SUFAC

Meeting Minutes for December 4, 2014

# Call to Order

SUFAC Chair Reed Heintzkill called the meeting to order at 5:17 pm.

1. **Roll Call**
   1. **Members Present:** Reed Heintzkill, Eric Kissinger, John Landrum, Bea Yang, Nikolas Austin, Kaitlin Skroch, Allison LeMahieu, Milton Byers, Sami Dannhauser, Marc Minani, Brandon Swanke, Penghan Yi, Karen Basulto, Jessica Murphy, Tyler Stier, Vanya Koepke, Karen Basulto
2. **Recognition of Guests:**

**At-large applicant:** Nathan Rousseau

**Innovative Arts Management:** Kristina Coopman, Laura Schley, Ann Soderlund

**WGBX Radio:** Brett Bangen

**Phlash TV:** William Becker

**SGA:** Vanya Koepke, Tyler Sterr

**Sheepshead Review:** Karli Peterson, Roberto Rodriguez

**Fourth Estate:** Shelby Larson, Emily Blaha

1. **Approval of Agenda and Minutes:** Reed entertained a motion to approve the agenda. Allison motioned. Sami seconded. Voice Vote. Agenda passed.

Reed entertained a motion to approve the minutes from the last meeting. Brandon motioned. Nik A. seconded. Voice Vote. Agenda passed.

1. **Reports**
   1. **OFO:** This is my last meeting because I am taking another position in the university. I will not be seeing you next semester; I’m here until December 15.
   2. **Liaison:** The holiday book sale started today, everything other than textbooks is 25% off. The Jingle Bell Run/Walk is this Saturday.
   3. **Senate:** N/A
   4. **SGA Exec:** On Saturday, we are going to the SGA reps conference. We have 7 representatives going to see the Mayor on December 9th to talk about how we want to connect with the community.
   5. **Vice Chair:** We approved an Intertribal reallocation for story telling for $80.
   6. **Chair:** N/A
2. **Board Composition Discussion** 
   1. **At large member application: Nathan Rousseau**

I decided to apply after I came here to present. Milton suggested that I come to the last meeting about the soccer field and it really interested me to hear where our seg-fees are going.

Reed entertained a motion to approve Nathan Rousseau as an at-large member. Karen motioned. Han seconded. Roll call vote. Motion passed.

1. **Discussion items:**
2. **Innovative Arts Management Travel Contingency**

This is a request to attend a one-day festival in Madison. It’s about supporting the arts in Wisconsin and making arts more a part of the legislative scene. We attended last year and now we would like to make it more of a common thing in our activities. We are renting a bus for 25 students since that is the amount we had last year.

**Questions:**

Brandon asked if it is a one-day trip? Yes, we don’t need a hotel.

Tyler asked if this is a part of their budget? The org is discontinuing after this year so we did not submit a budget. This activity would be continued in further years by the arts department.

Reed asked if it is more school related? We are trying to build it into the school activities for next year but as of now, it is an org event.

Nik A. asked about the academic aspect? Our art coordinator is considering turning this into a class field trip for next year.

Reed POI: Seg-fees cannot be used for academic work. What they do next year should not affect how we decide on it this year.

1. **Student Org Budget Hearings**
   1. **WGBX Radio**

We are over the limit for the committed but that is because we have 2 computers to run the station. We are also paying membership, about $600, for the rights to play the tracks. Our music is old and outdated because we haven’t got new music in several years. If we got new music, it would improve the experience for our listeners and the members of the org as well. We put on concerts to entertain students and good practice for students to promote the bands performing.

**Questions:**

Reed asked why we need subscriptions and music collections? We have to pay for the actual music collection and the royalties for the legal right to pay for the music, which doesn’t actually provide the music.

Reed commented that the committed request is over the maximum in the guidelines.

Eric asked about the number of members that perform shows in their org? We have about 30-40 different members in the org. There are about 25 actual shows.

Reed asked about their viewership? The audience depends on the shows, how well the show is advertised, and what time the broadcast is. We also have callers that can call in and the computers tell us how many computers are tuning in. John asked if we could have the data? Yes, we can get that to SUFAC.

Reed asked for more detail about the $500 for promotion and marketing? We want station t-shirts or coffee cups that we can give away or give away to people that call in to the station. A lot of people aren’t aware of the station on campus so we want to increase our org’s presence on campus. Reed commented that we limit org giveaways to $125 per year.

* 1. **Phlash TV**

We are currently working on some projects. Love my Major is one, which is contracted through the admissions department. This is the first time that we are being paid for a project and the money is going into our reserve account. We are doing the top 10 majors on campus. This will be a huge revenue inflow for us. We also want to get more campus events filmed to provide to the campus. Besides for SGA, we also filmed the candidates. We made a video for Habitat for Humanity, which won award for a leadership conference in North Carolina. We also filmed the Mr. and Mrs. Phoenix for a sorority on campus. We are also making a training video for an external company, which will be another source of revenue. We are created a new cooking show and selling Seroogi’s bars for a fundraiser. We understand that you don’t usually put money towards technology but a majority of our equipment is over 15 years old. We got a new camera last year, which has been working well but if we had two high quality cameras than we could have people filming in several locations. For the cooking shows, it will be beneficial to have two cameras. I have been using my personal equipment a lot for shoots. This also limits the number of members that can participate because we could be doing two productions but we only have a limited number of gear. We want this to be viewed as start-up costs because it will last us a few years and with our revenue, we plan on updating the equipment ourselves in the future.

For salaries and honorariums, realistically they are stipends. There were no honorariums for the last two years because the club fell apart after the honorariums were approved and we canceled them last year. For next year, we would like to reinstate them and they are lower than what they used to be. The crewmember positions are the people delegated to do the SGA filming, almost like employees of the campus. We want to be able to record these events for other organizations. We had a student come to us for help with a video project for a class. We enjoy doing this but it is a lot of work so a stipend would be more motivating for our crew. Our top positions are going to have a lot of schedules and deadlines. They need to keep track of gear/equipment and they need to be able to train new members. This is not a passive club. Our members are learning skills that can be apply to their jobs, which is why training is so important. This is great experience for students who want to work in a radio or TV station. For the itemized S&E, we have two computer editing days and we broadcast. We had an issue last semester with light bulbs burning out so we had to purchase new ones. This would be an investment so that we can start generating our own revenue and rely less on the seg-fees of the student body.

**Questions:**

Reed commented that for committed funds, we generally have a $2000 limit but there can be exceptions. For the applications, William has been working hard on the documents required for an honorarium request, which is the first time this board will be hearing them. Honorariums are open to review every two years. They are meeting the guidelines.

Han asked what kind of projects they are planning to do with the GoPro camera? Those small candid shots add a lot to the production and give an advantage to the videos we film. The GoPros also helped with action and perspective shots.

Reed asked about the revenue projects? The habitat for humanity and other similar projects are not paid. The other contracts are quoted to be about $180 per video at $0.75 per minute of video. We want to cover all the majors on campus. The external company will be us filming talking heads and some motion graphics.

Reed asked if they are planning on bringing in some revenue to offset the capital items? No. We want to be able to purchase our own in the future, which is why we are considering this to be a start-up cost so that we can continue building our revenue.

Allison asked what the props and sets are? They are various items depending on the set-up, including backgrounds for sets of TV shows. Props would be simple items like fake ferns, etc. We might not need that but we are anticipating in the event that we will.

Eric asked where the equipment would be stored? Right now it is being stored in the office and it is only open to the top members, otherwise there is not access to that gear. We also have a log that members must check out the gear to maintain responsibility for loss or damages.

Reed asked if they could characterize the responsibilities of the top member roles? The president is the main executive officer handling the financial and budget issues, talking with other official and contractors as well. The station manager is in charge of the entertainment, creative side, such as the gears and overseeing the equipment. This would also be the main person training the new members and enforcing deadlines for the show. The station manager also updates the channel. The vice president is responsible for the crewmembers doing the alumni sessions and scheduling the people and the equipment. Everyone helps each other but these are the main roles.

Reed commented that the mission has changed from being a campus TV channel to being a resource center on campus. They agree, more people want to watch videos instead of computer channels so we are adapting to the audience.

Reed asked about promotion? They hear about it on Facebook, Youtube, the website, and word of mouth on campus. We are behind on updating the website, which we will work on as an org.

Reed asked how they decide who gets the paid crewmember positions and who does it for free? There would be elections. The nonpaid members are the ones that come as they are scheduled to create the cooking shows on a volunteer basis. The paid crewmembers will be responsible for the major contracts and overseeing the projects.

Eric asked how the replacement of the equipment? We got new monitors last semester but they are smaller than what we used to have and we have been having issues with editing the videos. Reed commented that the university replaced them automatically.

* 1. **SGA**

We don’t have too many changes but the request is lower compared to last year. SGA has grown exponentially this year and we have almost tripled the size from this time last year. Nothing has changed in the committed and capital items. We have orgsmorg to promote as usual. The salaries and honorariums are the big changes. Since this is the second year, the former SGA President Heba Mohammed recommended an increase to reward the efforts of the core members. Every two years, there should be an increase in the honorarium. This includes everyone in the room’s honorariums as well as the administrative assistant. Another big change was in the contractual request, which is under $15,000 this year. Students are able to get free bus rides because we pay half the costs while the state pays the other half. For travel, we have 5 scheduled trips, including the conference the one this weekend. There will be two more coming up in the next semester as well as the SUFAC Summit. It is just over $56,000 this year while it was over $57,000 last year.

**Questions**

Reed commented that there are a few areas where they budget exceeds the guidelines, including travel where there is an extra trip. Vanya and Tyler worked on this budget with me to make sure everything works. We are going to need itemized lists for the events with food items.

* 1. **Sheepshead Review:**

We are the only literary journal of the arts on campus. We have a motivated staff of about 30 students. One of our main goals is to provide a more realistic prospective of the arts on UWGB campus, not just the sports that we are mostly known for. We have a lot of amazing art on campus. We have a wide reason in the universities and in the community, including teashops and other schools. We go around and pass around our new issue at the end of the semester. It is all undergraduate student work and a lot of the submissions are from students, a majority of it is actually student work. In the capital items, the expected $7000 per issue comes from out printing quote. If we can increase the budget, we can increase the amount of work we publish. Right now we are doing a Packers contest where we are working with the Packers in the outreach office. We are looking for submissions focusing on Packer content.

**Questions:**

Reed asked if the publication is up from last year? Yes.

Allison commented that she had no idea what this was coming into the meeting and this is really cool. She asked if the books are for sale to students? Next week, people will be sitting at tables promoting Sheepshead and a free journal can be picked up there.

Eric asked for more clarification about the writing program? It’s an event that happens every year. This upcoming year it will be in Minneapolis. It is a weekend-long event where a bunch of writers come together and share their experiences. We can get our name out there and communicate with other journals as well. We hope to do more things like this. We brought journals to the conference last year.

Nik A. asked if they hand out the Sheepshead journals to nonstudents? Yes, we charge $5 per issue and we ask for postage from SUFAC.

* 1. **Fourth Estate:**

We have two subscriptions, the content agency and student newspapers online. There were concerns in the past about us getting our stories from the content agency but we mostly use them for pictures. We need a supply for our stories because we can’t ethically get them by searching online. We use it every single week. The student newspapers online provide us with a template and domain name. We are trying to increase the awareness of the newspaper on campus, which is helping a lot. This also generates revenue for us through advertising. We are also looking for other website options for the future to see if there a least expensive contracts and more appealing layouts for students. We contracted a web manager and social media position. The social media position is new and created this year. We have platforms on the webpage, Facebook, Twitter, etc. and we never had anyone to manage them in the past so they fall apart. Almost everyday, this person in the position keeps these platforms updated. We want to keep the student body involved with contests and allowing for comments and discussion. We had the opportunity this year to increase honorariums but we chose not to because we feel that what they are at right are sufficient. We are happy with what it is so we are not asking for an increase. For production, we did have a production cost in the past years at up to $45,000 and that is not the number that we need. We were working with $10,000 this year and we want to increase it to $12,000. This would give us about a 1000 issues every week. We looked to printing less issues but that would cost us the same and we also have delivery charges. We want hardcover bound copies of our papers so that we can keep them in our archive to look back on student work. We will split these between the college archives and the office so anyone can access these. The amount budgeted will be for a 16-page issue just in case we needed it and have more writers that show up. In the past, we had a regular 16-page paper. This would also give us some flexibility. Everything else is standard according to what they had in the past. The only other thing is the newspaper writers’ contest where writers can have their work judged and win awards. We usually do win awards compared to other UW newspapers, ours ranks very high in the competitions. We usually do not take anything less than 3rd place, which gives our writers a great experience if they want to continue this as a career.

**Questions**

Reed commented that in the past, we have requested that they start printing part black and white pages. We have also asked them to promote their online presence and we have tracked our reach with a google analyst to record our hits weekly and monthly. We have also been counting the unused newspapers every week to keep track of the readership. Our records have shown the readership to be very consistent every week.

Reed commented that the number of papers isn’t the issue but the entire print job as a whole, which is why the number of papers does not matter.

Allison asked where the conference is? The conference is in the Twin Cities. SUFAC funds the trip but the people going also pay for part of it out of pocket.

Han asked why they need 5 new computers? We have the 5 new computers from the previous year and that is the cost of the upkeep.

Marc asked if there are a set number of newspapers produced each week? Yes, 1000 papers per week.

1. **Discussion items** 
   1. **Discuss presented SO budgets**

**WGBX:**

Reed commented that they are unusual organizations because they are bigger requests and we must consider the guidelines according to viewpoint neutrality. They have been putting on these spring and fall concerts regularly. A big issue would be the $500 in promotions. We let every other org do $125 for org giveaways. Straw poll.

**Phlash TV:**

Karen asked if the revenue from admissions would offset the costs of the camera? Reed commented that this wasn’t clear from them. Essentially, it goes into their agency account. They are requesting the cameras now so that they can get more contracts and collect revenue to buy their own equipment in the future. Karen asked if they would pay us back? That is not clear from what they presented.

Nik A. asked if it is normal for there to be three salary positions in an org like this? We cannot say whether it is or not. Nik A. asked if UWGB has its own television production program? Reed replied that GB does not have a program like that. Sports can be broadcasted because of funding from the Horizon league. Nik A. commented that this sounds like they are trying to add another department on campus.

Brandon asked if we could do partial funding for the capital items? Reed responded yes.

Milton asked what the reasoning is for not funding everything? Reed responded that the committed request exceeds the $2000 maximum. Also, equipment will only be funded if it is critical to the function of the org.

Nathan commented that they only have 14 members right now. Reed responded that the number of members is not something that we look at directly. We can look at whether this will benefit the student body on campus.

Nik A. asked if they are getting rid of the channel or did it never exist? It is channel 27 in the dorms. Allison responded that Vanya’s address was running on loop at the beginning of the semester. Right now they are trying to expand what the broadcast.

**SGA:**

Nik A. asked if everyone in SGA has to abstain? Reed commented that in the past, it has not been an issue. John commented that the representatives are not directly impacted by this budget because they are not officially a part of SGA next year. Bea commented that she thought that SUFAC does not vote on SGA. Reed responded that might be the case since all issues have to be passed through Senate. Reed commented that they will provide itemized lists for the food requests.

**Sheepshead:**

Reed commented that he is happy that people are becoming more aware of Sheepshead because it portrays the university in a positive light other than sports. Milton asked if Sheepshead’s situation could be compared to Phlash TV since they both focus most of their budget request in one area? John commented that you can’t do that but at the same time, you need to consider the potential impact on the student body. We can consider if this is a reasonable thing for the campus to start doing for Phlash TV while this has already been a considerable continuation for Sheepshead. We need to consider what the impact will be on their budget. John commented that the Sheepshead has been consistent with the product they have been distributing but we are being asked a new investment in Phlash TV without any history of a product. Milton replied that he thought we were not allowed to judge org based on the status of being new? Reed replied that they are not a new org, they have appeared and reappeared on campus because of the inconsistency of the members while Sheepshead has always had a consistent membership every year.

**Fourth Estate:**

Reed commented that the new management has been very cooperative with SUFAC in adjusting their budget according to SUFAC suggestions. Committed is above the guidelines maximum but the networking fee/maintenance is required of every org by the organization to pay for the infrastructure and the IT department. John clarified that the purchase of computers is completely separate. Reed commented that we would need to break our guidelines to approve that amount.

Eric suggested that after we send out the honorariums sheet, we could revisit it as a discussion item at the next meeting. Reed commented that it is likely they will not use the full $12,000 but they want the flexibility to produce a 16-page paper when they want to. Milton asked where they get the newspaper from now? Reed responded that it goes through the newspaper contracting office and they handle the quotes and printing charges. Milton asked where we get it from as a student? There are a lot of places. Milton asked if it is necessary to keep printing if the website is more popular among the students? That has been an option discussed in the past and SUFAC has encouraged them to put more sources online and continue to pursue that direction. However, they do not want to completely get rid of a physical paper newspaper. The management is starting to realize that times are changing but at the moment, it is still considered a vital part of the organization. However, since we are now spending the bare minimum, we negotiated that agreement with them. John commented that the honorariums task force recommended that we do not allow orgs to change them every year. We are looking for radical increases in honorariums because otherwise, we do not need to be so concerned about consistency in honorariums that were approved by previous SUFAC boards because they found it reasonable.

* 1. **Discuss Auxiliary budgets**

Reed commented that we are optimistic for this year because the most recent draft shows that the KEC debt has been restructured. This is up to the state and it is going to start low then get progressively bigger. The average cost will be $740,000. We saved $30,000 per year by refinancing. The total amount that we have to spend on the KEC is less than expected so we have some wiggle room in our spending. We should expect a higher enrollment number according to the university. The refinancing did us some good.

1. **Announcements**

Our first meeting next semester is January 29th.

1. **Adjournment:** Reed entertained a motion to adjourn the meeting. Eric motioned. Allison seconded. Meeting adjourned at 7:59 pm.

Respectfully submitted by:

Sarah Batten

SUFAC Administrative Assistant