The Communications Coordinator will change to the Social Media Coordinator, and the position will focus on AS social media, whether that be on cross promotion or keeping the AS Instagram and other social media accounts the hub for everything AS.

The AS Communications Writer will also change to the AS Communications PR Specialist. This title change also changes the production of the AS Newsletter. Brown said that the AS Communications Director has been heavily involved with student government, and they could use support in that. Brown said this three person team will work together to produce the weekly AS Newsletter so no part of the project is a burden on 1 student,

instead work will be split equally. Ryan said that the job description for the Communications Director says 19 hours, but in the wage calculator it says 18 hours. Brown said that it should say 18 hours. Hayden said the 18 hours was likely a carry over from last year, since typically students don't work the full amount of allocated hours. Ryan feels most comfortable putting 19 hours on the budget and reflecting what students are being promised they can work.

The ADEI goals for this budget are that the AS Communications Office is responsible for organizational promotion, marketing, and public relations. This office provides organization-wide support services including a central events calendar, market research, and development of strategic promotional goals. Brown said this office is a hub for promotion and education throughout the AS, which extends to the Western student body. Brown wants the Communications Office to be the place where other offices feel safe to express their ideas to, their identities, and who they are, and for the office to represent and defend those identities. One activity they are planning is an Intersectionality Week. Their goals are to have more open dialog around students within the AS and the student body, and also highlighting these through communications efforts.

3. AS Productions- Casey Hayden

a. FXXASP-

Hayden said this is the admin budget for wages and personnel. Their ADEI goals are that AS Productions (ASP) will continue to generate a diverse applicant pool for the office's positions and the ensure high visibility to enhance the ability for members of the student body to see themselves wanting to be a part of the office and its programming. ASP will continue to build a strong team that is tightly bonded, as this fosters belonging and supports retention efforts and persistence to graduation. Hayden said they are needing to be aggressive this year when it comes to revenue and trying to find cost savings across the board. This is reflected in poster sale revenue, which is anticipated to be \$15,700, with \$12,000 going to FXXASP. The educational and training fees line item was not used in in FY24, so Hayden took this out of the budget proposal for next year. Hayden said wages have increased overall due to mandatory wage increases. Hayden asked if there should be changes made to hours listed on the wage calculator. Hayden doesn't think it is necessary to budget 15 hours a week for every single week since historical information shows students will not work the full number of hours. Hayden said it is a matter of figuring out how to slice the budget to be more accurate to what is being actually spent in terms of wage dollars. Wong asked if Hayden can speak to the reach of ASP programs for the student body at large. Hayden said throughout the entire year the number of student attendees at ASP events was in the range of 21,000-23,000, with 3-4 events happening per week. Hayden said this provides a lot of opportunity for things for students to do and for students to find community. Hayden said it is sad that ASP has so much less money than 15 years ago. Hayden said the budget has continually underwent cuts that have eroded its programming dollars, and that ASP has taken bigger cuts than most other offices. Ryan said via chat "Decreases have been made across the board. For example Activities Council has \$10,000 less than it did around 2013". Ryan said it is really important that offices are communicating

to students what they are allowed to work and what is actually being budgeted in terms of hours. Ryan said that if students worked their full 15 hours when the budget is set at 14, that could put the budget in a scary place. Hayden said he has a different viewpoint, and it is not that scary. Hayden said looking at the history of the AS General Fund, we are putting \$100,000-150,000 back into Reserves at the end of every year in unspent dollars. Hayden said that sometimes this is because \$70,000-\$80,000 of unspent wages is going back into the Reserves. Hayden thinks it would be great to get more trim on student wages to try to get down to an amount being budgeted that is real, and finding where that budget floor is, since overall the AS is always overbudgeted. Given historical use, Hayden said it would be a miracle if we went 2% over budget and it is fiscal responsibility not to hold money from student's pockets.

Budgets below (b-j) were not covered due to lack of time.

- b. FXXAMP
- c. FXXAVL
- d. FXXART
- e. FXXFLM
- f. FXXMAM
- g. FXXPOP
- h. FXXLWN
- i. FXXSPE
- j. FXXSMR

VII. Other Business

VIII. Accessibility, Diversity, Equity, & Inclusion Updates

IX. Adjourn

The Meeting was adjourned at 5:20 p.m.