



## Homecoming Planning Commission Report

March 8, 2019

Askew Student Life Center room 101C

**Call to Order:** 5:34 PM

**Members Present:** IRHC Assistant Director Shannon Ament, Senate President Higgins, Senate President Pro Tempore Claudia Villegas, Secretary of STEM Development Jason Arthmann, Vice President Brandon Brown, Homecoming Director Samantha Seigle, and Pow Wow DireRashawn McKenzie

### **Committee Business:**

- Funding requests from the Student Alumni Association
  - Presented by: Meghan Eckerle and Morgan Ollar
    - Budget increase to up the audio equipment / in the past people have complained about the sound
    - Parade had record attendance last year
    - Court - strong student leaders on campus and bring them to SAA events throughout the year
  - \$19,060 budget request, mainly going up because of audio concerns from last year
  - Higgins: What was it last year?
    - \$18,600
  - Brown: Do you have those quotes
    - Yes
  - Villegas: What all the funding goes to
    - \$6,300 for court interviews, bus interview.... Signs for hoco parade, trophies,
    - \$1000 photo fees
    - \$3000 for parade funding for students
  - Money can potentially be taken out from food expenses
  - Villegas: Where does this money go for students?
    - Students will submit receipts and get reimbursed
- Funding requests from the Homecoming Executive Council
  - Presented by: Samantha Seigle, Overall Homecoming Director
    - Trying to be more effective with the money that they have and also have a working group of people ... for hoco concert... 100,000 for the homecoming concert, the civic center fee never changes but the artist fee could change ... billboard cost does not change... ups store/shirts costs do not change... last year they tried to incentivize and this helped with marketing strategies... PR and marketing is the main way they promote their events on campus ... last year was the best Seminole festival (realistically, we can't cut this budget) ... food is a pretty standard cost... they have to put generators on Landis so this is a set cost, the same DJ comes every year so the cost also stays the same ... for spear it the stage is extremely cheap so there is not another way of getting around the stage cost... hospitality and sponsorship this is for the faculty and staff reception, they can only get legacy catering... this will be an independent committee because their whole job is to outsource this part of hoco, so they want to utilize this committee a lot more than the have i the past ... the karaoke machine that FSU has doesn't work well so this year they want to purchase one ... odds and evens will reach



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out to students that want to be active / tournament style this is a new part of hoco ... they cut a lot from the operations budget so they don't really need barricades and they also cut walkie talkie costs ... in terms of outreach they want to incentivize people to be a part of the planning process and also trophies for the events... the tailgate has gotten a lot better throughout the years they want more food and they want to add things around so games and fun things instead of just food

- The total amount requested is \$150,500.... So almost half from last year
- Higgins: Digital marketing maybe?
  - List serve, social media.... Students don't check the list serve so much so this isn't as effective as the physical advertising
- Higgins: How will odds and evens be incentivized?
  - Focus on campus rec / sports groups / IM's / SLC and doing sports but also students that aren't as athletic so maybe also include video games, corn hole, giant jenga
- How will they target on campus residents?
  - Ament: This year outreach is the focus ... outreach will be a four person committee and this is what they will concentrate on... this will be important in terms of banners and pomping... they have a Greek life rep, a housing rep, proactive at the residence halls.. Tabling.... They will be at summer orientation to promote hoco which will attract all the freshman from the beginning
- Funding requests from Pow Wow
  - Brown moves to hear Pow Wow's request, Higgins seconds
  - Presented by: Rashawn McKenzie
    - Pow Wow is the pep rally on campus it is what gets everyone hyped for the hoco football game, attract FSU current students, alumni, Tallahassee locals ... hosts about 8500 people every year ... a lot of the costs include the artist which comes w retainer fee, agent commission, artist staff, flights, hotels... the PR aspect is the billboards/newspaper/radio/social media ... promotional items as well... production normally does not change because the cost stays the same every year... Seminole productions does all the video stuff ... day of show has diff staff / resources needed... a pre-show is a great way to entertain the attendees more before coming to the actual event ... they want orgs to come and table ... chalkboard "I love FSU because....", include food trucks, there is not a lot of time for people to just go get food ... all to accompany people that come early ... FSU spirit drum and wooden letters ... in terms of requested budget a lot of things can't change because they are the same every year ... pre show is about \$2000
  - Higgins: Would you still want the co headliner?
    - Probably
  - Looks like students prefer one large artist
  - Anything they don't get they hope to supplement from Headliners
- Deliberations
  - Student Alumni Association
    - Higgins moves to go into round table discussion, Arthmann seconds
    - A lot of these things can come from sponsorship ... they have a larger committee now



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- Maybe talk about the proviso for the \$3000 dollars that gets allocated to student orgs ... maybe SAA should make those things available
- Maybe do \$2000 for RSO's and \$200 per group ... need to make it easier for organizations
- SAA was cut from Clock and Seal, reveal, shirts, and extra speaker money that was requested
- Higgins moves to fund SAA \$16,899, Brown seconds
- Higgins moves to amend the allocation to **\$16,000**, Arthmann seconds
- Pow Wow
  - What has been looked at in the past ...looking at 2017's budget
  - What could be cut? Hope that headliners can cover the rest of the money needed for the event ... headliners is not that easy to get money from ...they have only gotten money from sweepings
  - Trying to pick artists that are within 100/150K range that will be affordable now
  - Probably going to ask headliners for 100K ... sometimes headliners prefers to fund warchant vs. pow wow
  - With the pre show - not a large place to make cuts, it would just be less things happening wants to have more free things there at the pre-show
  - Maybe cut from the pre show ... \$1500
  - Arthmann moves to fund PowWow **\$173,500**
- Homecoming
  - With Warchant there will probably have to be cuts
  - Higgins moves to fund Homecoming **\$120,500** , Seigle seconds

The committee also discussed recommendations that they would like to make to the Student Alumni Association, Homecoming, and Pow Wow.

The following reflects the decision made by the Homecoming Planning Commission

<b>Homecoming Planning Commission 2019</b>	
Student Alumni Association	\$16,000
Pow Wow	\$173,000
Homecoming Overall	\$120,500
<b>Total</b>	<b>\$310,000.00</b>

**Proviso:** All events funded by the Homecoming Commission shall be free for all current FSU students.

**Proviso:** Homecoming shall prioritize Karaoke for a Cause, Odds and Evens, Seminole Festival, and Spear it Showcase; and fund promotional items and activities that will reach the student body as a whole.

**Proviso:** Student Alumni Association will fund RSO participation in the parade. This includes \$1500, for up to \$150 per organization, to request funds for reimbursement; and \$500 for SAA to purchase parade supplies for organizations to use available at a Homecoming Outreach meeting.

**Proviso:** Student Alumni Association will collaborate with the Homecoming Council to create a marketing plan for parade reimbursement requests before July 1, 2019. This will be sent to the Homecoming Commission:



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Senate President Pro Tempore, Senate President, Student Body President, Student Body Vice President, IRHC Director, Pow Wow Director, and the Homecoming Director; and the Homecoming and SGA advisors.

**Proviso:** The marketing plan created by the Student Alumni Association and the Homecoming Council shall be implemented by September 27, 2019.

**Proviso:** All expenditures based on this budget must be reported to the Senate President Pro-Tempore and Director of Student Affairs by February 1, 2020 to share with Homecoming Planning Commission.

**Proviso:** Any funds not spent as of May 31, 2020 shall be swept to the Headliners Account.

**Proviso:** It is the recommendation of the Homecoming Planning Commission that the Headliners Committee supports FSU Homecoming 2019 expenses for Pow Wow.

Roll Call vote to adopt the proviso language as stated

Athmann: YAY, Brown: YAY, Seiglie: YAY, McKenzie: YAY, Ament: YAY, and Higgins: YAY