

WORCESTER POLYTECHNIC INSTITUTE

29th Student Government Association

29th Undergraduate Student Government Association Cabinet

September 10th, 2019

I. Call to Order

II. New Business

(a) S.9 SocComm Big Show Appeal (\$96,486.00)

(i) **Purpose of Funds:**

1. These funds will be going towards this year's Big Show. SocComm highlighted their successes in ticketing, artist selection, and outsourcing the stage. They are looking to increase attendance, solidify the brand of Big Show, balance the budget, cater to the campus interest, and bring a high-quality fun event to campus.
2. From feedback regarding the event being a gamble, SocComm would like to collaborate with SGA to get more outreach and better publicize the event. They are looking at branching out to appeal to all music genres by making the event a music festival of different artists instead of one large artist. They will be promoting the concert earlier, provide an incentive to buy tickets early, lower ticket cost to \$10-\$15, and promote the event with other organizations.
3. They lowered the cost of the artists to \$54,000 for a wider array of genres, and brought the cost of the production to \$38,820, bringing the total cost to \$96,486.
4. The College of the Holy Cross put on a music festival event and it was very successful, so they are hopeful for the outcome of this event.
5. They are trying to lower the cost of the event while still keeping the quality of the event.

(ii) **Questions:**

1. Would the SGA Representatives have a voice and vote when it comes to planning the event?
 - a. SocComm answered that the SGA Rep will have an equal input as the SocComm chairs
2. Does SocComm have any plans of using the ~\$18,000 in unrestricted funds?
 - a. SocComm stated that these funds are legacy funds that would be used specifically for emergencies.
3. Where is the fee for the agency in the breakdown?
 - a. The agency fee is included in the contract, and is a variable that isn't decided until then.
4. When would the SGA and SocComm collaboration begin?
 - a. This would begin at the end of this request.

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5. Can SocComm elaborate on a music festival styled event from the College of the Holy Cross?
 - a. Holy Cross brought in a DJ and a pop artist, which sold out tickets and had very positive feedback.
 6. How much control does SocComm have over the ticket price?
 - a. It is part of the contract negotiation. The purpose of the lower ticket would be to make it easier for people to attend.
 - b. Ticket prices for WPI students was \$20 this past year.
 7. How would SocComm mitigate selling too many tickets to the Worcester Consortium?
 - a. They are hoping to sell out of tickets with only WPI students, and would have a higher ticket cost for non-WPI students.
 8. Would this joint committee be a permanent position?
 - a. This would be an appointed position.
 - b. This could also be a special committee.
 9. Did the cost of production rise from when the request was brought to Senate?
 - a. Some of the cost that was taken away from the artists were put into the production.
 10. Can't SocComm offset the ticket price with emergency funds if the cost is decided in contract?
 - a. They have specific rules on how they can allocate emergency funds.
 - b. The ticket cost that is advertised to the public is determined by the artist. SocComm can't offset that cost.
 11. Does SGA have the money to fund this event in the SGA reserve to provide more funds?
 - a. SGA does have the money to provide to SocComm, but SGA also has more long-term plans for the reserve funds.
 12. What is the reasoning behind closing the doors, and is it necessary?
 - a. It is for security reasons and is required by the school.
- (iii) **Points of Information:**
1. The total amount for the event would be ~\$119,220 compared to the ~\$131,545.
 2. The discussions with advisors are contract-based, and it is difficult to get access to the information for SGA to assist.
 3. If SGA proceeds to have 1 or 2 representatives for SocComm, SGA becomes more liable for the event as a whole.
 4. A door-closed policy might not be a good strategy for attendance.
 5. With this money in the SGA Reserve, would the organization change the ways requests are approved?
 - a. Financial Board would be able to fund other things on campus.
- (iv) **Pros:**

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1. They are trying to sell more tickets by lowering the cost, which will hopefully allow more WPI students to attend the event.
2. They addressed most of the issues SGA had with the event.
3. SocComm is inviting SGA to help, and the opportunity of a partnership will help us understand the event to make better decision in the future.
4. The fact that this event is a music festival will provide a wider range of interest, and will bring more people.
5. If this event is very successful with SGA involvement, it will improve the view of SGA, the opinions of Big Show, and the future of the event.
6. There are a lot of people that are not involved on campus, and Big Show is a chance to be involved.
7. We shouldn't be worried about the issue of reputation if it goes to benefitting campus.

(v) **Cons:**

1. Given past attendance, we can't guarantee that they will get the attendance they want.
2. SocComm doesn't have any solid data based on costs, and we can't judge the success of an event based on numbers we don't know.
 - a. They can't be penalized for not knowing the details of other events from a different school.
3. The ticket prices are not guaranteed.
4. Most of what they presented about are potentials, but aren't guarantees.
5. The amount of money in revenue does not always go back to the event.
6. Allocating senators to Big Show could take away from project work being done in SGA.
7. While SocComm improved the idea of the event, there is still not enough information to back up their expectation.
8. Given that they now want several artists, we can assume that they will have lesser known artists that people will not want to see.
9. If the event does not go well with SGA involvement, that would look bad on SGA.

(vi) **Outcome:**

1. **Motion Does Not Pass**

III. Adjournment

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