



## Homecoming Planning Commission Report June 25th, 2020 Zoom Meeting ID: 943 9322 3374

**Call to Order:** 6:03

**Members Present:** Senate President Alex Harmon, Senate President Pro Tempore Abril Hunter, Student Body Vice President Colbi Thykadavil, Homecoming Live Director Jimmy Cannon, Homecoming Overall Director Taylor Deering, IHRC Director Melissa Chu

**Members Absent:** Student Body President Nastassia Janvier (no designee)

**Guests:** Christina Archipolo, Kevin Olsen, Felicia Williams, Breeana LaQuea, Sarah Nemeth

### **Committee Business:**

- Funding request from Student Alumni Association:
  - Presented by: Christina Archipolo
    - Our budget has stayed very similar from year to year. To start, we need bus transportation from the alumni association to the parade. We need water stations for the parade and food for parade volunteers. We used to have food for homecoming court judges, but we had to cut that due to budget cuts. We need magnetic tape for parade signs that will be used on the sides of cars, floats, and other entries. We also need some nicer signage for the homecoming court and VIPs. Our float signs will be paper and laminated, but these can stand on their own. We also need homecoming parade t-shirts to give to all of our volunteers and the attendees if we have some left over. We need sashes for the homecoming court, chief and princess trophies, and money for engravings. These are all consistent expenses, along with the tiara and the turban for the chief and princess. This is very special. We pay the Seminole Tribe of Florida to create these for us. This cost is set at \$1200. We also need materials to make parade day go smoothly like walkie talkies and parade sound. We rent the civic center parking lot for a day. This is our staging lot. The price went up by \$300 because we have to account for a dumpster. The dumpster had never been provided for and it was always a question mark, so we needed to make that concrete so we don't leave debris in their space. We also have photo fees. These include headshots for the homecoming court and pictures of them during the parade, Homecoming Live, and game day. The photographers will follow court throughout their experience. This is important for telling the story of

court after the fact and for promotional purposes. Last but not least, we need a permit for the parade. We have to file a special event permit with the Tallahassee PD, and that's \$25. I'm looking forward to any questions.

- Questions:
  - None.
- Funding request from Homecoming Executive Council:
  - Presented by: Taylor Deering and Breeana LaQuea
    - Before we get into the budget, we wanted to go over our overall goals for homecoming this year. A few I want to highlight are accessibility and engaging on our social media. We want to make sure we reach all students and make sure we create an inclusive environment.
    - Within our overarching homecoming council we have various committees. The first is Programming. We want to provide events before homecoming week so we have engagement up for homecoming week, and we are allocating \$1,000 to this. We also partner with a lot of people during homecoming, but we want to make sure we're being good campus partners and collaborating with others in any way that we can. We are allocating \$1,000 to this, bringing the new programming total to \$2,000.
    - Our next event is Seminole Festival, our carnival style event. We are requesting \$15,500. Most of this is for the attractions which are about \$12,000. Another way we bring in students is by having carnival style food. We also wanted to account for miscellaneous items, so there's \$500 there. We also need a DJ for announcements and to create an atmosphere excitement for the attendees.
    - Our next event is Seminole Spirit Night, the homecoming showcase. The budget for that is the stage for the event, which is about \$1,000. The reason this cost changed from 2019 is because the Homecoming Council is working with the production company to build the stage, cutting costs. We also need food and awards to entice students to participate. This brings the total to \$3,500 for this event.
    - Our service event is to give back to the community. We need \$500 for tabling items such as tablecloths, snacks, and paper. We also need \$1,200 for trophies and promotional items, bringing the total to \$1,700.
    - Odds and Evens is our sports style event. We need \$900 for awards, food, and lots of water and supplies because it is being held outside. The venue is the old IM field, so we have to spend \$1,000 there. We also need additional equipment that we are renting from campus rec. Our total budget for this is \$2,500.
    - We also have Tradition events such as the Homecoming Live pre-show. We are looking to expand this area. As people are scanning their tickets on the way into the event, we want to create a big excitement. We are allocating \$1,000 here for a DJ, promo items, food, and so on. We also need to fund the tailgate that homecoming sponsors, so we are allocating \$800 here. The total for Tradition events is \$1,800.

- Operations is our team that does all of our logistics. Spirit Force, freshman/sophomore groups that help to facilitate all of our events, is also here. We are allocating \$300 to this group. This is for food, team building, and their own event. We also need operational supplies such as barricades and other supplies to keep our events safe, which comes to \$1,200.
    - Our next committee is Communications. Our first request is for our merchandise, which is \$15,000. This includes the infamous long sleeve t-shirts, shirts for the Homecoming Live committee, delegate shirts, Spirit Force shirts, and shirts for other events. We also need \$7,500 for print materials like yard signs and posters. We also need \$2,500 for additional promo items. We like to let the event chairs get creative.
    - The next committee is Hospitality and Sponsorship. We need \$250 for food services in case we didn't get a sponsor for an event. We need \$250 for the artist riders. This brings the total to \$500.
    - Our last committee is Outreach. Food and promotional items for delegate meetings make \$500 of this request. We need \$500 for trophies to recognize people for their involvement with homecoming. We also need parade float supplies.
    - Our total budget request is \$56,500. We're looking forward to any questions.
  - Questions:
    - Harmon: Why is there no more concert?
      - We had a huge cut to our total budget, so we were not able to allocate money to it.
    - Harmon: For the Odds and Evens section, why did the cost for the promotional items increase from \$96.95 to \$900?
      - We're always looking for ways incentivize people and get them excited. I think this changed because we have been giving away prizes, giveaway bags, and so on.
- Funding request from Homecoming Live:
  - Presented by: Jimmy Cannon
    - I am requesting a budget of \$180,000. To give context, Homecoming Live is an annual pep rally dating back to 1965 that features student groups, marching chiefs, and a headliner comedian.
    - I will go into these specifically, but Seminole Productions gets about \$25,000, the venue gets about \$35,000, production gets about \$105,000, the box office gets about \$1,500, miscellaneous expenses add up to about \$3,000, and the artist fee is about \$11,100.
    - Seminole Productions creates the videos for Homecoming Live. We work with them every year. We're currently working on an aesthetic and how we want to portray the student experience. There's likely going to be some sports recap videos, but also some creative videos as well. Seminole Productions also does all of the graphics and audio visual work for Homecoming Live. We also have to pay them for production meetings.

- We feel like the Civic Center might still be the best venue for Homecoming Live because it's a controlled environment that's already geared towards big events like this. Although Doak was big, there still wasn't enough dressing room space for us. Including other little things that Doak isn't equipped to handle. This brings this portion of the budget up to \$40,000. However, there is a potential additional expense adding up to \$3,000.
- Production for Homecoming Live has to be outsourced to a production company. We used Ballpark Entertainment last homecoming, and we will be working with them again. This budget item is definitely flexible.
- Miscellaneous costs include hiring an MC, hiring a DJ for Homecoming Live pre-show, food, riders for the headliners, helping out the Hospitality and Sponsorship committee, car service for the headliners, and backstage passes.
- We also have an artist fee. We want to continue the trend of diversifying the comedians coming to Homecoming Live. I've been looking for queer comedians of color because that diversity and representation is important. Last semester, we had two smaller headliners, but I'd prefer to have a slightly larger headliner and spend less money on an opener. We're also entertaining the idea of turning the second half of Homecoming Live into a concert, but we also want to preserve tradition.
- Questions:
  - None.

**Deliberations:**

- Harmon: Clearly you all came prepared. It's easy you made it \$250,000/\$250,000.
- Thykadavil: I echo those same sentiments. You all had some really great ideas.
- Hunter: Same here. You guys all did a fantastic job.
- **Harmon moves to fund the Student Alumni Association \$13,500; Thykadavil seconds**
  - **Vote:**
  - Hunter: Yes
  - Harmon: Yes
  - Thykadavil: Yes
  - Cannon: Yes
  - Deering: Yes
  - Chu: Yes
  - **SAA IS FUNDED**
- **Cannon moves to fund Homecoming \$56,500; Thykadavil seconds**
  - **Vote:**
  - Hunter: Yes
  - Harmon: Yes
  - Thykadavil: Yes
  - Cannon: Yes
  - Deering: Yes

- Chu: Yes
- **HOME COMING IS FUNDED**
- **Thykadavil moves to fund Homecoming Live \$180,000; Harmon seconds**
  - **Vote:**
  - Hunter: Yes
  - Harmon: Yes
  - Thykadavil: Yes
  - Cannon: Yes
  - Deering: Yes
  - Chu: Yes
  - **HOME COMING LIVE IS FUNDED**

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

The following reflects the decision made by the Homecoming Planning Commission:

<b>Homecoming Planning Commission 2021</b>	
Student Alumni Association	\$13,500
Homecoming Overall	\$56,500
Homecoming Live	\$180,000
<b>Total</b>	<b>\$280,000</b>

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

**Proviso:** Homecoming shall prioritize a service event, Odds and Evens, Seminole Festival, and Spirit Night; and fund promotional items and activities that will reach the student body as a whole.

**Proviso:** The Homecoming Outreach Committee will fund RSO participation \$1500 for up to \$100 per organization for 15 parade bundles.

**Proviso:** All expenditures based on this budget must be reported to the Senate President ProTempore and Director of Student Engagement by February 1, 2022 to share with the Homecoming Planning Commission.

**Proviso:** Any funds not spent as of June 30, 2022 shall be swept to the Headliners Account as appropriate.

**Proviso:** It is the recommendation of the Homecoming Planning Commission that the Headliners Committee supports FSU Homecoming 2021 expenses for Homecoming Live.

**Roll-Call Vote to adopt the proviso language as stated:**

- Hunter: Yes
- Harmon: Yes
- Thykadavil: Yes
- Cannon: Yes
- Deering: Yes
- Chu: Yes
- **BUDGET IS APPROVED**

**Adjourned:** 7:00