**ESC Meeting Minutes**

**Date:** March 9, 2017

**Time:** 5:30pm

**Adjourned:** 6:11 pm

**In Attendance:**

* Doug Bynum
* Sarah Goodfellow
* Mark Carter
* Nicole Thorkildsen
* Melissa Jurrens
* Nancy Nussbaum
* Bill Shannon
* Catherine Hodde-Pierce
* Christopher Sanchez
* Alex von Rosenburg

**Meeting Goals:**

1. **Define committee roles.**
2. **Communicate efficiently.**
3. **Utilize meeting times.**

**Agenda**

1. Action Items
   1. ESC Student Marketing Team Presentation/ Proposal
      1. Goals and background of the ESC
         1. Knowledge – What it is
         2. Belief - you can make a difference!
         3. Behavior - Visit the website, spread awareness
         4. Measuring goals – See if awareness increases after the campaign
      2. Initial Survey: only about 15% of students know about the ESC
      3. ESC Quad Day
         1. Hand out bags and magnets
         2. Info on social media/fliers in dorms (Monday, March 20, 2017) – ‘Where does your tuition go?’
            1. Discussion on the use of ‘tuition’: possible alternative – ‘Where does your dollar go?’
            2. Discussion on not having the environment on the flier: spell out Environmental Service Fee Committee
         3. Put out poster boards and idea board, ESC website pulled up on the website, show the ESC promotional video, logo survey, explain how he $1 fee works, have groups from previous projects speak about their experiences
         4. Booth in Quad on 3/21 and 3/23
         5. Consult graphic designer on 3/24
         6. Dorm survey on 3/27 to see if the ESC’s ‘brand awareness’ has changed
         7. Budget ($109.54):
            1. Posters: free
            2. Graphic designer: $100
            3. Poster boards and markers: $9.54 (first installment)

Discuss putting the posters on seed paper for future events

Planting succulents in ESC pots

Tillandsias – air plants

Seed packs – gaillardia packet with ESC logo

Geoguessr.com – game idea

* + - 1. Vote: Approved the $9.54
  1. Vote on meeting time duration: exact one hour (or shorter)
  2. Vote on changing the meeting time: New time is 5:15 to 6:15
  3. GroupMe (Officers and Committee groups)

1. Discussion Items
   1. What are the duties for each committee role?
      1. Chris and Bill are joint Project Managers
      2. Government has approved the fee increase to $3
   2. Meeting and presentation time lengths.
   3. Set a meeting time/date with Officers.
   4. The Website went live last Thursday, March 2nd

<http://www.txstate.edu/esc/>

* 1. Food for meetings: bring it if you want, but not necessary; maybe a potluck
  2. Set up a meeting to include more students

1. Information Items
   1. Five proposal requests thus far
      1. Bicycle race
   2. Next Meeting March 23rd
      1. Sarah will not be here, Bill will ‘guest chair’
2. Adjournment: 6:11pm