**ATTENDEES:**

**Directors:**

Laurie Frederickson- Present

Anay Terala- Present

Steph Belmontes- Present

Brayton Rose- Present

Jasmine Fan- **Absent**

Khushi Sahi- Present

Anagha Kumar- **Absent**

Lorenzo Powell- Present

Sahir Mir- **Absent**

Yash Jain- Present

Alexandros Chatzipanagos- Present

Carley Mosby- Present

Aditya Lahiri- Present

Elisabeth Melms- Present

Minseo Kim- Present

Shraavya Pydisetti - Present

Rezwana Habib - **Absent**

Izzy Kudish- Present

Hank Walter- Present

Ja Quita Joy Roberts- Present

David Miller- Present

Danielle DeSwawal- Present

**Advisors:**

David Eron

Ian Fournie

Teresa Weimann

Zoe Zgodzinski

**Guests:**

**Esther**

**Dami**

**Riya**



# COMMITTEE REPORTS:

Elisabeth- My first event was yesterday, it went amazing. We ran out of stuff 30 minutes in. There will be a self-defense class next Tuesday in the Georgian. She is an IU grad teaching Korean martial arts. For midterms, we will have a free grab-and-go event, and then Paint a Pot will be a welcome-back event after Spring break.

Yash- still figuring out who inside the industry will be, and we have advanced screening of Kung Fu Panda 4 and the Fall Guy.

Anay- Elisabeth talked about this, but the self-defense class and grab-and-go breakfast got approved. Other than that working on getting data to help you guys know info on events. As you can see in the financials, the lecture's account has a negative, but that is because there are events that havent happened and just are planned. The speaking of excellence was planned at the last board since the artist wasn't finalized, they used the most money to keep that cushion as a just in case.

Laurie- so we aren't in the negative?

Anay- yes, but it is low; once the event gets actualized I hope there is a better indicator of how much is in it

Shraavya- All AD applications are done. I put together a new roster; please update your information on it. We are creating new slacks, but they are locked; I'm trying to unlock them.

Laurie- visioning committee, art initiative is getting a lot of press. I sent those to the board-wide Slack. We had a meeting about the Latine art initiative. We are working on ideas, maybe a mural, but it is to be determined; then there is a land acknowledgment meeting with FNECC, I will send out a survey to get to people during dining hours or through our event; please share the QR code at events.

Brayton- worked on the sponsorship packet, got feedback, and worked on revisions to bring to the board. I did the tabling sheet; please fill it out. They are 1-hour slots. Visioning work, going to those meetings.

Steph- I had a meeting about the Latine art initiative, went to a visioning meeting, looking into bonding ideas.

Alex- approved questions for Hunter Shafer’s event and sent them to the agent. We have yard signs in the back for everyone to take and spread them around campus.

Khushi- We have peach pit yard signs, and we have a hype event tomorrow in the Georgian room from 12-5 to market Peach Pit, we also have a discount code that is blurred on social media, but they are forced to go to the event to see the code. There might be a vinyl giveaway and a painted bridge. I have a proposal today, I have been working on an artist for the eclipse.

Carley- LFB has some things coming up, there's a proposal today with social impact. Lunch with LFB: we have our first set for next week. My AD is taking a lot of initiative with that. Inquiring about the carnival and eclipse. Hopefully, there will be more people for lunch with LFB.

Lorenzo- I got in contact with people from BKB, wrapping things up. Met with David and talked about more events for the future.

Aditya- (introduces ad)- I did the distribution with Riya. Ian and I were at a social media forum on Friday. It gave me an understanding of how Union Board is on social media. I think we learned more about how to collaborate on more accounts.

David- I've sent an email to Hank about the alumni association to get publicity, my head is spinning with ideas for the newsletter.

Minseo- I've been working on the proposal with Izzy. I was also planning to do a ski trip proposal, but with time constraints it couldn't happen. But I do really want to do a ski trip and collab with other organizations.

Izzy- Will be proposing with Minseo, I’m working on another proposal for next week.

DISCUSSION ITEMS:

# Item 1: Newsletter

Shraavya- My AD and I used the platform called Mailchain to come up with a Newsletter. Today, I sent out a test newsletter to everyone. It's going to have a description of the Union, what Union Board is, the upcoming events we have, Director and AD recognition, and event recaps. The Newsletter is supposed to be official on February 20th, it will mention events from February 20th to March 5th then on March 6th, another newsletter will be sent out. The newsletter mailing list will be pulled from beinvolved and from other formats.

Steph- will it be released every 2 weeks?

Shraavya- Yes, I think it's the best way to keep everything organized and updated.

David M- will this go to everyone on the IU email system?

Shraavya- I don't know. Is there a way to do that?

Teresa and Laurie- you're not allowed to do that.

Shraavya- it will only be to people that we got from the interest form and from beinvolved, right now there are roughly 300 emails

Elisabeth- are you sending it to the Alumni Association?

Shraavya- They have a different one.

Ian- When we get to the final thing, I recommend we work with the designers to make it look really pretty, so the graphics can look uniform and the same as what we already put out.

Shraavya- on the mail side, they have a way that I can add people so they can contribute to it and edit it. If anyone wants to put anything on it, I can add your email, and you can add what you want.

Danielle- One of the other pieces to add to people who receive it is you can pull emails from people from the tower with the space for their closets. I would also add the student success team and student affairs team

Brayton- would JWS be good to include?

Laurie- they already have a newsletter; David do you think JWS would be interested in this?

David M- Of course

Hank- it has to go through the foundation

Shraavya- one more question, what email should we send the email form?

Laurie- I think it would be VPEA email’s

Shraavya- you won't even need to email it, I can put your email as the sender's address and I will do it

Carley- I love the format; how much does it cost?

Shraavya- $15-$20 a month, but I just did a free trial

Teresa- you can see on the back end how many people actually click on it and look at the email.

Shraavya- it gives a lot of background info and a lot of people can edit it

Alex- we should still create a separate email to have it for records.

Laurie- No

Aditya- A lot of social media outlets are all faceless; maybe we can work to put a face to the newsletter so it can feel more personal.

Laurie- IDS has a specific person that writes it

Shraavya- yeah, I was thinking of doing that and then doing a spotlight place to highlight members. It can be in video format or something interesting so people can get to learn about you and humanize it

Laurie- Please slack Shraavya if you have any other questions or comments

**Context:**

**Questions:**

## Item 2: cream and crimson carnival

Carley- There is interest for the eclipse to get money from a different University and Coca-Cola on April 5th. If there's a way we would want to diversify things, April is a big month for events since we have Little 5, the carnival, and the eclipse. Those are times to work around.

Laurie- I will emphasize that this is a great time for brand awareness.

# Item 3: trip survey

Minseo- It's brief, basically we still need to figure out where to go based on where people want to go not where we want to go. I would appreciate it if we could send out the survey to everyone so we can know where to go for the rest of the year.

# Item 4: Tabling

Brayton- Please share this with your committees; you just need to set up some materials, I tabled in Forest, and it went pretty well.

Khushi- During those times I have class

Yash- Me too.

Ian- For the yard signs, please keep them on campus but take the posters off campus and put them in the community.

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ACTION ITEMS:

# Item 1: Spring 2024 Concert Proposal

Esther- I am the president of the African Association and I’m on the Dean's council

Dami- I was the co-director of concerts for the 114th board.

Dami- Proposing a concert on April 19 with Ayra Starr, this came about during my term. An agent talked about different people we could work with. This is the Friday of Little 5. Ruger will be our opener. Ayra is Grammy-nominated and has millions of streams on Spotify.

Esther- We proposed to the IU auditorium, and they sent out a survey to their audience; their survey had a lot of different artists and plays. So I reached out on my own and made a survey to take to the target audience; we got 800 responses with 570 being IU students. We would, however, get a huge number of attendees from all over the state.

Dami- This will take place during little 5, so we would target a lot of people since there's a lot of people here already

Esther- I know she talked about African night, 250-300 of those participants aren't our students. This is also a safe way for students to socialize and meet people during a usually dangerous weekend.

Khushi- little 5 is a week of high risk so having a safe event that is monitored and fun is great since it will be safe. We work with other IU organizations during Block Party, it will be the same vibe.

Dami- On my Excel, her range is 60k-70k, Ruger has a flat rate of 25k. To get the crowd excited we are thinking of having the ASA DJ which will be 500. We would be proposing 20k from Union Board.

Khushi- I feel like it is important to highlight the differences in demographics, and based on the survey there will be a lot of people. As far as Peach Pit, right now UB is putting in 15k to break even we need to sell 500 more tickets.

Ja Quita- would you be opposed to pulling in other organizations?

Dami- that is something we are planning

Hank- if we sell out, there will be a 10k profit?

Anay- it would be pulled out of the large-scale account which has 31,300

Yash- what was the number of interested students on campus?

Esther- 570

Yash- was that random?

Esther- No, it was on our Instagram and it was open for a week

David M- have you done something like this before, what was attendance? And if you get less who eats the loss?

Esther- I haven't done something like this before.

Teresa- can you show the 80k one?

Lorenzo- Going off what Hank said, I think it is a good idea to collaborate with another black organization on campus to help attendance wise.

Esther- ASA is the first African student association in the nation so we can work with other ASA organizations in the nation so they know this is happening at IU

Carley- Will there be group ticket prices to boost sales?

Esther- I think that’s reasonable because we do have ASA weekend where we do packages

Anay- For this budget, just to clarify some things, the gross potential is based on the 39%, which means the make we can get is 169k. For context Peach Pit is 52% sales; there is a different audience but just to give more context

Dami- just to give context, I put lower than 50% to be student sales since only 4% of iu students are black.

Laurie- one thing I would contextualize for Peach Pit, we don't have money in reserves and as late as April we could go into debt or cancel other events. We need to sell 35k more to put into reserves. All of us need to help market for Peach Pit to put money into reserves.

Carley- what are your thoughts on how necessary that both headliners are there

Dami- she is the headliner, and he is the opener. They have different Afrobeat vibes.

Carley- I just think it's a lot

Shraavya- I was going to say the same thing. Do we need the opener? Can we do local artists or cut it out completely?

Lorenzo- I want to go off what Dami said it would be best to keep both. There are different sides of afrobeat. It would be best to do both for students to connect to the event more. I'm not saying having both is mandatory but it might be more meaningful

Brayton- have you considered other venues? 1900 to 3200 is a big jump.

Dami- I don't know other venues, the advantage of the IU auditorium is that its already reserved for students. Having the auditorium is better since they do a lot of the work for us. They just have everything along with ushers. If we went to a different venue it would be volunteers and people with no experience working shows like this.

Carley- there is also potential for more audience

Ian- I was going to say I know for a lot of y'all this is the first proposal we've seen. We don't typically say yes or no to these things.

Aditya- are you marketing the opening artist as an opening artist? Openers usually get less than 10% of performance time.

Dami- it'll be both, but we will know he's the opener

Ja quita- pull up the 60k. Can you put the student sales down? I think another thing is there will be other fees that are included in the IU auditorium.

Danielle- when you say collaborate, is this a marketing collab or a financial contribution collab?

Dami- right now just a fiscal collaboration then a marketing collaboration. We will go to other departments for the rest of the fiscal.

Ja Quita- if you have these organizations saying they will be a part of this, you will also get their students

Danielle- I’m also pointing out that April is the end of the budget cycle for other departments. A lot of stuff is going to the solar eclipse right now.

Carley- can we ask the funding board for money?

Hank- The funding board can’t give Union Board money since it's from the same account. But I don't know if ASA can get money from the funding board and then share it with UB.

Esther- so student organizations have access to a set amount of money

David E- BKB had money from UB and the Funding Board

David M- you listed 4-5 venues that these artists performed at, did she sell out?

Dami- yes

Khushi- she's grown a lot since then, she is also Grammy nominated

Aditya- has she done college before?

Dami- yes, she did york last time

Aditya- what were their stats

Dami- their event was free to students

Hank- when we bring in a large-scale event like this, there is a high risk and high reward. The biggest thing to get UB’s name out is when there is a big successful concert. There is a substantial risk since we have no reserves. All of the committees are at risk for this, are you willing to help for marketing and promotion? If you vote yes you are making a commitment to help

Laurie- with this and Peach Pit

Teresa- In the bylaws, it states that revenue is based on tickets, we already said we will put 15k to the side. Once we hit the number we are supposed to hit we can put that in reserves, it depends on the way we fund it.

Anay- what teresa is saying, is if we sell more than anticipated for Peach Pit, 10k can go into the budget, and 5k can go into reserves

Carley- how are you collaborating with the auditorium

Dami- we aren't, they are just a venue

Alex- can we say up to a different number

Laurie- what can we revise the number to motion to?

David M- 20 or 30, we dont sell the tickets so theres a 50k deficient, how many are willing to pitch in money from your committees to fund this? If you are willing to strip your committees then you have my vote, if not then no

Ja Quita- I don't know Jolene but what if it's less, she sees we are a school and gives us a discount

Dami- we are proposing the least amount since they usually don't do over 80k

Laurie- theyve done great research showing there is an interest in this. If we do this we can reach a different artist, we havent brought a black artist in a long itme. Yes its high risk but there is a high reward in bringing a different demographic to UB events

Hank- I get the sense that people are concerned with the risk, is there a way to increase tickets?

Dami- yes

Move to approve 18k from UB and get external funding to caveat the funding

## Voting: Passed

## Item 2: March Madness Trip

Izzy- This is a collaboration between spirit and traditions and out and about for a trip to a March Madness game. It would be on Friday, March 2nd. Many students don't have a way to get to Indy to see March Madness, if it is through UB students can pay a cheaper price.

Minseo- from Out and About, my goal is to help students get an opportunity to get outside of Bloomington at affordable costs. Bloomington is great but we could all use a change of scenery, this could reach international students who don't have access to leave Bloomington

Izzy- There will be a tour of the [NCAA headquarters](https://ncaahallofchampions.org/), there’s memorabilia from different colleges and an interactive portion. There currently isn't an exact March Madness schedule, but we did make an estimate based on past games. We would leave Bloomington at 9 am and go to the Hall of Champions tour, then watch games 1 and 2. We would go back to Bloomington after game 2. We were able to get a different quote for the bus, it is $1,130 for a school bus instead of a charter bus. It will make the cost overall lower.

Minseo- we would provide breakfast such as bagels. We would charge $20 to offset the price.

Alex- are the two games by IU teams?

David E- no they are random

Alex- how do we know if it is a men's or women's game?

Izzy- the women's venue has not been announced yet so this would be men's games.

Yash- what if no one goes

Izzy- the $20 will be given when they RSVP

Laurie- have you reached out to the student athletic board to collaborate?

Izzy- no

Minseo- I move to approve March Madness NCAA trip to Indy for $5,844

Voting- passed

## Item 3: Black History Month Celebration

Carley- We have collaborations with African Women's Leadership Organization (AWLO), IU soul revue, dekar justus, and Bada Stafford. IU catering will provide a soul food menu and this will be before Anagha’s Rock Harper event.

Anay- In terms of the order of events, this would be before Anagha’s event?

Carkey- the timing is 3 pm-5:30 pm and Anaga’s event is at 6, so there is some mingle room after

Yash- Is this going to be marketed as a co-event or its own thing?

Carley- I don't know, but it would be this event, Anagha’s event, and the kick it

Yash- So for food, Anagha’s event is also going to have food, is it a good idea to have food here?

Carley- That is still a separate event, we have tables set up so it would be nice to have food there

Ian- for Rock Harper we aren't doing the same as Binging with Babish, there won't be food passed out. The idea is everyone gets a taste of the food here and then learn to make it with Rock Harper

Carley- The band is very booked and busy, it is $300 per member but I don't expect each member to go.

Ja Quita- It would be the next day, we can celebrate Black History in different ways since not everyone may want to cook and instead, they might want to hear a band.

Anay- going back to the food point, I looked at the budget and there is a line amount for food

Ian- that is the ingredients

Anay- It is 1,500

Ian- oh, it's probably not that much

Carley- one thing Rezwana mentioned is this is taking place in the IMU for that community aspect. That social impact.

Carley- I motion to approve the budget for Black History Month celebration in Alumni hall for $9,302

Voting- passed

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UPDATES

David E- The best way for Union Board marketing is by word of mouth, please talk about this event.

Alex- Please take a yard sign for Hunter Shafer

Laurie- Please do not stick signs next to each other.

Steph- Please fill out the Excel for committee meeting days and times

Laurie- has anyone figured out when committee meetings will be? James says thank you for filling out last week's forms.

Ian- Khushi, Izzy, Minseo, and Carley for proposals tonight

## Adjourned: 8:10