ASSOCIATED STUDENTS OF
IDAHO STATE UNIVERSITY
FINANCE COMMITTEE MEETING, SPECIAL MEETING FOR LINE ITEM HEARINGS
CLEARWATER ROOM, PSU
5:30PM
MARCH 6, 2014

CALL TO ORDER
The meeting was called to order at 1:28pm by Finance Officer Tingey.

ROLL CALL
ASISU Secretary, Zara Sivertsen, took roll. All Finance Committee Members were present except Idaho Falls Vice President Thompson, Senator Hall, and Senator Valencia. MOVE TO APPROVE THE AGENDA. Bodily/Hudson. Unanimous called. MOTION CARRIED.

CHAIR’S REPORT

ANNOUNCEMENTS & CORRESPONDENCE
1. Michael Helman and Chad Gross, Theatre ISU- He thanked the Finance Committee for their support over the years. Theatre ISU officially started in 1930, so it has been around 84 years. They have had 425 main stage productions. They held a fundraiser to help make their productions happen. 1,200 people were present for their last production. They are the only school for performing arts in the region. They offer culture and diversity. If they cannot fund their productions, many people suffer. Since 2005 their budget has been cut 26 percent. 20 percent of their revenue goes to university fees. This year, they had to cut a production, hire fewer students, and give out less in scholarships. Further cuts would damage the program. They would like to be a dedicated fee in the future. They could have students attend their productions for free. Tickets are bought mostly by the ISU community. Vice President Jensen asked what it takes to get their $28,000 in revenue. Michael noted there were roughly thirty performances this season. They generated more than the $28,000 but it goes to fees. The money earned didn’t include the fundraiser since it was a one-time thing. Musicals draw the biggest crowds but cost the most to put on. They try to utilize all of their venues on campus. President Bloxham asked what can be done to increase revenue or decrease costs. Michael stated that they are funded by ASISU and generate revenue. They have been working with less money. They took steps last year to streamline their costs. They are running as efficiently as possible. If there were cuts, they would have to cut a show which would also cut their revenue. People in their area don’t usually purchase tickets in advance. They are trying to target the ISU community and Pocatello. They would have to increase advertising to increase revenue. They don’t have the budget for it. Finance Officer Tingey asked about the fundraiser. Michael noted that a faculty member’s father did a pro-bono performance. They raised about $5,000 after fees. That money went towards their new production. Vice President Jensen saw the hit to student scholarships. Michael noted that Dance would feel the scholarship cuts the most. Theatre has endowments. The College of Arts and Letters did a fundraiser for the whole department. Senator Johnson asked how many students are in Theater and Dance. Michael will research that and get back to her. Vice President Jensen asked about ticket prices. They are $7 for students. $2 of that goes to fees. Vice President Jensen asked about raising ticket prices. Michael worried about raising prices when they wouldn’t be able to up the quality of the productions. The consumers don’t want to pay more for the same thing. There are no ticket prices greater than $15 in the area, which is what they charge community members. He got feedback from people who said they wouldn’t be able to afford a ticket price that was greater than $15. Chad noted that they will lose 30 percent of their audience if they raise ticket prices. They did it a few years ago and saw the hurt. They went from 250 to only 100 audience members. Even the $2 fee hurt the ticket sales. Vice President Jensen asked about lowering prices. Michael has entertained the notion. The danger is that entertainment is being undervalued. If they go down, they might not be able to come back up. President Bloxham noted that they could increase the perception of their ticket value by rolling the $2 fee into one package. Chad noted the fee is part of the ticket price, but Theatre doesn’t get the money. President Bloxham asked
about CPIs. Michael noted that one of the CPIs is a social media and marketing intern, one is a web intern, one is a costume shop foreman, one is a seam shop foreman, and one is a stage manager/production assistant. There are also additional CPIs in the music half. President Bloxham would like to not cut the line items this year. Michael thanked the committee for extending their time.

2. Heather Sandy-ISU Civic Symphony- They are the oldest symphony in the state of Idaho. 30 percent are ISU students, 30 percent are staff, and the rest are community members. They give back $10,000 in scholarships. They pay the first chairs a stipend. She echoed what Michael was saying about ticket sales. The fees don’t go towards their bottom line. They hide their fee in the ticket prices. They can’t run a theater business solely on ticket sales. Tickets are 40 percent of their revenue. They also have sponsorships, grants, and donations. They had nine concerts. They are working on a professional DVD for the foundation office to advertise with. They try to provide shows for the entire community. Tickets are $30 for the community. They also offer 150 free tickets for students. They sell seats in the upper section for only $10 although sound is just as good. They also do rush tickets before the show. They didn’t do free tickets for the fundraiser show this year. They are going to provide them next year. Senator Bodily asked about the fundraiser. Heather noted that the amount of money brought in depends on who performs. This year they earned $14,000 between the show and raffle. President Bloxham thanked them for providing free tickets to students. He asked about other types of performances. Heather would love to do summer concerts but their students go home during summer. Michael would love to do a performance during Communiversity. They could do a flash mob with some planning. Their conductor would probably be on board too. Heather noted that it has been done in the past, but they would need money. President Bloxham asked about the summer concert series for SAB. They may be interested in having the symphony perform. Vice President Jensen asked about cuts. Heather noted the money would be taken away from their outreach programs. When they charged students, they saw a decline in attendance and went back to free tickets. About 120 tickets are used every show out of the 150 free tickets. They will still offer the tickets. President Bloxham asked what they would do if they got more money. Heather noted that the money would go into the general fund. The music costs thousands of dollars. They could put money to good use though. ASISU sponsored music folders for example. President Bloxham went to Wizard of Oz at the Mystique Theater and was incredible. Chad noted that the Mystique operates at a loss. ISU brought in professionals for a summer show but it was a huge gamble. They don’t have the luxury of only choosing the most popular shows. They offer many different types of theater. Vice President Jensen asked what students can do to help the program. Heather doesn’t have a huge advertising budget. She relies on students for promotion. She is open to new ideas. Michael wants to get a reader board.

3. Matthew Bloxham-Student Government- He thinks that student government should be doing more, like reaching out more to constituents outside of their classes and friends. He was in Washington DC at a conference, and he learned about other student governments from around the country. Most of them are voluntary with the exception of the executive branch. The executive branch gets paid anywhere from $400 to a full ride to $30,000 as a full time job. BSU has lots of vacancies in their voluntary representative system, which makes him hesitant for making student government fully voluntary. Some of their positions are filled by faculty recommendation, which is a disservice to students. They are also required to do three times more. U of I’s students put in 20 hours per week for a paycheck of only $110. He wants student government to be the only line item cut. He spoke to the candidates about cuts, and there were no comments. He received one phone call later, and the candidate was worried about open seats. President Bloxham thinks that it will be fine and there will be more efficiency next year. He feels that only 30-40 percent of senators go above and beyond what is expected of them. If the stipends were cut, they could incentivize the student government representatives in other ways. They could make retreat an experience and go somewhere fun. They could give more money to the Student Organizations Retreat. There is now a line for promotional items too. Idaho Falls Vice President Thompson has heard grumbles about a 50 percent cut. He asked what they would do if they didn’t cut stipends 30 or 50 percent. President Bloxham feels that they need to have a stipend cut. It doesn’t have to be 30 or 50 percent if that’s too high. They could remove legal advice and get rid of the banquet or retreat. He feels that the lobbyist is pretty important and doesn’t want to cut from their discretionary. Vice President Jensen would like to see cuts in the retreat or discretionary fund before cuts to stipends. This takes money from students, and they are moving towards involvement. He would rather do a 20 or 15 percent cut. Lowell feels that the retreat is
critical. There is a lot of information that is necessary to the success of the senators. He feels that ASISU should not be just a paycheck. They should learn about becoming leaders and gain skills that will benefit them outside of the university. He sees a lack of that in other student leadership positions. President Bloxham noted that ambassador camp is much longer than the ASISU retreat. The ASISU retreat crams a lot of information into a short period of time. He noted that they used to go to conferences and such. Stipend increases were from an increase in enrollment and when enrollment dropped, stipends stayed the same.

4. Ali Crane-Student Activities-Meridian- They first received funding in 2005. The students on the board come up with the event ideas. The Meridian campus is primarily health sciences, and a lot of the students are graduate students. The programs are intense and students don’t have a ton of free time. They have a wellness room and they bought a projector and a Wii so students can relax and relieve stress. They try to support Bengal Wednesdays by handing out candy or movie tickets. They also have a welcome back breakfast and student lunches during study relief week. They don’t have a catering service on campus, so they have to order out. They have done chair massages, and they put on bingo once per semester. Students also get raffle tickets when they are wearing orange and black and they give away a big raffle prize at the end of the year. They gave away basketball tickets when ISU played U of I. The game was at the end of the semester so some students left town instead. They have a bowling night planned. Some programs are only at night. They try to spread the events out between day and night. They are making ISU Meridian T-shirts. They anticipate using their full budget except for the bit they were asked to hold back. Their lunches are the most popular. Cuts will impact the number of programs and prizes. They would have to get creative and do some less expensive events. Some of the bigger events might have to be cut completely. Students complain about not having a gym on campus. They also try to do surveys to see what events are popular. Food is a popular request. Senator Son asked about turnout. Ali hasn’t seen a change in numbers. Attendance is dependent on tests going on that week. They usually have 200-300 students for lunch. Senator Bodily asked about other event attendance. Ali noted that they have a large non-traditional population. Events outside of campus generally bring in 50-100 people. Pharmacy students are generally very involved, except when they have a big test. Vice President Jensen asked if they had leftover funds in the past years. Ali knows that they have had some funding leftover in the past. They did a summer barbeque with the left over money last year. This year they plan to spend all of it. President Bloxham asked about the gym facility. Ali noted that they have a shared fitness facility with the high school. They received old gym equipment from the gym remodel. They cannot use the facility during the high school day, and they have to close it by 6:30pm. It isn’t what the students want. President Bloxham asked about a local gym membership. Ali has tried different things. Students can go to BSU and pay for a gym membership there. They have tried partnerships with local gyms in the past, but it costs a lot for students or the university. President Bloxham intends to only cut from the student government budget this year. Ali noted that the students appreciated the ASISU T-shirts, but not everyone got one. There is lots of school pride within the programs. Their campus helps build name recognition in the Treasure Valley.

5. Anjel Zamora and Jessica Rayhill-Student Activities Board-Pocatello- There are over 12,000 attendees at the movie theater. They co-sponsor club events. They also give each club $22 in printing costs. Some of their Bengal Pride events included Homecoming and Bengal Wednesdays. The bonfire had over 1,000 attendees. Family events included Family Game Night and the Boo-Tacular. They raised 240 pounds of canned food for that event. Education events are Service Saturdays and the etiquette dinner. Entertainment events are bingo and the murder mystery dinner. This year they added ISU to the SAB logo. Special events include the Week of Welcome and the Andy Grammer concert. They put on 49 events each semester. There were 4,731 students at events and 13,134 at the movies. There were approximately 7,000 community members at events and 20,000 community members at movies. If there are cuts they would have to take the money out of programming. They have trimmed down costs as much as possible. They would have to cut from the big event budget in order to affect the least amount of people. They sent out ten offers to get a big event with their current budget. It would limit the big events to just a fall and a spring quad party. President Bloxham asked about Andy Grammer. They offered $27,500 but that doesn’t include other costs. They also didn’t have to pay for an opener. $30,000 is really small for a big event. There are an additional $8,000 in costs. Most offers were just pick-up shows. President Bloxham asked
about projected revenue. Anjel noted that they are charging $5 for students or they can donate canned food. They don’t have a projected revenue since most will likely take advantage of canned foods. Anjel noted the focus is on students. Faculty and community members will be charged $15. President Bloxham asked about his normal ticket price. Anjel estimated $25. Idaho Falls Vice President Thompson asked about collaborating with the Idaho Falls SAB. Anjel noted that they try to offer a variety of times, but it is hard to work around classes. Jessica noted that they have the most attendance for evening events. Senator Son asked about carryover. Val noted that their work study increased. Senator Son thanked them for the work they are doing.

6. Val Davids-Student Organizations- 4,000 students are involved in clubs. The real number is probably higher with recruitment efforts throughout the year. She has two new clubs to introduce to Senate. Many clubs have been updating constitutions. The student organizations retreat had 88 attendees. She does assessments and found that word of mouth is best for events. She also does some fundraisers: selling bed sheets to new students and she might start selling care packages. They put on the Student Organizations Fair, new officer training, and finance workshops. She wants to advertise for social and professional Greeks on campus in the future. Vice President Jensen asked what the senators could do to help. Val thinks the Organizations Retreat is a good partnership with ASISU. She asked for clear communication too. Idaho Falls Vice President Thompson would like to see more club education. Val is offering another training next week. They also do one-on-ones with individual clubs. They also have a listserv for the club presidents, but the clubs have to let them know of updates. Senator Bodily asked about cuts to Greeks. Val noted that they would have to decrease the number of brochures printed. Senator Son asked about possible increases to Student Organizations Retreat funding. Val could bring in a guest speaker. Senator Son asked if they could split the retreat into two. Val could if the funding was there. President Bloxham asked about doing monthly workshops. Some universities base funding on meeting attendance. Val could do that. Some clubs don’t care because they don’t want ASISU money. However, they still have to go through the Student Organizations office. Senator Son thinks they should be proactive and work with Val earlier maybe around the ASISU retreat. Lowell noted that sometimes the senators make last minute decisions and should communicate earlier in the future. They have good intentions but Val and Tyler have to follow through on decisions made by ASISU. Senator Son thinks they all need to get on the same page. Vice President Jensen noted that things can happen quickly. Sometimes they feel like a decision needs to be made. Having Tyler at the Finance meetings last year helped.

OLD BUSINESS

NEW BUSINESS

OTHER
Lowell noted that Finance might want to realign some budgets. SAB is paying for copying for student organizations, and student government is paying for the Student Organizations Retreat. Senator Hudson heard that they couldn’t split the movie budget. Lowell noted that the only things they can’t touch are salaries, phones, benefits, and administrative fees. President Bloxham would like to split the movie theater budget into a new line item. Vice President Jensen wants to talk to them first. President Bloxham has been asking and Val never got back to him. Senator Son would like Bengal Theater to come in separately to present. Finance Officer Tingey noted there is an opening at 2:00 tomorrow. President Bloxham has been talking to Val since January to get the numbers.

ADJOURNMENT
MOVE TO ADJOURN. Bodily/Son. Unanimous. MOTION CARRIED. Meeting adjourned at 4:40pm.