



**75<sup>th</sup> Student Senate  
Programming Allocation Committee  
11-17-2024**

**Call to Order:** 10:35

**Members Present:** Staveski, Lalani, Huynh, Gorelick

**Members Tardy:**

**Members Absent:** Ahuja

**Guests:**

**Announcements:**

- Chair –
- Vice Chair –
- Members –

**Committee Business:**

- **American Marketing Association**

- Application Link: <https://fsu.yul1.qualtrics.com/apps/single-response-reports/reports/m4d171tix3qkYJfSNFSdWK41zvmQhVQBoQ-vcXcyqiDg3UWTsqAHcJoMQIq5EM09bbsQcNR2M6inNotyA9ASZ-BGbQ8byKmveDIND7Rma2SfgrrH5SI%2ETv7GTws1NOWKRfxoHe-O7X7JHkklBKxg9qvgP6C7C-v0xPkKkixtfMtm0sr1xDBp0%2EhQmLqERFUsRMChxCiwBiAoGHntSQRubZc8gfGOR20Ge6fO4aGvbwl-a4RuuqQW0IzKdy%2Egh2BZxrceV7rbtHuAwXlBl6n6oAk6R3bJSGBpds3l75bUTfLaJkQaYeUwm%2ESxRl1gUDaNvqMMcpnTBmOTQ%2EDIBMS9ZQ>

- **Preliminary Questions:**

1. Asking for: \$1700
2. Date Request Submitted: 1/8/24
3. Date of Event: 2/8-2/9
4. Number of Active Members: 102
5. Number expected to come: **75**
6. Fundraised: \$13,000 total but ~\$3000 left to use for this event

- **Opening:** Hi, my name is Kailyn Letts. I'm the president of American Marketing Association, and I'm here today with my VP of Finance Robbie. And we're just going to briefly bring you through why we're here for you today. So, a little update of the event we're asking funding for so we're having our spring regional conference in February it's going to be February 8 and February 9. So, it is an experiential marketing conference. It's open to all majors all students at Florida State outside of Florida State we'll be having outside chapters attending which will be really cool. And for those outside non-FSU students, it will be \$20 for the competition registration, but for FSU students, it will be free as a type of school. And then Thursday, it will just consist of a night attendee slash chapter social for everyone to get to know each other and we're asking for dinner to be funded for that, as well as the meals for Friday our actual conference, which would include breakfast and lunch, and that's being held in the Student Services Building all day on Friday, February 9. So, some things that our conference will entail is there will be two speakers, two keynote speakers. So, the first one, Victoria Brumer is an account manager from Wasserman all the way in Boston. She is a recent FSU grad and is very excited to come back. And our second speaker is Chris Breen. He is a partner and CEO at chemistry agency in Atlanta, and he is very excited to share his insight into the industry and his just advice for the career world with all of the FSU students. We also will be offering five competitions. The competitions with business names next to it are currently in the process of being sponsored and the ones with the asterisk are in the process of getting sponsored.

Our total amount we originally requested is \$1700. Our estimated attendees are 75 students are our break down is listed below with the social dinners about like 650 to 900, conference breakfasts at like 300 to 500 and then conference lunches at 650 to 1000. We know the upper limits take the total to above \$1700 so we are more interested in the lower quotes.

So here are the social dinner quotes, we have three options. We're looking at Chick Fil A at around 650 for 75 package Chick fil A sandwich meals, Moe's at 900 for 75 chicken burrito boxes and then Publix at 630 for 75 Pub Sub sandwich boxes, and we're most interested in Chick fil A and Publix.

Our conference breakfast quotes, we'll get a Panera about 580, Chick fil A sitting around about 350 - 360 and then Panera again at 280 for just the assortment of pastries and bagels. And we're most interested in Panera like bagels and pastries. We think a lot of attendees will like that option and it's on that lower end of the price point as well as Panera with the 75-bagel assortment. So, we're looking more towards that Panera because it's the lowest point and gives us the best option of food choices.

And for our final meal we are looking at three options for our conference lunch. Panera we see like a higher price point \$1,000 for 75 Assorted sandwich boxes. Publix at about 800 for sandwich platter serves about 75. Last we have Chick fil A at 662 for 75 Regular eight count nuggets. So, we're looking at that chick fil a and Publix our best options right here. Obviously Panera is a little bit higher priced. And Chick fil A is pretty easy. We have on campus location, so we thought that'd be a great option for the lunch.

And lastly to tell you our advertising plans. So right now, we're in the process of just announcing it and having our link in our link tree on our bio as well as we've been DMing organizations on campus as well as other ama chapters around the United States to try to attend. That is also included with the email invitations we have set written out email invitations to every school organization, other Florida AMA chapters as well. And we're currently in the communications with a couple of those people to get their members registered or the executive board or whoever wants to attend. We're also putting our information in the College of Business newsletter as a college of business organization, we have access to that newsletter the easiest, however everyone can see it so it's not just for college of business students. As well as attending the Involvement Fair, we pushed it to all individuals as well as attending market Wednesdays we market Wednesdays we will be promoting it to all the FSU. Students that are walking around as we really want to just emphasize this is not just for marketing students or even college or business students. This is a professional development opportunity. And there's just a lot to get from not only for our chapter, but from our chapter and we just want to share that with the student body.

**Questioning:**

**Hyunh:** What do you anticipate the makeup of those 75 attendees being in terms of FSU students and non-FSU students?

**Speaker 1:** In the past, we have done this conference last year, and we had about, I would say 15 non-Florida State students only in the total. And we're expecting of around the same if not maybe 20. We have an interest form out and so far. There's 20 students total that are non-FSU who are interested in coming.

**Chair Staveski:** How have you guys funded this event in the past?

**Speaker 1:** In the past, we have received a PAC funding for the meals and as well as using our other fundraising our chapter opportunities. We have funded our speakers as well as just judges who would come and help us and we worked with sponsorship Companies so a lot of companies will sponsor competitions and supply, the judges and the needs for those competitions.

**Pro-temp Gorelick:** You guys fundraised last year around \$13,000? How much of that \$13,000 have you guys already used for this conference?

**Speaker 2:** So, I can answer that question. So currently, so that 13,000 that we raised, was spent heavily last year on our not just this conference, but we also had two corporate tours. And we also had an international conference. So, we weren't left with that much this year. But we do have currently about like 3000 to 4000 that we can dedicate to this event.

**Pro-temp Gorelick:** So, when it comes to like the food requests that you guys were showing on the PowerPoints, like, you know, the Moe's burrito boxes, and like the parfaits, from Chick fil A and whatnot, are there things that you guys can like do without maybe that you don't need funding for? Or, like, do you have preferences of what you guys want, you know, to be funded?

**Speaker 1:** Are you talking about for food specifically? Right? Yeah. Okay, so as Robin mentioned, in the PowerPoint, we're aiming towards those lower priced options. We find

it easier that like, especially last year, what we did is we had bagels from Panera in the morning and we had the Chick fil A boxes already, like premade with a bag of chips and a cookie I believe they come with, it's the most economically sound option, especially when you're hosting an event for that many people. It's also the easiest to distribute and the less messy as well as all those other benefits that it comes with. So, I definitely would say that those numbers were strictly for those three quotes you guys asked for. We are leaning towards those lower price Panera Chick fil A options, especially for the breakfast and the lunch of the conference.

**Chair Staveski:** This is more of a question for pro-temp Gorelick but I'm not sure that we're allowed to fund food for non-FSU students. I've been like scouring over the finance code to see and people are giving me mixed answers. So pro temp Gorelick, do you know?

**Pro-temp Gorelick:** I mean, because they are paying the \$20 I think it's okay. I don't think it'll be a problem. And this is open to all of FSU as well, so I don't see a problem with it.

**Chair Staveski:** And you guys have received PAC funding in the past for this event correct?

**Speaker 1:** Yes we received full PAC funding.

**Chair Staveski:** But just to clarify, you did say that only like 15 out of the 75 attendees are planning on being non-FSU students?

**Speaker 1:** Yeah, that's very much planning at the moment. Those numbers were ranges given to me by other chapter executives. And no one has officially given that \$20 yet, so we have that 15 estimated number for you from the past.

**Chair Staveski:** Ok in that case I will discuss with our advisor and make sure that there is no issue with funding and if there is I will inform you and we will cut your funding to only fund for the FSU students. Lastly, does your estimated attendance match up with historical attendance for this event?

**Speaker 1:** Yes it does!

#### **moves to enter roundtable discussion. seconds.**

- **Roundtable Discussion:**

**Hyunh:** I feel good about fully funding them. There is a precedent for fully funding this event, it is open to all FSU students, and we do have a lot of money left for this semester. I'm not worried about running out.

**Chair Staveski:** I completely agree, and I'll find out and make sure we are able to fund them.

**Pro-temp Gorelick:** How much did they fully request?

**Chair Staveski:** \$1700

**Lalani:** I feel like that is not terrible at all for 75 people to eat for three meals. That seems very reasonable and the quotes they are giving as well.

**Chair Staveski:** Yes and these are all approved vendors as well. Also, I checked with Stella, and we are not allowed to fund non FSU students unless entry is being charged which it is.

**Pro-temp Gorelick:** Yes it should be fine, but you can check with Andy to be sure.

**Chair Staveski:** Perfect I will check but yeah I feel good to fund them so I will move to vote.

- **Closing:**

- Chair Staveski moves to fund AMA the full \$1700 for food and expenses. Chair Staveski administers the vote due to the absence of Vice Chair Ahuja

**Chair Staveski administers the vote.**

- **Yay:** Hyunh, Lalani, Gorelick
- **Nay:**
- **Abstain:**

**Funding Total:**

- **Chabad @ FSU**

- Application Link: <https://fsu.yul1.qualtrics.com/apps/single-response-reports/reports/vCEn9%2Ea2nLjsdmoAfjXSVBtgPycz-XSkyVoxcBJel6ydW7x5%2E5O7NgzN9oMeU9IMBX0uUS5JUAAAGXvxytcxOIY0GkPd njslPhDg-aw5y77xVCh0RhN%2EXoCZyv4mAy4VkJuD%2Ein-gprlmFnaN2l25xdhxtVIEEQPcyzC1mVU1cvqXfQfbuomoAv2YyYZIDTk7tnXV7ssdEPHMAf83yAbIUqC7WB5Pv0GkdrEiCR0YUas42pwSvGarhSa1XVUeP%2E6q3jkRyHHVErrGEFNdi-pFHn4uHEWDASWwjfYU4MZblJmF6-8l3fdRhM9T%2EA8UV7%2ETQf45mjuUv-JhYgMhEH4w>

- **Preliminary Questions:**

1. Asking for: \$1984
2. Date Request Submitted: 12/11/23
3. Date of Event: 1/19/24
4. Number of Active Members: 320
5. Number expected to come: 500
6. Fundraised: \$0

- **Opening:**

**Speaker 1:** We're hosting Chabad, a Chabad 500. So, every Friday night, we have a Chabad dinner, which in the Jewish religion is a meeting in order to commence holiday every Friday evening. And we're partnering with JSU, the Jewish student Union, in order to have this event, and we're calling it Chabad 500 in hopes of getting 500 students. And this is open to anyone, it's not just Jewish students, students are actually encouraging the other unions to come and we're going to be inviting all the sororities and all the fraternities, all the other councils in hopes of getting a lot of students to come and join, learn about the Jewish culture in Chabad. And we're requesting funding in order to have food so the funding would go towards having a pasta bar and some other food like the challah and the grape juice. So, we put in this request a while ago, like before winter break in hopes of a coming on time. And yeah, we really hope it would, it's going to work out because we are excited to host the Chabad that we've been planning for a while now.

**Speaker 2:** And I just wanted to add we are covering all the food and JSU is covering the rest. So, the rent for the space, which is the Miller Hall, the stadium.

**Chair Staveski:** Before we enter questioning I just want to add and say this organization did submit their request early December like before we went on break, it was forwarded

to me like before we came back to school, I've been in constant communication with hope Hellman about this. So, this RSO has been on top of it. This short turnaround is in no way reflection of how they submitted the request. It's just a reflection of how Senate has to work with like our university calendar. And I've already spoken with our SGA accountant, and they should be able to get their purchase order for the event this Friday. So, we shouldn't have a problem with that turnaround time since it's public. And that's a vendor that we use often. So, if there's any questions from the committee, you guys can ask them.

- **Questioning:**

**Hyunh:** Have you guys had any type of like RSVP Form? Or how are you guys predicting the attendance?

**Speaker 1:** Yeah, so we haven't had an RSVP form. But we do have Chabad dinners every Friday. And we do get around like 100 people. So, with partnering with JSU, and with having our mega Chabad numbers from last year, we thought that having 500 People would be our goal.

**Hyunh:** How many people did you have at your mega Chabad dinner last year?

**Speaker 1:** We were doing check ins and we had around 300 people check in we didn't finish cause some people came later. So, I would say like, around 300.

**Lalani:** How have you guys funded this event in the past?

**Speaker 1:** Through PAC. And last year we partnered with Hillel, so they also contributed.

**moves to enter roundtable discussion. seconds.**

- **Roundtable Discussion:**

**Pro-temp Gorelick:** So, they are requesting under \$2000 correct?

**Chair Staveski:** Yes they are asking for \$1984 which is only like \$5 per person if they get 350 people

**Pro-temp Gorelick:** Yeah I don't see a problem with it.

- **Closing:**

Chair Staveski moves to amend Chabad @ FSU \$1984

**Vice Chair Staveski administers the vote.**

- **Yay:** Hyunh, Lalani, Gorelick

- **Nay:**

- **Abstain:**

**Funding Total: \$3,684**

---

**Current funding amount: \$55,722.52**

**Unfinished Business: N/A**

**Final Budget: \$52,038.52**

**Final Announcements: N/A**

**Date and Time of Next Meeting: 1/22/24 at 6:30 PM**

**Adjourned: 11: 07 am**