

Student Finance Committee Minutes

Earmarked Fund Group Hearing

November 29th, 2021

1203 Northern Center

- I. **Call to Order**
 - a. Meeting called to order at 5:31 p.m.
- II. **Public Comment**
 - a. No public comment
- III. **Approval of Agenda**
 - a. *Kobie* motioned to approve the agenda
 - *Tommy* second; passes unanimously
- IV. **Approval of Minutes**
 - a. No minutes for approval
- V. **Chair Report**
 - a. ***Emily Martens*- Chairperson**
 - SFC is closing the semester with \$71,629.05. Thank you to everyone for coming out throughout the semester and to those who joined and helped us continue meeting. If anyone is interested in taking my position after I graduate in May, please contact me. Good luck
- VI. **Advisor Report**
 - a. ***Jeff Korpi*- Interim Faculty Advisor**
 - I was a student here at Northern about 20 years ago and have worked in housing almost every year since. I'm here to help you all navigate through this process. This is my first time interacting with students like this since leaving my housing position, so I'm excited and it's nice to meet you all!
- VII. **New Business**
 - a. **Special Events Committee**
 - *Abigail Stelter (President of Special Events Committee)*: We started the semester with Homecoming, with all events being a big success. We also did Trunk-or-Treat this year and that was a success with over 700 people going through. Our Holiday Skate tonight is our last big event for this semester. Next semester, we plan on doing a semester-long Winter Fest with events happening every few weeks, such as tubing, bowling, and partnerships with other groups. We'd like to keep our allocation at \$2 a student and retain our carryforward, as it would help us host the events throughout next semester.
 - **SFC Deliberation:**
 - a) *Eli*: I see no issue letting them retain their carryforward and allocation. Looking at the prices of the events they're trying to hold, it looks like they'd have a use for the money.
 - b) ***Kobie* motioned to approve Special Events Committee's request to maintain their allocation at \$2 per student**
 - *Tommy* second; passes unanimously

c) **Eli motioned to approve Special Events Committee's request to retain their carryforward of \$3,443.33**

o **Tommy second; passes unanimously**

b. Northern Michigan Artists Discovery (NoMAD)

- **Abby Szukalski (Copresident of NoMAD):** We provide free shows to students of the local, alternative, more underground sorts. We gained about 8 to 10 more members this semester and are in the process of switching leadership for the coming semester. We had the Shoreline Soundset on October 16th with one local artist and three other acts from Michigan and other states. It was great to have live music again and with it being outside, it was safe in terms of COVID. There were about 150 people in attendance. We did ask SFC for financial help with the venue reservation for that. For the winter semester, we'd like to maintain our allocation of \$3 a student and retain our carryforward of a little over \$2,000 in order to make sure we can put on a good show next semester.
- **Kobie:** Do you expect to spend less in the coming semester?
 - a) **Abby:** We won't have such a high venue price since we won't be doing a show outdoors, so yes we expect the spending to be less.
- **SFC Deliberation:**
 - a) **Kobie:** I think we could talk about increasing their allocation at the end of next semester, but I don't think that's something to worry about now.
 - b) **Hunter motioned to approve NoMAD's request to maintain their allocation at \$3 per student**
 - o **Kobie second; passes unanimously**
 - c) **Tommy motioned to approve NoMAD's request to retain their carryforward of \$2,379.67**
 - o **Eli second; passes unanimously**

c. Campus Cinema

- **Luke Tschumperlin (President of Campus Cinema):** We signed a movie contract with our provider, Swank, in July saying we had to do eight different showings each semester. We also had five virtual showings this semester to provide for those students that may not feel comfortable going to in-person events. The in-person showings are \$900/showing, and the virtual ones are \$500/showing. We are currently talking to Swank in hopes to increase our in-person showings for next semester. As of November 17th, our total attendance was 329 attendees. We do still have one more showing this weekend of Black Widow as well. Our biggest showing was 175 people for A Quiet Place: Part II outside in the Quad with free concessions. Our total income to date is \$11 from community members, which is a large increase from the \$0 from last semester, since the community couldn't come to the showings. Our current cost per attendee is \$32.79. It used to be \$67, so that has been a large improvement! We have eight standing members and plan to recruit more, and have focused a lot on doing more group outings in order to have members feel more involved. Our total movie expense to date is \$9,110 and our promotional services expense is around \$341. We are still waiting on specifics from AV, but that expense is roughly \$1,600. We are already in talks with Radio X to partner with them for a showing of Cool Runnings, as well as with the Wild Pups, the therapy dogs, to have a showing with them. We would also really like to host a dive-in movie in the pool- maybe Jaws- with the Special Events Committee. So in conclusion, we believe we've had

a very successful semester and would really appreciate keeping our allocation as well as \$2,000 as our carryforward, allowing you to absorb the rest of the \$29,411.58.

- **SFC Deliberation**

- a) *Eli*: I'm wondering why their carryforward is so high.
 - *Emily*: They retained their carryforward last semester and are returning what hasn't been used.
- b) **Hunter** motioned to approve Campus Cinema's request to maintain their allocation at \$4 per student
 - **Tommy** second; passes unanimously
- c) *Eli* motioned to approve Campus Cinema's request to retain \$2,000 of their carryforward of \$29,411.58
 - **Hunter** second; passes unanimously

- d. **Students' Art Gallery**

- *Frances Dykema (Director of Students' Art Gallery)*: We provide an opportunity for all students, regardless of major, to participate in the world of art and art exhibition. We host receptions, events, and guests. Membership consists of myself, Delaney, and five monitors employed to ensure nobody is messing with the art. We hosted many events this semester that we are very proud of, as well as the shows we host in the gallery. Our allocation came to a total of \$12,199 and our carryforward came to \$10,795.51. Our total expenses came to \$5,639.25, which was mostly payroll. Looking forward, we plan on repainting the SAG, hosting an art reception at The Crib, collaborating with other student organizations, hosting a cash prize mural contest, best-in-show awards, as well as posting and advertising more in general! We'd like to retain our carryforward as well as our allocation.
- *Eli*: Did you guys obtain iPads?
 - a) *Frances*: We purchased them last winter and are currently trying to find the best software to install on them for use.
- *Kobie*: Do you have an estimated cost for the repairs you plan on doing in the gallery?
 - a) *Frances*: I don't know the exact number, but I don't see it being over \$300.
- *Emily*: Have you done a cash prize before?
 - a) *Frances*: Yes, for the Timberline show, 1st got \$100 and honorable mentions got \$50. We also did a few in the past as well.
- *Emily*: Why are you having to do repairs?
 - a) *Frances*: Each time we put up a new show, we have to take down the nails and spot treat all of the damaged areas. Over time, it gets a bit messy though.
- *Emily*: I reached out about becoming a Direct Allocated Group, is that something you guys are interested in?
 - a) *Frances*: Yes, definitely!
- **SFC Deliberation**
 - a) *Eli*: What is the size of the DAG allocation amounts?
 - *Emily*: They range from about \$1 - \$24.
 - b) *Hunter*: As a fancy dancey art student, I think they should be able to do a paint refresh after each show. I think they should retain their carryforward, and we can see what happens with it as we get back into the swing of things being normal again. We can always revisit it at the end of next semester.
 - *Eli*: their carryforward is about 140% of their current allocation.

- *Kobie*: I don't see them spending that large of an amount; I would maybe suggest letting them keep \$10,000-\$12,000 of that.
- *Eli*: At that point, we should adjust their allocation. COVID is a driving factor in the decision-making process, but at some point we need to draw the line and move forward.
- *Emily*: Consider the amounts they were given with their fall allocation and carryforward. With allocated funds, they got close to \$12,000 and only spent \$5,000.

c) *Kobie* motioned to approve Students' Art Gallery's request to maintain their allocation at \$2.05 per student

- *Tommy* second; passes unanimously

d) *Tommy* motioned to absorb \$10,000 of Students' Art Gallery's carryforward, leaving them with \$7,355.81

- *Kobie* second; passes 5:0:1

e. Platform Personalities

- *Jacob*: Our event tomorrow is bringing Brian Baumgardner, who played Kevin on The Office. We have sold 454 of 500 tickets so far so we are expecting a sellout. We are not sure how much money we have received yet, as we don't know the breakdown of how many tickets were purchased by community members yet. The event we hosted earlier in the semester was our first in-person event since the fall of 2019. Going forward, we'd like to host Monica Lewinsky for the coming semester, and have Lori Hernandez (a 2016 Olympic gymnast) as a backup plan. Because of the amount of anticipated allocation, we will only be able to host one event as opposed to two, as speaking fees are rising. This fall, our allocation totaled to \$35,000 and our carryforward came to \$20,000. We spent about \$48,000 of the \$55,000 we had, so we are anticipating a much smaller carryforward and therefore, a significantly smaller amount of money to work with next semester. We would like to increase our allocation by 50 cents to account for the rise in speaking fees and retain our carryforward.
- *Eli*: You mentioned the leadership has shifted since COVID, but last semester you spent well over your allocation and assuming Brian's event goes well, your suggestion of a 50 cent increase seems quite modest!

a) *Jacob*: I didn't want to ask too much, but I agree.

● **SFC Deliberation**

a) *Emily*: Platform typically goes over their carryforward, but they typically make money back from ticket sales to the public.

b) *Tommy* motioned to approve Platform Personalities' request to increase their allocation to \$6.50 per student

- *Hunter* second; passes unanimously

c) *Kobie* motioned to approve Platform Personalities' request to retain their carryforward of approximately \$7,000

- *Tommy* second; passes unanimously

f. Northern Arts and Entertainment (NAE)

- *Anna (President of Northern Arts and Entertainment)*: For this semester, we focused on increasing attendance with 2 more members. For our event this semester, we decided to host comedians from Saturday Night Live rather than a concert with our limited manpower. The original package included Chloe Fineman, James Austin Johnson, and

Jake Nordwind for \$45,000. We had talked them down to \$42,000, but then Chlose Fineman dropped out, so we had to start back from scratch. We offered \$29,000 to put Sarah Sherman in her place, and by the time we got everything signed and posted, it was the Wednesday before break. We didn't have as much time to promote the event as we'd like with the way the timing worked out. The event is this Wednesday, December 1st in Jamrich 1100 and we have sold 61 tickets already. Our total allocation this semester was \$47,000. Our expected expenditure for this semester is \$33,000 after paying for the artists. In terms of next semester, we don't have any artists booked yet. We would like to keep our current allocation of \$5/student and would like to retain the carryforward of \$13,000 as well to book an artist next semester.

- *Emily*: Do you know of the 61 tickets sold already, how many of those are public vs. student?
 - a) *Anna*: I don't know as of right now.
- *Emily*: What separates you from Platform Personalities?
 - a) *Anna*: We typically bring in concerts and entertainment, whereas they provide more speakers and more informal Q&A events.
- *Emily*: Are there any ideas of who you may try to get next semester?
 - a) *Anna*: We are looking at a package that includes Olivia O'Brien and provides almost a festival experience, but affordable. We also are looking at Yung Gravy, as he's in our price range too.
- **SFC Deliberation**
 - a) *Kobie*: I have no problem with them keeping their carryforward.
 - *Emily*: My only concern for this group is the fact that things have been fairly last minute
 - *Kobie*: Maybe that's something we could mention to them as a stipulation- to promote a little more ahead of time in the future.
 - *Emily*: We can't mandate that, but we can definitely suggest it!
 - b) *Eli*: I feel that this group in particular has been especially affected by COVID since concerts are more difficult to schedule and plan.
 - c) **Tommy motioned to approve Northern Arts and Entertainment's request to maintain their allocation at \$5 per student**
 - **Kobie second; passes unanimously**
 - d) [*The committee brought Anna back in to ask a couple more questions*]
 - *Sydney*: Is there any way you can figure out about how much you would be spending next semester?
 - (a) *Anna*: For relevant artists that people know of, the expense can be around \$50,000.
 - *Kobie*: Approximately when would you know whether you got an artist?
 - (a) *Anna*: if we put an offer in, they have to respond within 72 hours.
 - *Kobie*: How far ahead of the event itself would they be booked?
 - (a) *Anna*: In the past, we have tried to book them out the semester ahead of time. Ideally, we would try to book someone over break, but it may be when we get back.
 - e) *Sydney*: Can someone please tell me who Yung Gravy is?

- *[The committee took a brief, well-deserved Yung Gravy intermission]*
- f) *Tommy*: It sounds like they just need all the funds available.
 - *Hunter*: I say let them carry it all over.
- g) ***Kobie* motioned to absorb \$6,880 of Northern Arts and Entertainment’s carryforward, leaving them with \$6,880**
 - ***Sydney* second; motion denied 2:4:0**
- h) *Eli*: I am leaning towards giving them more money, based off what they planned on spending on the Chloe Fineman deal
- i) ***Eli* motioned to absorb \$3,760 Northern Arts and Entertainment’s carryforward, leaving them with \$10,000**
 - ***Sydney* second; passes unanimously**

VIII. **Old Business**

- a. No old business

IX. **Good of the Order**

- a. *Emily*: Our meeting times will be 8:00 p.m. on Mondays in the ASNMU office for the Winter 2022 semester.

X. **Adjournment**

- a. Meeting adjourned at 8:19 p.m.