September 24th

Wednesday, September 24, 2014

5:13 PM

* Roll Call
	+ Jonathan (President; Voting)
	+ Nicole (Psychology Major; Non-Voting)
	+ Josiah (Resource & Environmental Studies; Voting)
	+ Mark Carter (Faculty Rep; Voting)
	+ Nancy Nussbaum (Accounting)
	+ Doug Bynam(Faculty Rep; Voting)
	+ Dan Smith (Faculty Rep; Voting)
	+ Richard (Staff- Housing/ Res Life; Voting)
	+ Miguel (Psychology)
	+ Rachel (Secretary; Voting)
	+ John Phillips (Geography; Voting)
	+ Timothy Hayes (Geography/ Nutrition)
	+ Tina Cade (Faculty; Voting)
	+ Andreina (Voting)
* Committee Updates
	+ Indigenous cultures update from Josiah
		- Will ask if we can have booth at their festival
		- Will take pictures of event for documenting projects
	+ Bobcat Beauty Update from John
		- Kara donated to Bobcat Build for Bobcat Beauty
		- Rachel will send updates to John for them regarding specific suggestions
	+ Creative Meeting Recap from Jonathan Alba
		- Take aways:
			* Focus on website
			* Decided to outsource website and other PR
			* Decided to have name tags and business cards
			* Comm Club will help with website and promotion
* Committee Business
	+ Social Media & PR presented by Claudia Salazar
		- Social media is very important; have facebook, twitter, instagram
			* Need initial support from everyone in the committee
			* Facebook analytics has gone down
			* Actually post and participate, don't just 'like'
			* Tips:
				+ Make it more personal 'know the face behind who is involved' (bio's, video's, pictures)
				+ Interact with other people and organizations
				+ Anything that gives a positive view of the committee
			* There is some concern regarding the image and messages sent from what is posted on social media; good now, but needs to be maintained
				+ Will there be one person in control
		- Website
			* Have to have a place to send students to
			* It needs to be attractive in order to keep people interested
			* Needs to be maintained, updated
		- Claudia will send an email with links to all of the social media
	+ Internal Funding Request of $6,500
		- Want to set aside for official committee business
		- GATO restricts creativity, there is other software and web developing tools available
			* Following university rules?
			* This opens up opportunities for internships
			* Who will take care of it?
				+ Turnover of students is a barrier to these opportunities
		- $ set aside to fund business cards, name tags, etc.
			* Reason is to reach out to students
			* Make it as a proposal, present it at the next meeting
	+ ESC Quad Days
		- Sign up to give outreach
		- Will make a proposal for materials needed
* Bobcats Go Green presented by Jennell Rayos
	+ Navy Game Recap
		- 32,000 people
		- Got 7 Cubic Yards
		- Tailgate recycling was contaminated
		- No one showed up to volunteer
		- Couldn't put up x-frames due to the wind
	+ Partnership
		- Wants to partner up for the games, have our help
		- Have a booth in the parking lot for the both of us
	+ Documentation and walk through
		- Working on it
	+ Dr. Cade
		- Pedi-bike is not in possession, she gave it to surplus
		- Can possibly get reclaimed
		- Needs an experienced rider
	+ Next game
		- October 3rd & 4th
		- Needs volunteers
		- October 14th: Game Day Challenge
	+ Social outreach
		- Working on it
	+ New Budget Update
		- Shirts
			* Actually $900 or $1,000
	+ Suggestions
		- Focus on the ESPN games
			* Oct. 14 & Nov. 20th
			* High visibility games
			* Have a plan for those games, have a game plan
			* Document it very well
				+ Photo, video the process
		- For games you're not there document what it's like when you're not there
			* Take metrics for when you're there and not there (and photos and videos)
			* Issues with an agreement made with the provost
	+ Discussion and Voting
		- Needs to be institutionalized
		- We are the pioneers
		- This is an ASG & Athletics issue
		- Motion to approve
			* 2nd & third
			* 8 vote for
			* 2 against
* Adjournment