



Homecoming Planning Commission Report

March 20th, 2022

Zoom Meeting ID: 568 902 4475

Call to Order: 4:05

Members Present: Katie Russell (Senate President Abril Hunter's designee), Senate President Pro-Tempore Sarah Nemeth, Bruce Suarez (Student Body Vice President Colbi Thykadavil's designee), Homecoming Live Director Grace Campbell-Hutts, Homecoming Overall Director Adriana Nguyen

Members Absent: Student Body President Nastassia Janvier, IRHC Director Merissa Chu

Guests: Mel Umbdenstock, Whitney Powers, Stormy Walker, Madeliene Moore, Ashley Gonzalez, Erick Rivers, Jack Rowan

Approval of the HPC Bylaws

- **Russell moves to approve the 2022 Bylaws of the Homecoming Planning Commission**
 - Vote: Katie, Me, Bruce, Grace, Adriana
 - Yes: 5 [Russell, Nemeth, Suarez, Campbell-Hutts, Nguyen]
 - No: 0
 - Abstain: 0
 - **RESULT: BYLAWS ARE APPROVED**
 - *bylaws are attached at the end of this document*

Overview of Available Funds

- Nemeth: Homecoming was allocated \$275,000 under the 2022 Budget Bill. The Student Alumni Association has requested \$13,950, Homecoming Overall has requested

\$58,300, and Homecoming Live has requested \$202,700 for a total of \$274,950 requested.

Homecoming Assessment Presentation

- Presented by: Adriana Nguyen
 - I'm going to run through information from the assessment of this past year's Homecoming to give a bit more context of what we're hoping to achieve this year. A few highlights of the Fall 2021 Homecoming were the combined pep rally and concert with Homecoming Live, which included some great partnerships with student organizations at FAMU. We also had our first fireworks show on Landis, record attendance at Seminole Festival, and grew our partnerships.
 - The data from the Homecoming Assessment comes from the student cardswipe data, and a survey is sent out to all Homecoming participants at the end of the week. The survey focuses on assessing student sense of belonging, representation compared to campus population, attendance trends across different demographics, and student perception of Homecoming events. There are a lot of events that go into Homecoming, but this assessment focuses on the events hosted by the Homecoming Executive Council.
 - 5,158 students attended throughout the week, including 1,789 on-campus students (35% overall attendance). 77% were female students and 23% were male students. The data also shows the percentage of FTIC, transfer, and graduate students. There's a little bit of a discrepancy with graduate students, so there's definitely room for improvement in getting them out to Homecoming events.
 - The data is also broken down into attendance by academic year. We have good turnout from younger students, including students who live on campus and who receive more advertisement for our events. We are working on ways to help our older students feel more included. There is also a breakdown of race and ethnicity, which is also an area of improvement for this year. We are hoping to do more outreach and have our turnout resemble enrollment.
 - A main survey focus was if students feel like they belong at Homecoming events, touching on accessibility and safety, belonging and connection, and inclusivity. Some of our positive feedback was that 90% of students felt safe attending and that the events were accessible, 83% of students felt comfortable attending, and

69% of students felt a sense of pride for FSU. 68% of students said they plan on coming to Homecoming again, and we hope to grow this percentage. Areas for improvement include that students of color were twice as likely to disagree with the following statements: “homecoming events were inclusive of my culture” and “homecoming events were reflective of my identities.” 64% of students felt like they belonged and 60% of students felt celebrated. While this is over half of our attendance, it’s still a number we need to improve this year.

- We hope to build on progress and tradition this coming year by facilitating campus-wide partnerships by ensuring that more areas of campus feel connected, providing a welcoming experience for the Tallahassee community, developing student programming to improve inclusivity, and being proactive communicators for Homecoming initiatives.
- Questions
 - N/A

Budget Request Presentations

- Funding request from Student Alumni Association:
 - Presented by: Whitney Powers
 - My name is Whitney Powers and I’m the Director of Programs and Outreach at the Alumni Association. I’m filling in as the advisor position is vacant. To start us off with a recap, we were allocated \$13,500 last year and we spent about \$10,000 of that. The major expense that wasn’t utilized to date right now was the turban and tiara for the Chief and Princess. The Seminole Tribe royalty was on a bit of a hold due to COVID so no one was able to make those pieces that we’re still trying to get created for this past Fall’s Chief and Princess. A lot of the signage we had left over from Spring Homecoming and we printed a lot in-house. We also didn’t have to pay a water station invoice due to a timing issue on Aramark’s regard.
 - For this year we are asking for a bit of an increase, but you will see a decrease in expenses for photography by about \$500. We felt \$1000 was too much and we could take care of a lot of that in-house. We are asking for an increase for sashes due to inflation. The sash prices for Homecoming Court have gone up from \$500 to \$650. We added in

additional tenting this year due to the time of year Homecoming will take place.

- We allocated a little over \$1000 for bus transportation to get our Homecoming Court and Seminole Tribe Royalty from the Civic Center to the parade staging area. \$250 is budgeted towards water stations in the parade viewing areas. \$200 is budgeted towards food for the volunteers who run the parade. \$200 is budgeted for magnetic tape and supplies for parade signage. \$725 is allocated towards VIP magnetic signs that go on the cars for the parade. \$600 for day-of and VIP judges signage. \$650 for parade t-shirts for volunteers. \$650 for sashes for Homecoming Court. \$60 to engrave the trophies that Chief and Princess receive. \$1200 for the actual trophies. \$1200 for the turban and tiara. \$100 for radio rentals. \$790 for sound amplification by Wescott so all guests can hear the commentary. \$350 for tenting at the viewing area. \$4900 to rent the Civic Center and \$400 to reserve the actual parking lot. \$500 for photography. \$25 for the parade permit.
- Questions
 - N/A
- Funding request from Homecoming Executive Council:
 - Presented by: Adriana Nguyen and Mel Umdenstock
 - Nguyen: We broke down our budget by committee and by event. We'll go through line by line.
 - Umdenstock: For New/Additional Programming we're increasing that budget to \$900 to accommodate for the longer Homecoming schedule we plan to have. We anticipate a few smaller programming events.
 - For Sprit Night we're lowering our budget for venue/entertainment with the new Union opening. We will utilize that space to decrease costs. We're increasing the food budget by \$100 because we had long lines and want to be able to accommodate all students. We spent about \$18 on event logistics last year, but we do not anticipate that expense this year.
 - For the Service Event we're doing an increase in the venue, moving away from a tabling event like the scavenger hunt and transforming it into a larger event. That is why we are increasing the venue budget to \$1000. For food, we had a good amount last year so we're decreasing the budget and plan to utilize the Hospitality/Sponsorship committee more.

- Nguyen: For Seminole Festival, Everything But the MIME is the company we use for attractions. We are increasing the budget to have a wider variety of attractions on Landis. We are decreasing the budget for promotional items and plan to better utilize the Communications committee budget. We are cutting costs for activity materials as well. For example, we had a tie-dye station last year, and we do not plan on continuing that. We are hoping to utilize materials left over from last year.
- Next is Odds and Evens, our field day style event. We are looking at not utilizing an event/activity rental this year. Last year we had a rock wall, and we are not including that this year. Food budget will stay about the same, we had our numbers good last year. Like Mel said, we will also be utilizing our Hospitality and Sponsorship committee for this. We used Landis as the venue last year, but we're hoping to move to the main campus fields for a tournament style event. That will cost more money as we will have to work with Campus Rec, so we allocated most of the budget there. The equipment budget is \$1000 because we will have to rent from Campus Rec.
- The Garnet and Gold Tailgate is prior to the Homecoming football game. We cut the budget for food because we had a lot left over last year. We had a photo booth last year, but we will not this year. Hoping to stick to tailgate games like cornhole, connect four, stuff like that. So the only expense will be \$300 for food.
- Moving into committees, starting with Communications. We allocated more for Homecoming week shirts and Homecoming Live shirts. Students wait a long time in line, so we want to make sure we're able to provide as many shirts as possible. We decreased the budget for Spirit Force shirts. Event-specific promo items have been tumblers, bucket hats, etc, and we're going to be keeping about the same amount. There's a little bit of an increase for stickers and buttons. We're hoping to save some money in the print materials category by using less printed materials for sustainability reasons and to focus more of the budget towards shirts. We are also increasing the budget for social media boosting to utilize snapchat, Instagram, facebook, etc. The overall budget is \$25,350.

- The Operations committee is in charge of logistics and making sure everything runs safely and smoothly. Spirit Force is under this committee and they plan the Chalk on Legacy Walk event. We are allocating \$300 to them to facilitate the event, provide food for their retreat, and any other associated costs. We are looking at about a \$200 increase for operational supplies which includes barricades, safety equipment, walkies, signs, and anything that falls under crowd control.
- The Outreach committee is in charge on managing delegates and all of that good stuff. We are allocating extra to event supplies and programming to provide food for the delegates or anything associated with the delegate experiences. We are hoping to do some extra programming with them this year. We also allocated extra for trophies so we can get a different variety of trophies and plaques for the winners of the Homecoming competition. The parade float supplies budget for pumping and RSO floats has stayed about the same. We want to assist smaller RSOs who may not have access to these supplies. Next is promotional items for the winners of other competitions like Battle of the Halls and other delegate incentives. This budget is about the same.
- There is not much change to the budget for the Hospitality and Sponsorship committee. \$150 is budgeted towards sponsor benefits for banners and parking passes for sponsors in the Tallahassee area who are gracious enough to sponsor Homecoming week. We want to celebrate them in that way. \$350 for anything the artist asks for, their travel, and the dressing room.
- The total budget for the Homecoming Council totals to \$58,300.
- Questions:
 - N/A
- Funding request from Homecoming Live:
 - Presented by: Grace Campbell-Hutts
 - This will be the third Homecoming Live we have put on! For the breakdown, our first cost is for CCI Digital Media Video Production. This goes into creating our court and recap videos and anything else dealing with scripts, filming, and editing that we do with students who also help with Seminole Productions. We are increasing this budget a bit this year

to allow for more creative freedom and videos to play throughout the show.

- This goes into Seminole Productions budget as a whole which includes the graphics that are held up in the Civic Center, LED strips around seating, and the formatting of the videos that the Homecoming Live committee is not able to do. They also help with the production and live film crew throughout the show.
- The Civic Center venue rental has increased a bit so we can have access for it for 2 days so the production crew can build the stage the Thursday before Homecoming Live. They continue to build different things so we can hold more rehearsals. They work with the student performing groups. For example, the Marching Chiefs have a time they can come in and rehearse.
- Next is stage production. They are working with around \$90,000 this year, so about a \$1000 decrease. That is so we can design the stage, pick lighting, etc. Last year we had an LED diamond at the end, so things like that fall into these costs.
- The Box Office fees are through the Civic Center, going into tickets we reserve for parade Chief and Princess, candidates, certain student organizations, biggest fan on campus, and certain families/sponsors. This cost has increased a bit to cover all of those groups.
- The miscellaneous fees are for additional signage and to work with the Civic Center to promote through them. This also goes into food and supplies for the day of the show. Like Adriana mentioned, this includes Clorox wipes, anything that needs to be sanitized, etc.
- Our artist cost has decreased this year so we can pick a specific artist, whether that is a music artist or comedian for this year. That also goes with any extra hospitality or rider items we may need that are not covered by the Hospitality and Sponsorship budget. Also any food the artist requests for before or after the show.
- We asked for \$180,000 in Spring of 2021 where we had 2 comedians. We spent more this past Fall, around \$256,000, because it was a music group and more stage production had to go into the show. We are asking for \$202,700 this year.

- Questions:
 - N/A

Deliberations

- The Student Alumni Association has requested \$13,950, Homecoming Overall has requested \$58,300, and Homecoming Live has requested \$202,700 for a total of \$274,950 requested.
- Nemeth: There is \$50 left over from the amount requested if we want to discuss that.
- Nguyen: My suggest would be to allocate the \$50 to new/additional programming to serve as a buffer for any events, Homecoming Live, or the Alumni Association. If any cost comes up that we didn't anticipate, that would be a safe place to put it so we can move it around if necessary.
- Nemeth: Sounds good to me.
- Nguyen: We do have an additional programming budget, but this could be allocated to any other events.
- Russell: How much money is in the Homecoming Headliner account?
- Powers: There's no money left. We used that account several years ago, but it was depleted by previous events. It's just called the Headliners account.
- Nemeth: I am asking this question on behalf of one of our guests as they do not have debate privileges. Why is there funding for food for eboard meetings?
- Nguyen: Is that in reference to the Outreach committee?
- Nemeth: Yes
- Nguyen: The delegates are not technically part of the eboard. They are student representatives from other organizations on campus who aren't directly affiliated with the Council. They're technically like any other Homecoming participant. One example of how we anticipate the Outreach committee utilizing those funds is to incentivize their participation as a delegate and ensuring their experience is valuable, such as funding their retreat. To clarify, no, they aren't eboard members.
- Nemeth: Thank you for the clarification. If there aren't any other questions at this time, I just wanted to say that I think everything looks great and I appreciate you all collaborating to make sure everything falls in line with the amount we have to allocate.
- **Nemeth moves to allocate \$13,950 to the Student Alumni Association**
 - Vote:
 - Yes: 5 [Russel, Nemeth, Suarez, Umdenstock, Nguyen]

- No: 0
 - Abstain: 0
 - **SAA IS FUNDED \$13,950**
- **Nemeth moves to allocate \$58,300 to Homecoming Overall**
 - Vote:
 - Yes: 5 [Russel, Nemeth, Suarez, Umdenstock, Nguyen]
 - No: 0
 - Abstain: 0
 - **HOMECOMING IS FUNDED \$58,300**
- **Nemeth moves to allocate \$202,700 to Homecoming Live**
 - Vote:
 - Yes: 5 [Russel, Nemeth, Suarez, Umdenstock, Nguyen]
 - No: 0
 - Abstain: 0
 - **HOMECOMING LIVE IS FUNDED \$202,700**
- **Nguyen moves to allocate \$50 to new/additional programming**
 - Vote:
 - Yes: 5 [Russel, Nemeth, Suarez, Umdenstock, Nguyen]
 - No: 0
 - Abstain: 0
 - **NEW/ADDITIONAL PROGRAMMING IS FUNDED \$50**

Homecoming Planning Commission 2022	
Student Alumni Association	\$13,500
Homecoming Overall	\$58,300
Homecoming Live	\$202,700
New/Additonal Programming	\$50
Total	\$275,000

Proviso Language Debate

- Nguyen: For the line that says Homecoming should prioritize an event, we are considering a name change for Seminole Festival and have been referring to it as Homecoming Festival.

- Nemeth: Thank you for catching that, it has been changed. I'm also not sure if you said you were providing parade bundles, but I know that was a point of conversation last year.
- Nguyen: We have \$1000 of the Outreach budget allocated towards parade float supplies.
- Nemeth: Would it still be a max of \$100 per organization? Or did you want to continue putting a cap on that?
- Nguyen: I think we can keep the cap at \$100 per organization.
- Nemeth: I'm changing the dates to 2023 for the relevant lines. I also had a question about the Headliners account proviso
- Powers: I believe that's based off of the financial language for SGA, so that money from Homecoming is always swept into the Headliners account to fund additional artists on campus
- Nemeth: Thank you
- Russell: I have an idea about adding a proviso if that's allowed
- Nemeth: Yes of course
- Russell: Could we add something about following the financial code? I can type it out for everyone to see
- Nemeth: Perfect. I also changed the relevant dates from 2021 to 2022 if that's ok with everyone. Katie proposed proviso addition reads: "Every entity funded under this Homecoming Planning Commission shall follow Student Body Statutes, including but not limited to Finance Code, and the Budget Bill 2022-2023 Language." Does anyone have any changes or proviso to propose?
- Russell: I have something in mind if they do not follow this proviso and the consequences involved. Does anyone have any input on sanctions to enforce following the proviso
- Nemeth: I'm not sure if there's been any proviso like that in past commitments. I'm not 100% opposed to adding it, but I'm not sure if it's a great idea and I'd like to hear more opinions
- Russell: I was just wondering if anyone had any ideas to hold people accountable to the proviso or restrictions for future years. Groups may not follow financial code, and there's no consequences to impact their funding in the future

- Nemeth: I don't have any ideas for that and I'm not sure about the legality. SAA, Homecoming, and Homecoming Live are large entities and I don't think we can limit their funding in future years
- Russell: For example, Homecoming Live doesn't follow financial code with how they spend their money or use their budget, then they come back next year for more money. I feel like we shouldn't continue to fund any hypothetical organization who doesn't follow these expectations
- Nemeth: I see what you're saying, but in my personal opinion, I disagree with it. That decision should be up to the next HPC based on the assessment presentation if there's any discrepancies, which can be discussed in deliberations. I'm very nervous about adding any language like that in the proviso. Does anyone else have an opinion? I would appreciate your input
- *Audio cut out. The final Proviso statement was discussed and added *
- **Nemeth moves to adopt the proviso language as stated below:**
 - Vote:
 - Yes: 5 [Russel, Nemeth, Suarez, Umdenstock, Nguyen]
 - No: 0
 - Abstain: 0
 - **PROVISO IS APPROVED**

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, Homecoming 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 \$1000 for up to \$100 per organization for parade float supplies.

Proviso: All expenditures based on this budget must be reported to the Senate President Pro-Tempore and Director of Student Engagement by February 1, 2023 to share with the Homecoming Planning Commission.

Proviso: Any funds not spent as of June 30, 2023 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 2022 expenses for Homecoming Live.

Proviso: Every entity funded under this Homecoming Planning Commission shall follow Student Body Statutes, including but not limited to Finance Code, and the Budget Bill 2022-2023 Proviso Language.

Proviso: The Overall Homecoming Executive Council is expected to gather data from all 2022 Homecoming Council events to present at the 2023 Homecoming Planning Commission.

Adjourned: 5:10pm

THE BYLAWS OF THE FLORIDA STATE UNIVERSITY
HOMECOMING PLANNING COMMISSION

Section A. Submissions for Funding

1. All submissions procedures will follow rules and regulations outlined in Student Body Statutes (Ch. 616).

Section B. Meetings

1. Meetings are to be scheduled in accordance with Student Government Association (SGA) rules and regulations outlined in Statutes (Ch. 616).
2. Commission members must be notified via email one (1) week in advance for any meeting date and time set by the Commission Chair.
3. The Chair shall designate a member to take minutes prior to any scheduled meeting.

Section C. Quorum

1. Membership shall be defined by Statutes (Ch. 616).
2. Official business requires quorum is met, meaning a simple majority of the seven (7) voting members, or their designees, are present.
3. Designees may be sent by any voting member, but the voting member must send written correspondence prior to the Commission's set meeting date.
 - a. It is the responsibility of the Commission Chair to notify the other members of any designee status that has been granted.

Section D. Order of Business

1. Attendance
2. Approval of the Bylaws
3. Overview of Available Funds
4. Homecoming Assessment Presentation
5. Budget Request Presentations
6. Deliberations
7. Proviso Language Edits
8. Final Allocation Approval

Section E. Procedure

1. Agenda
 - a. The Commission Chair shall keep order throughout the Commission's agenda.
 - b. The Commission Chair shall send the meeting agenda to commission members at least 24 hours prior to the meeting.
2. Approval of the Bylaws
 - a. The Commission bylaws must be approved prior to any presentations, allocations, or edits to the proviso language.

- b. Amendments to the bylaws may be proposed by a simple motion and require a second.
 - i. If an amendment is objected to, the Chair shall immediately conduct a roll call vote. Amendments require a simple majority to pass.
 - c. The following motion shall be made to successfully adopt the bylaws:
 - i. Motion to approve the X year bylaws of the Homecoming Planning Commission.
 - ii. A roll call vote shall be conducted by the Chair immediately after the motion is made and requires a simple majority to pass.
- 3. Homecoming Assessment Presentation
 - a. The Overall Director for the Homecoming Executive Council will present findings from assessment efforts of the previous Homecoming.
- 4. Budget Request Presentations
 - a. All submissions for funding must be given an opportunity to present their budget requests.
 - b. Each budget presentation should allow time for questioning by Commission members.
 - i. The period of questioning will occur immediately following each presentation and is limited to five (5) minutes.
 - 1. The time may be extended through a simple motion and requires a second.
- 5. Deliberations:
 - a. At the conclusion of the presentations, the committee shall enter roundtable deliberations on the allocation of the budget to the requesting organizations.
 - b. The following motion is required to successfully allocate money to organizations in deliberation:
 - i. Motion to allocate X amount for X organization
 - ii. A roll call vote shall be conducted by the Chair immediately after the motion is made and requires a simple majority to pass.
- 6. Proviso Language Edits
 - a. Following deliberations on the budget, the Commission shall enter debate on the proviso language.
 - b. Amendments shall be made through a simple motion and require a second.
 - i. If an amendment is objected to, the Chair shall immediately conduct a roll call vote. Amendments requires a simple majority to pass.
 - c. Upon completion of debate on the proviso language, the following motion is required to successfully adopt the proviso language:
 - i. Motion to adopt the proviso language as stated
 - ii. A roll call vote shall be conducted by the Chair immediately after the motion is made and requires a simple majority to pass.
- 7. Final Allocation Approval
 - a. Upon completion of proviso language edits, a motion to adjourn shall confirm the allocations and proviso language agreed upon by the Commission.