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