Program Board Minutes

## Associated Students

April 11th, 2022

UCEN Harbor Room

**CALL TO ORDER: 5:02 pm**

**A. MEETING BUSINESS**

1. **Roll Call**

| **Name** | **Note:**  absent (excused/not excused)  arrived late (time)  departed early (time)  proxy (full name) | **Name** | **Note:**  absent (excused/not excused)  arrived late (time)  departed early (time)  proxy (full name) |
| --- | --- | --- | --- |
|  |  |  |  |
| Ashley Yeh |  | Kim Kryshak |  |
| Clarissa Mendoza |  | Lauren Schaeffer |  |
| Emily Duong |  | Lucas Jackson |  |
| Emily Kocis |  | Nyah Scott |  |
| Enaiya Judkins |  | Sophie Kimura |  |
| Flora Mehdi |  | Talia Heimanson |  |
| Kathryn Quinones |  | Wally Corngold |  |
| Kathryn Supple |  | Jessy Gonzalez | Late Arrival 5:30 |
|  |  | Kian Mirshokri |  |
|  |  |  |  |

**Acceptance of excused absences, absences, early departure and proxies**

Motion to accept the late arrival of Jessy. Motion by Wally, second by Emily D. Consent with 15

present.

**B. PUBLIC FORUM**

1. EAB - Zero Waste Festival
   1. Festival on Fri, asked for help with live music from 12-1. Production is available. Festival runs from 12-3.

**C. ACCEPTANCE of AGENDA/CHANGES to AGENDA**

Motion to accept the agenda. Motion by Nyah, second by Wally. Consent with 15 present.

**D.ACCEPTANCE of ACTION SUMMARY/MINUTES**

Motion to accept the minutes from 4/4/2022. Motion by Nyah, Second by Lauren. Consent with 15 present.

**E. ANNOUNCEMENTS**

1. [Land Acknowledgement](https://drive.google.com/file/d/1E-PZKDH6p3gF2cET7L_W0gbz40eGv5ca/view?usp=sharing)
2. Check In: What’s something that made u smile this past week xp

**F. WEEK IN REVIEW**

1. Free Tuesday Film: King Richard ⅘
   1. LJ- went well. Checking green badges and masks are optional but recommended. 50 people at first screening, 75 at second screening.
2. EVPLA Office’s Open Market
   1. CM- good turnout and weather was great. Had some technical difficulties in our 3rd and 4th sets. Had issues playing music while using mic, had 2 power outages during out sets and the park power (Little Acorn Park) ended up having to be re-set. 3rd and 4th sets were kind of pushed back but we had buffers in the schedule. Lucas and Kris were helping throughout the event.
   2. AY- artists were great. One of them was upset with technical difficulties but he did end up performing. Maybe should have met with EVPLA earlier beforehand
   3. EJ- Ashley and Clarissa were being awesome. We might’ve benefited from having a CSO or something? Issue with someone that lives in the park- tried to steal one of the performer's instruments and was being pretty rowdy. Someone with some authority to step in would maybe be helpful.

**G. PREVIEW OF THE WEEK**

1. Free Tuesday Film: Sing 2
   1. LJ- 6:30: Kat Q, Lauren, Emily D, Flora 9:30: Ashley, Lauren, Kat S, Sophie.
   2. LJ- also gonna put all films on Notion (even without specific titles) just so people can start signing up
2. After Hours Storke Show 4/14
   1. ED- jazz band, first show of the qtr, waiting for contract, W9 and insurance to be approved and waiting for artist photo. Want to pub no later than Wednesday. Please sign up for a shift (11:15pm-1ish) on Notion! Might need to start convo about buying things to hand out at shows?

**H. OLD BUSINESS**

1. Ambassadors
   1. ED- first meeting of qtr, Nyah, Clarissa presented and next meeting Emily K and Sophie are presenting. Need more creative ways to pub when we don’t have quarter sheets. Maybe should table 2 weeks before as well.
2. Playlists, Blogs, & Podcasts
   1. ED- have 22 plays on Tyler’s podcast! Please lmk if you wanna do something!
3. [Social Media Takeovers](https://docs.google.com/document/d/1xEyVTBqiSj7-m8LbpDWw2iUnDrK7-2gMc1iR_PlmTtw/edit?usp=sharing)
   1. NS- Kat S did one last week, no one this Wednesday. Emily D next weekend
4. Extravaganza
   1. X 22 Research doc - refer to google doc
   2. Look at ppl that are more 2nd slot caliber but could perform for first bc people that are first slot caliber are extremely OOR. Difficult right now bc of raised asking prices.
   3. EJ- Artist A: numbers are insane, performance would be insane, if they could confirm COME ON? Artist B number two largely bc of name pull but also numbers in general and think they would be hype
   4. NS- first would be Artist A because of Enaiya’s points. Artist C is 2nd slot because they have the same performance caliber, asking may be lower so more money could be put somewhere else.
   5. KS- agree with Nyah
   6. FM- agree A or B for top but still interested in Artist D
   7. ED- agree with A. C as contingency, E was received well, think 2nd time here for C would also do well bc Hub show did so well.
   8. LJ- think having C in lineup is fine but having them as headliner may look like we’re regurgitating headliners
   9. NS- to be fair I thought I would be pitching C for slot 2 when I walked into meeting
   10. KQ- they were here in 2018 which was good and awesome and should standalone. There’s a good amount of people who like both C and E and I think we’ve catered to that audience already and I don’t wanna isolate another group we haven’t grabbed yet.
   11. SK- think B would have bigger pull than A tbh, number 2 would be A
   12. EK- agree with Sophie, for someone who doesn’t listen to this genre too much, I know B and their music way more than A. he would still be number 2 though.
   13. LS- agree with A, think no matter the set people would know his songs. B is number 2, live RL performance was great.
   14. KM- in between F and B, think A is a good option too and would be satisfied with any of the 3. Think B would be much more exciting compared to F but people would vibe with F’s music.
   15. SK- I was pro F until someone said there isn’t really an audience here
   16. AY- first choice probably B because I know his music, but I’ve never heard A’s music or anyone talk about him. Have heard people talking about F
   17. WC- B has a slightly larger audience looking at monthly listeners, have a feeling A would put on a really good show. When I think of B, a lot of the songs I think of are with Artist G whereas A does most of the work on own songs and think they’re known for hype performances. Think F is my 2nd choice, think he does have hardcore fans here, vibe would be different, might be last time we can get him
   18. ED- feel like I’ve heard a lot of mutuals request F but think it’s because they're really into their music. Think F might be too niche for larger UCSB population. Think if we’re trying to do alternative programming B is wiser.
   19. CM- think my top choice is A for reasons everyone said, think the shock factor of bringing A would be sick, think he’s relevant rn. 2nd choice is probably Artist H, so many classics, could be fun and nostalgic
   20. EJ- honestly think that A would be like a wild book, think people would easily recognize them after looking them up and it would click for them
   21. KM- changing to A as first and B as 2nd
   22. KQ- think B would have the rabid effect if they were actually here in person. Seeing A in person would seem like a crazy book, but I think B’s songs are more recognizable/probably less niche.
   23. LJ- think since A is basically out of range, wanna try to get the offer out as soon as possible so we know if we have to move on or not
   24. TH- think there are die hard A fans as well as general fans whereas there are no die hard B fans. Think A could be on the Artist I path (was big and is now bigger)
   25. JG- would do B 1st then A
   26. KS- looking at B’s top on Spotify, a lot of them are features, probably won’t play those, think A would be better
   27. SK- think I would switch to A at this point, both honestly have similar name pull
   28. KK: moving onto different slots, we should try to cater to a different genre or audience. Common ideas are beach rock or indie rock, EDM artists that are in range, etc. There’s a lot of flexibility with 3rd slot.
   29. WC: Artist I as a headliner, would he do something else? A: no, asking went up
   30. NS: Artist K? A: would fall into 3rd slot
   31. KK: Artist L would have to be 2nd slot
   32. FM: might not have the longest set time but would be an artist that would be good to get right now since they’re getting bigger. Artist is super young and would have a good name pull. Not sure on fanbase size here but a lot of us know them, could be a good time to book
   33. LJ: they’re very shy, and might not have the best stage presence. I think upbeat more indie would be Artist M or Artist N. Artists that are associated with sunny vibes.
   34. WC: Artist O because genre bending artist, not super into house but got a lot of recommendations from ppl about them. In range with good monthly listeners
   35. TH: Artist P? Asking price? June: 30-45.
   36. SK: super for Artist O, ppl that kinda know house would know them, also interested in Artist Q
   37. AY: really like M or P, also in favor of Artist R bc of latin influence
   38. ED: Artist S? in coachella line up
   39. EJ: Artist R: know in 2020 we talked about a different latin artist, we haven’t brought anyone that caters to latin influence, outside of that my freshmen year i heard their music all the time. My brain thinks they always do shows around here because there’s an audience here. Second to them kind of like the idea of Artist O, they’ve been asked for a lot.
   40. FM: Artist T? Would be really insane, mix between edm and hyperpop, 580k listeners
   41. KQ- think that they’re not at exposure level they’d need to be at compared to other slot 3 range folks. Would like to voice for R, very well known in the scene, pulls insane crowds and has a fun, lively set, incorporates songs the crowd will recognize regardless of how well they know the scene. Did b2b with Artist U at a fest in Mexico, works with other big names but somehow is in 3rd slot range
   42. KS- as much as I don’t listen to edm, it seems like from videos shown they do a lot of fun songs and the crowd seems to be going crazy. Agree that having edm for slot 3 someone like M would do great 2nd slot
   43. LJ- my ideal lineup would be M slot 2 R slot 3
   44. NS- the way X has been in the past, having the indie band lower in the slots makes it seem harder to get someone bigger in that scene, R is going to EDC and will be around for a while
   45. EJ: they did do 2 shows here in 2018 and 2019, 2018 sold out
   46. WC: think Artist O would bring diehard fans and think they would attract more than just diehards
   47. KK: O, V, K, and S are all playing Coachella which might (probs) cause problems with radius clause
   48. EK: a lot of feedback from TWU was that people appreciated how dj was able to get the crowd hype, think that people will appreciate a dj even if they don’t know their name so pro R for those reasons
   49. FM: agree with Emily but also have a few O songs, kind of vibe versus song content
   50. oSK: also a O fan but think R is more of an X vibe
   51. KQ- crowd friendly not super hard edm
   52. <https://www.when2meet.com/?15250449-P6sfZ> meeting Wednesdays at 7pm
   53. Refer to budget
5. Free Tuesday Films
   1. LJ- again pls sign up for showing in Notion. Looked like the consensus was yes for pre-screening so moving forward with that, can try to see if they wanna do next week, if not we will do the week after that. Then student choice
6. April Hub Show 4/21
   1. TH- Artist W passed. Sent out 2nd offer to Artist X, seems like we’re close to confirming but agent/management hasn’t been responsive. Gave Sophie all graphic materials. Production will be a bit costly based on X’s rider– wondering if you would be willing to get rid of opener slot to transfer money over to backline, would still need to add $500 more.
   2. Budget
   3. NS- would probably do 24 hr advance student sale before opening it up to the public just because pub turnaround is tight
7. Spring Drive In
   1. BUDGET
   2. NS- Slack vote said we didn’t think two films would do well for Sunday night, they bumped up screen rental price because they apparently usually charge for films on top of everything but they agreed to just keep it at $10k for just one showing
8. Cultural Event
   1. EK- trouble booking Lagoon Lawn but we’re working it out! Instead of speaking fee, they want to know if we want to purchase books for them or donate to a non-profit of their choice. If we purchase books we can sell them or give them out as part of event (~$20/book), waiting on responses.
   2. KQ- we can’t donate to nonprofits like that because of student fees. Are they mandating one of the two or?
   3. EK- think we typically buy books so it’s not a speaker fee. Think if we’re giving away stuff more people might show up.
   4. ED- asking environmental orgs to table so may bring out more people as well
   5. NS- think 50 books would be good, maybe even doing a raffle type thing if not just handing them out
   6. KK- feel like if we had people sign up on Shoreline they might just come get the book then leave, maybe do raffle at the end
   7. ED- if 50 folks got the book, the other folks could get a succulent or something like that
9. Storke Shows
   1. LS- added a notion page for sign ups so if you wanna sign up, go on the notion. Tentatively scheduling shows for weeks 4 and 5, thinking Lemon Generation
   2. Sign up for 2 storke shows
10. Hiring
    1. KQ- hiring went up today, will be open for 2 weeks and close at 5pm on Monday 4/25. We have like two weeks for interviews, the week leading up to X we’ll be making our decisions. We’ll start figuring out availability and scheduling real soon. Let people know to apply if you can think of someone that would be good, make sure you don’t forget to apply if you want.
11. Reaffirmation
    1. Tabling? Other?
    2. KQ- Sophie working on graphic, elections start next week. We’ll post on our IG like we did 2 years ago, board members also did personal pub. Are we interested in tabling slash doing ASPB IG series?
    3. ED- don’t know if tabling is our most effective thing, think daily ASPB on IG thing would be quirky
    4. EK- agree with other Emily, think tabling
    5. EJ: people on our IG are the ones that want to reaffirm us, tabling isn’t the most effective. Candidates will also be badgering in the arbor, we could be a very different voice in comparison, being face to face w ppl will be more helpful imo
    6. FM: easy way to do this is if each person posts a story on their personal page explaining something they did, using our own platforms
    7. SK: is it too late to order stickers? We could hand those out or hand out popsicles or something
    8. EJ: we have a lot of old shirts, merch, hats
    9. CM: retro merch pop up shops, talking about reaffirmation, going to resident houses
    10. KM: 2021 results: most were reaffirmed, lowest reaffirmation percentage was 74%
    11. KK: switching up tabling locations could be very helpful, also important to think of something else, pulling names out a bowl, if ppl are against us we should do feedback boxes, etc.
    12. EJ: election szn can get really crazy so i think we should be ready to get into some people’s faces
    13. KS: ppl really like our merch and also wheels to spin for merch and stuff
    14. ED: could do activity w tabling, going into res halls and promoting events, could have easy activity to lure people in, whiteboard w artist suggestions, guess how many X wristbands are in here, low maintenance incentives that lure people in
    15. KQ- would like to give out an energy drink of sorts?
    16. Could make big banner for pardall tunnel
    17. CM- think having aspb hashtag on socials, maybe ask followers to post an aspb memory they have

**I. NEW BUSINESS**

1. AS Zero Waste Festival
   1. Basically storke show, production available
   2. Interested in helping out? Yes
2. UCSD Sun God 4/30
   1. KQ: want to see if we can go, want a rough headcount for folks interested in going
   2. 14 ppl

**J. ACTION ITEMS**

**K. FINANCIAL ACTION ITEMS**

1. Motion to pass Artist A for Headliner Slot at Extravaganza on 5/15 starting at 85k and ending at 90k. Motion by Kim, second by Emily D. Consent with 16 present.
2. Motion to pass Artist B as headliner contingency at Extravaganza on 5/15 starting at 85k and ending at 90k. Motion by Kim, second by Nyah. Consent with 16 present.
3. Motion to pass $532,000.00 for Extravaganza on 5/15/22. Motion by Lauren, second by Ashley. Consent with 16 present.
4. Motion to pass Artist R for Slot 3 at Extravaganza on 5/15/22 starting at 25k and ending at 35k. Motion by Kim, second by Kat S. Consent with 16 present.
5. Motion to add $500 to Hub Show Budget totaling $29,080 on 4/21/22. Motion by Talia, second by Wally. Consent with 16 present.
6. Motion to pass $10,000 for Spring Drive-In Event on 5/22/22. Motion by Nyah, second by Sophie. Consent with 16 present.

**L. REPORT**

**Facebook Factory / Tuesday Slide / Thursday Ad/ Free & For Sale post**

Sing 2, Storke Show, Hiring, X Save the Date

**Kudos**

Lauren for storke show qs

Ashley clarissa for open market

Kris for knowing a lot

Kris kim enaiya lucas for helping w open market

Lauren for research doc

Big kat for help w research

Clarissa for bringing food from DLG

Kim for half a turkey sandwich

Everyone that did hard work in office

Kat q for hugging everyone

**The Marilyn Report**

**The Kris Report**

Will be posting on handshake for lead positions for event safety and production this week

**Commissioner's Report**

Pls pub stuff and be responsive and flexible in Slack, with reaffirmation pls help if i ask or lmk if u dont wanna help, great job with things, very efficient discussion, hope ur doing well in classes, lmk if u need anything, will be printing OH schedules

**Deputy Commissioner’s Report**

Love discussion today, lmk if you need anything, keep me in ur thoughts

**Coordinators’ Reports**

**Ashley-** figuring out tix for hub show but thats all!

**Emily D-** excited for first storke show pls come, working on x and other stuff

**Emily K-** working on event stuff, happy to help w reaffirmation stuff, in office and around

**Kathryn S-** not much, lmk if things are wrong with app page, brain empty

**Kim-** be swamped w X stuff. Be attentive to slack and email, also keep things confidential so we don’t get blacklisted as a uni lol

**Lucas-** rip duffl career, lmk if u need help with things, working on films

**Nyah-** excited about our planning and decisions and conversations, will prob get uni announcement & nexus ad soon, will get drive in stuff figured out

**Sophie-** would be fun to get stickers for reaffirmation pub, kat, wally and i doing storke show woo! thinking abt enaiya being dummy

**Talia-** thank u for help w hub show, this show is nuts with booking, lets manifest a confirmation

**Assistants’ Reports**

**Clarissa-** will be pubbing events going on this week & will be in office!

**Flora-** post graphics in the graphics calendar and ill be working on stuff have a good week

**Lauren-** cant wait to see folks in office and emily’s storke show, slack me if u need anything

**Wally-** good discussion today, kat s sophie and i will be working on a larger storke show coming up soon

**Senator’s Reports**

**Jessy-** u can’t use as funds to say “yes” can only use for educational purposes, booster stuff, yang doing panel with architects and others about munger, lot of activity around enrollment, our refund issue

**Kian-** what jessy said, voting starts next Monday

**ADJOURNMENT at 8:04 PM by Kathryn Quinones**

**Artists mentioned: Duckwrth, Bryce Vine, Mariah the Scientist, A$AP MOB, COIN, Machinegirl, Alison Wonderland, Zack Fox, The Marias, Yung Nudy, Playboi Carti, Channel Tres, Pink Pantheress, Ski Mask the Slump God, Swae Lee, Diesel, 100 gecs, Flo Milli, Ferg, Rico Nasty, Mura Masa, Valentino Khan, Joey Bada$$, Dayglow**