



Homecoming Planning Commission Report

March 5th, 2020

Thagard Conference Room 401

Call to Order: 2:01 p.m.

Members Present: Senate President Pro-Tempore Harmon, President-Elect Jonathan Levin, Vice President-Elect Nastassia Janvier, Homecoming Overall Director Tori Boudreau, Pow Wow Director Makenna Campbell-Hutts.

Guests: Senator Quentin England, Senator Connor Donnelly, Director of Chief & Princess Parade Jimmy Cannon.

Committee Business:

- Funding requests from the Student Alumni Association
 - Presented by: Jimmy Cannon
 - In red the fixed expenses have been highlighted. We need the Civic Center parking lot and we need trophies too. We need \$5000 so we can rent out the parking lot which will act as staging for the event. We need to give Tallahassee PD the special event permit. We have a 50 yr school year anniversary each year and so we need to get transport for them. We also need to account for things increasing in cost such as the turban and tiara for the Chief and Princess. I have been told the Seminole Tribe of Florida like to increase the prices, so we need to cover this too. We always feed our volunteers as well as giving them t-shirts, so we'd like money for that too. Last year this year gave us \$1500 specifically for RSO funding and this year we're requesting \$2000 to further benefit RSOs. We also need a sound system so people can be heard over the parade. We're pushing for accessibility this year. White expenses are things we could potentially get sponsored, but we can't guarantee that. I'm asking for \$16,000 and last year I believe they got \$16,500. This doesn't budget in a court reveal or a couple of other things we'd like. \$16,000 please and thank you.
 - Questions:
 - Levin: What was it again last year?
 - A: \$15,285. I think they asked for Senate Projects money too.
 - Donnelly: What do you plan to do things you find necessary but don't have the money for?
 - A: I've allocated myself a little wiggle room so that we can accurately budget extra events like court reveal, etc. For the most part it's pretty air tight though.
 - Levin: Do you have any new event ideas you're trying to put on?

- A: We're trying to up the court reveal. We're really pushing marketing this year on how we could over reveal this. We'd also like to try to better include the parents of those on the court.
 - Donnelly: When do you plan on reaching out to the Seminole Tribe of Florida?
 - A: That's usually done by our advisor. I'm trying to help her though. Ideally by the end of the Semester though.
 - Janvier: In your experience, do a lot of RSOs and agencies etc participate in the parade? How does that expensive funding look for RSOs? Do they struggle to get funding for floats, etc?
 - A: Last year we offered reimbursements where possible. We did parade bundles. We made 15 last year including chicken wire and other helpful supplies. I want to be able to do more this year because there are smaller RSOs that can't really afford Homecoming participation, but it'd be great to offer them the opportunity.
- Funding requests from the Homecoming Executive Council
 - Presented by: Tori Boudreau (Overall Director)
 - Our overall goals are to be innovative, increase individual participation, accessibility, accountability in Greek Orgs, engaging social media, better record of tracking attendance and making events more inclusive and welcoming. To start we are looking to do year-round programming starting now in the Spring. Countdown events - 75 days, 25 days to-go, etc to help expose Freshmen etc who don't know what an FSU Homecoming looks like. We're looking to do events with campus partners to unite the different parts of campus. From Dance Marathon to smaller RSOs, we want to work with them to have these programming events so people are getting excited for homecoming. We're allocated \$2000 for this all.
 - Last year we allocated \$24,000 to our communications team. This year we're requesting \$30,000. Especially with our merchandise which is incredibly popular with students.
 - Seminole Festival is our event with the highest amount of traffic. Some of these costs aren't negotiable such as the zipline and other carnival rides. It's about \$10,000 minimum but we're requesting \$12,000 to include items that are accessible. E.g. not everyone can walk up a zipline. We'll need money for food, a DJ and Walmart purchases like paper plates etc. \$15,000 total.
 - Spear-it Showcase: \$3000-4000 in the past. We're requesting \$4500. The stage itself is \$3000. If we want this event to be creative in the production, we'll need a little more than \$3000 to have wiggle room. This includes food for performers, decorations, etc.
 - Hospitality & Sponsorship: \$1000 but we're requesting \$750 for this now. Most of this money is used to buy stuff for artists, writers, homecoming council's food, etc. The reason we cut this is because last year this team secured \$17,000 in sponsorships and we're looking to grow that number this year. Lots of free pizza!!
 - Karaoke for a Cause: About \$1500. Typically what's allocated in the past and has worked really well. Doesn't really need more than this. We've given our homecoming hats in the past at this event as it's a 2-part event. Tabling items to support service orgs and awards for the event too.

- Odds & Evens: In the past it's gotten about \$2000. This year we're asking for \$3000 because we have found that in order for this event to flow logistically, we need to rent out the old IM fields and need to line them appropriately. It's hard to go out there and set up cones and stuff, so we want to make sure the event looks professional this year. That's what the main increase in funds would be. Includes equipment and awards and be able to have wiggle room in case we introduce a new sport, etc.
 - Operations (Ops): Got \$1000 last year. We didn't have to purchase barricades last year thanks to a partnership with FSUPD. This year we're cutting the budget to \$750. We want Spear-it Force to have money to potentially program events and help out. Ops have to sometimes make random purchases that can't be foreseen.
 - Outreach: Given \$1000 last year and are requesting \$1000 again.
 - Traditions: Asking for \$1500 because the Tailgate in the last few years has grown as an event that has resulted in us having to buy more food etc. The Pow-Wow Pre-show is going to happen for the 2nd time. We want to make sure they have funds to make the event better than last year. Want them to be able to have food and giveaways.
 - Grand Total Requested: \$60,00
 - Janvier: What was the allocation last year?
 - A: We do not have a headliner this year. Last year we had a headliner. The headliner committee cannot afford to fund a headliner
 - Levin: Decreases in misc. account. Why?
 - A: No programming from the previous year
 - Donnelly: One of your goals is accountability in Greek Life. What does this look like?
 - A: Our Outreach Director is already in contact with OSFL. Our Council has already been to several Presidents' meetings. We're talking about what does Greek participation look like on their end and see how we can help support that. We're trying to create action plans to figure out what happens if one team in a pair gets suspended/can't participate in Homecoming.
 - Donnelly: What do the year-round events look like?
 - A: It's the first time we're doing this. We've seen that there's a trend that people don't know what Homecoming is and we want it to be in the back of their minds for the entire year.
 - Donnelly: How do you look to increase smaller RSOs with partnering?
 - A: So, we've found that the smaller RSOs seem intimidated to get involved as Homecoming is such a big event. This year we're having a 4-person outreach committee for the second time. We will personalize invitations to these RSOs and encourage RSOs to come individually and explain they don't necessarily have to partner with people. Showing them that there's events for everyone.
- Funding requests from Pow Wow
 - Presented by: Makenna Campbell-Hutts
 - This year Pow-Wow is half pep-rally half comedy show. Showcases the Tallahassee and FSU community. Holds up to 8500 people. Longest standing Homecoming tradition. 72nd Homecoming so 72nd Pow-Wow! We're asking for \$204,000. This event grows every year in size. The budget size will definitely aid us in taking this event further and better interact with students. Total cost of past Pow-Wows: 2017, 2018, 2019 all

exceeded \$200,000 but never were allocated as such. There was a \$30,000 difference last year between what was spent and what was allocated.

- Necessities:
 - Production group: \$50,000
 - Stage, lights, music, etc.
 - Seminole Productions: \$25,000
 - All of the videos and publications like that.
 - Looking to highlight student experience this year
 - Sports had 3 videos last year. What's it look like to be in the Senate or SGA, to be an international student, to go to class each day, etc.
 - Civic Center: \$50,000
 - Space, Security, etc.
 - Artist Fee: \$75,300
 - Trying to be more fiscally responsible with the acts that we get
 - Artist fee can be raised and lowered, it all depends. Most of the time it's usually non-negotiable though.
- Total request without Artist fee: \$128,700
- Total with Artist fee: \$204,000

- Questions

- Donnelly: In what ways are you looking to change the direction of the show?
 - A: We're trying to really utilize lights, visuals and sound and instead of the typical stage we'd prefer to have it like a Basketball game where a stage is in the middle. Do we have confetti all over the stadium instead of just around the stage, etc.
- Donnelly: Past 3 years has been male headliner artists. Are you looking at a female headliner?
 - A: The last female headliner was 2016. I don't think we've had a woman of color as a headliner at all yet. We're going to bring diversity and inclusivity to the Pow-Wow stage in terms of student involvement and acts too
- Janvier: How do you go about marketing?
 - A: Put in the Communication fund. Promoting Pow-Wow and Homecoming events together seems to be the best way to promote things. Athletics have helped promote Homecoming and Pow-Wow at Football games in the past too.

- **Deliberations**

- The committee has **\$280,000** to disperse
- Total requests: \$16,285 (SAA) + \$60,000 (HC) + \$204,000 (PW) = **\$280,285**
- Roundtable
 - Levin moves into roundtable discussion, Janvier seconds
 - Janvier: Student participation is key. Specifically, for HC executive council events, it's very hard to get outreach and get students to come to these events. Since we're giving so much money to this I'd like to look into possible unconventional means of marketing to make sure we get the turnout we want.
 - Boudreau: We completely agree. We want to give our Communications team more money than they've ever been given before. Our council is

always creative but never has the money to support their ideas. In terms of print, door hangers were popular. Word of mouth is absolutely key though. Our communication has almost doubled with the talent they have in terms of marketing tactics and schemes. The best thing we can do is support our Marketing & Communication people and the outreach team.

- Campbell-Hutts: We're restructured and repurposed positions on our council. We've split up marketing/pr and tabling up so one committee isn't bogged down with too many responsibilities. We're brainstorming as a group a lot right now.
- Boudreau: My first year in homecoming we had 3 people in our communication team. Last year was 4 and this year is 5. It's one of our top priorities.
- Janvier: That's music to my ears!
- Cannon: If necessary, we can cut the \$285 from our budget. I already know where we can save that from.
- Campbell-Hutts: It could also be cut from Pow-Wow as we work closely with SAA anyway.
- Cannon: I'm happy to cut \$285
- Levin moves to fund SAA \$16,000. Boudreau seconds. No objections.
 - SAA is **FUNDED**
- Levin moves to fund Homecoming Executive Council \$60,000. Campbell-Hutts seconds. No objections.
 - Homecoming Executive Council is **FUNDED**.
- Janvier moves to fund Pow-Wow \$204,000. Boudreau seconds. No objections.
 - Pow-Wow is **FUNDED**.

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:

Homecoming Planning Commission 2020	
Student Alumni Association	\$16,000
Pow Wow	\$204,000
Homecoming Overall	\$60,000
Total	\$280,000

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 \$2000 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, 2020. This will be sent to the Homecoming Commission:

Senate President Pro-Tempore, Senate President, Student Body President, Student Body Vice-President, Homecoming Overall Director, Pow Wow Director, IRHC 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 October 1st, 2020.

Proviso: All expenditures based on this budget must be reported to the Senate President Pro-Tempore and Director of Student Affairs by February 1, 2021 to share with the Homecoming Planning Commission.

Proviso: Any funds not spent as of May 31, 2021 shall be swept to the Headliners Account.

Proviso: It is the recommendation of the Homecoming Planning Commission that the Headliners Committee supports FSU Homecoming 2020 expenses for Pow Wow.

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

- Boudreau: Yes
- Campbell-Hutts: Yes
- Janvier: Yes
- Levin: Yes
- Budget is **APPROVED 4-0-0.**

Adjourned: 3:11 p.m.