Shane calls the Meeting to order at 11:32 am.

OVERVIEW

Becky gives each member an agenda, copies of last week’s meeting minutes, Special Allocations Applications: Korean Student Association’s KSA x KSU Korean Culture Night, TEDxUofW’s Conference, and Polynesian Student Alliance’s Polynesian Day.

1. Call to Order
   a. Approval of the Agenda
      Jared moves to approve the agenda. Terrence seconds. No objections. Motion passes.

   b. Approval of the Minutes
      Simon moves to approve last week’s minutes. Jared seconds. No objections. Motion passes.

2. Special Allocations Presentation: Korean Student Association’s (KSA) KSA x KSU Korean Culture Night on April 19, 2020

Presentation
The intent of the event is to promote and share Korean culture. Every year there’s a theme; last year’s was Korean School Culture. Then, there are food, games, and presentations that fit into that theme. This year, the event will be in Kane Hall. Starting last year, the organization reached out to professional networks (community leaders, government organizers, Korean companies) to come and engage with UW students. KSA has applied for all the possible UW funding and Wells Fargo; has not heard back from any of them yet.
A major funder each year is also the Consulate General but they told KSA that funding is limited this fiscal year. KSA has already reached out to companies like HMart and Seoul Trading. One new thing KSA has done this year is reaching out to government institutions because KSA is now a non-profit organization; applied for 501C. Received feedback from the Seattle City Office of Arts and Culture - will not be able to financially assist because KSA is a university organization, in which it is not as accessible to the general public; and their funds come from taxpayers. KSA currently doesn’t have any graduate students directly planning the event, they are reaching out to graduate organizations on campus, the Center for Korean Studies.

Questions and Answers

Danielle asks if KSA has heard back from the Center for Korea Studies.
Presenter met with their assistant director who is willing to promote the event through their networks. And have also talked to some graduate students to see if they would be willing to table / share their research at the event.

Shane asks about ticket revenue.
Presenter explains that they do not charge an admittance fee. Food will be sold, but not to make a profit; just trying to break even. So the ticket revenue will come from food and games.

Simon asks if they track attendees for the event.
Presenter explains that they have some data from last year because they had to administer a survey, per the Consulate.

Jared asks if every attendee filled out these surveys.
Presenter answers that not every attendee filled them out, but there were little gifts/prizes to incentivize people to do so.

Jared wants to know how KSA will better market towards graduate students.
Presenter says that they understand graduate students may not be active on social media as much so they are partnering with the Center for Korean Studies to send out emails to graduate students. Are also reaching out to companies like HMart for help with advertising at their physical locations. Partnered with the Korean Seattle Engineers Association (KSEA) who also have a group of graduate students involved in their organization.

Shane asks about funding gaps since they are requesting less than half of the total budget.
Presenter explains they are reaching out to companies; however that information is not complete on their budget sheet yet. Throughout the year, their officers also fundraise as well and they currently have a little over $6,000 in personal funds they can put towards this event if necessary. Their partnering group, the Korean Student Union (KSU) also has their own funds they can contribute as well.

Discussion

Shane states that last year, KSA requested $750 and GPSS funded at $400. In comparing the two presentations from last year and this year, their presentation this year included a lot more outreach points.
Simon thinks KSA’s presentation was pretty good, even though it is catered towards undergraduate students, they did estimate about 100 graduate students and/or professionals in attendance.

Shane mentions that these groups, like KSA, do not have a huge population to reach out to in the first place. And these groups typically only have about 1-2 major events in the year and it seems like this is KSA’s biggest annual event.

Simon mentions that last week, the Committee did not fund KSU for their event request. And maybe the Committee’s hope was to hear a better graduate-student oriented presentation from KSA (for their joint event with KSU) this week, to fund them.

Terrence mentions that KSU’s presentation last week was not as prepared because their presenter was not the person who filled out GPSS’s funding application. But this week, KSA had their executive board come to present and represented themselves well.

Shane likes how KSA did a lot of outreach to find funding. That’s something that in the past, the Committee has taken into consideration if they are actively reaching out for different funding opportunities.

Danielle adds that KSA also made an effort to reach out to more organizations on campus too.

Ted mentions that this is not one of those events that are exclusively geared towards graduate students.

Jared points out that these types of events are not set up in that manner, nor meant to be.

Ted agrees with Jared.

Jared moves to fund KSA at $750.00. Danielle seconds. No objections.

**VOTE:** Danielle, Jared, Simon, Terrence, and Shane vote YES. None opposed. Ted and Becky abstains.


**Presentation**
TEDxUofW finance manager came to present. Since 2012, the organization operates under UW’s TED Talk Organization license. The hardest funding aspect for this big event is renting Kane Hall; would use GPSS funds for this cost. They host two events; one is a smaller student speaker event (with one graduate student speaker this year) in January and the bigger TEDx Talk in April. They are requesting funding for the latter. TEDxUofW is requesting $1,000 in funding from GPSS. Hope to use other (non-GPSS) funds towards merchandise.
Questions and Answers

Shane clarifies that the max funding GPSS can provide is $750.00.

Danielle asks about audience.
Presenter explains that the audience members are about ⅔ students, staff, faculty, and general Seattle community.

Danielle follows up with a question on whether they count the numbers of students, faculty, etc...
Presenter says they have not done so in the past. But on the ticketing website, when attenders buy their tickets, they choose the type of audience ticket they want (i.e. student, general, UW staff, etc…) and that corresponds with their ticket rate/cost. All students have the same rate/cost.

Simon asks if it’s possible for them to create different graduate and undergraduate students’ tickets, to better track the percentage graduate student attendees.
Presenter says they could do that, but the prices for both of these audience members would be the same.

Shane asks about ticket revenue, which is expected to be about $7,000 for the event. But it looks like they would hit about $6,000 already with just non-student advance sales. Shane is curious about why they projected such a low number of $7,000.
Presenter explains that last year the organization had to downsize event because TEDx requires an organization member to attend one of their real TED Talk events. Since they didn’t have a member attend a TED Talk, this affected their licensing; and limited TEDxUofW to hold an event with 100 attendees. So, this year, TEDxUofW is expecting a lower audience number because their presence diminished from last year’s smaller event; which is why they are gauging a smaller revenue projection.

Terrence asks a clarifying question about the attendance - did the presenter mean that last year they only had 100 attendees and are expecting less this year?
Presenter answers no and explains that since 2012, TEDxUofW would have had an audience of about 500 people. However, last year, that number went down to 100. This meant that last year, they tried to raise the ticket cost up to cover the costs and tried to give those audience members a “premium” experience by giving them “free” t-shirts. So, they are trying to accommodate for that different experience last year.

Shane asks if the organization has heard back from Wells Fargo or ASUW yet.
Presenter says they have a presentation with ASUW on Monday November 25, 2019. And have not heard back from Wells Fargo in terms of funding yet.

Shane asks if they already have the reservation funds to secure Kane Hall yet.
Presenter says that they have reserved it already.

Jared asks about their funding requests from the University Marketing & Communications (UMAC) and University of Washington Alumni Association (UWAA).
Presenter explains that they consistently receive $1,000 from UMAC annually in the past.

Jared asks if the presenter could elaborate on the $3,000 merchandise budget line item. Presenter answers that this number is based on previous years’ numbers. Last year, they gave every audience member a t-shirt with their ticket, so the cost was high. However, in previous years, they’ve bought merchandise to sell for profit. For this year, they intend to get back to the sell-for-profit system. Thus, they won’t be spending as much money on t-shirts, pens, etc... because they’re not providing it to everyone this year, but just have enough to sell.

Terrence asked about the past merchandise sales and revenues. Presenter explains that they only joined TEDxUofW last year and do not have extensive knowledge from previous years. Previous managers have mentioned that they sold merchandise with a 25% profit of the cost.

Shane mentions GPSS’s policy for events that turn a profit, that they are able to give 15% of their generated revenue back to GPSS to help sustain our Finance and Budget Committee and asks if the presenter is ok with that. Presenter answers yes.

Discussion
Jared feels this event doesn’t target graduate students or is trying to do so.

Terrence clarifies that there is a graduate student speaker, but not for this event that they’re requesting funding for. Also adds that there is ambiguity around the merchandise.

Jared expresses that he thinks this event could get corporate sponsorship is they reached out to businesses downtown.

Simon asks how much funding GPSS granted TEDxUofW last year. Shane answers, since their event was smaller last year and costs were less, GPSS fully funded them at a smaller requested amount.

Terrence asks what it would look like for this event to be more graduate student centric. Jared answers to have more graduate student speakers, have more graduate students involved with the planning process. Shane adds they would expand their willingness to market better towards graduate students. This event may be limited in how they format the event by the bigger TEDx, but they could better market or reach out towards graduate students.

Simon states that this event is something we may want out name attached to; having graduate student promoting TED.

Danielle motions to fund for $300.00 to cover their online promotions and experience parlor table experience budget line item. Jared seconds. No objections.

VOTE: ALL vote YES. No objections. Becky and Ted abstains.
Simon leaves.

4. Special Allocations Presentation: Polynesian Student Alliance’s Polynesian Day event, May 1, 2020

Presentation
This is the 21st year of the Polynesian Day event. Polynesian Day was created to represent Pacific Islanders (PI) at UW because PI make up less than 1% of the student population at UW (this is inclusive of graduate and undergraduate students). The Polynesian Student Alliance organization is both for undergraduate and graduate students. This year, they have 2 graduate members. Thus, this representation is important for high schoolers to see themselves in higher education and a higher institution like UW because oftentimes in the Polynesian culture, there are stereotypes that PI aren’t smart or they’re only meant to be athletes. At the event, which is for for middle and high schoolers, there are workshops on educational and cultural empowerment. The first presentation is a Be Boundless presentation where the organization’s members explain how they can apply to UW. Other workshops can range in topics from climate change to toxic masculinity in their communities/culture. In the second part of the day, lunch is provided, and there are performances so the attendees can see their culture being represented on a major stage in a large university. These presentations take place in front of the HUB because it’s a high trafficked areas. The event focuses on outreach and representation. The Polynesian Student Alliance is also open to anyone as well and they have a very diverse collective. All members are encouraged to dance with the group and interact with the high schoolers. They also have a dance contract where the students have to attend Polynesian Outreach Program (POP) sessions, which is when they go out to different high schools and mentor/tutor Polynesian high school students. This requirement is included in the dance requirements, so all of their dancers are doing high school and community outreach.

Questions and Answers
Shane asks if the organization has heard back from the GPSS Diversity Committee for supported funds.
Presenter answers no, not yet.

Terrence clarifies which budget sheet to reference.

Danielle asked about graduate student involvement in the organization and in the planning of the event.
Presenter explains that there are not graduate students who are directly involved with the planning of the event, but they are involved with fundraising.

Jared asks about their plan to reach out to graduate students.
Presenter responds that their current plan is to connect with other graduate students via the few graduate students they already know that are involved with the organization; their connections with the Ethnic Culture Center; and PI professors who work with PI graduate students. But also states that the biggest challenge is that there just aren’t many PI
students to begin with.

Danielle recommends reaching out to Carolyn Jackson from GOMAP, a minority graduate student organization.

Shane asked about their other events throughout the year, and if this is the biggest event they host. Presenter answers that this is their biggest annual event. They also have biweekly general meetings and fundraisers. This is the biggest outreach, including the routine outreach program they do when organization members go directly to different high school campuses to mentor/tutor high school students.

Terrence asks if fundraising is their main method for covering any funding gaps they may have, which is about $1,000 between the two. Presenter explains that they are putting on other fundraising events but are also working on a few departmental funding applications for more support.

Jared asks if they’ve connected with the UW Dance Program. Presenter explains that the UW Dance Program doesn’t do PI dances and their goal is to be taught by those within their community, so all of their instructors are from the culture as well.

Jared specifies reaching out to the UW Dance Program to see if they would donate any equipment or if they know/have any PI students involved as well.

Jared suggests reaching out to the Seattle City Chamber of Commerce to connect them with any PI businesses that might be interested in sponsoring the organization or if they know any further members of the community.

Terrence adds reaching out to the Asian American Pacific Islander (AAPI) because they’re involved with student activities.

Ted asks about if there are any workshops geared towards what to expect in professional / higher education; not just on how to get in. Presenter says that they are still developing the content for their workshops because they change every year. Presenter also shares that they are part of the McNair Program, and therefore graduate studies is a priority in their life so it is something the organization can plan for and have professional/graduate student panels.

Shane clarifies that the max funding GPSS can provide is $750.00.

Discussion

Shane expresses that mentorship for underrepresented groups is a big priority for him. So he’s already biased.

Jared states that while he does want to support this underrepresented organization, he doesn’t think it involves any graduate students, either in the planning process or the target audience.
Danielle disagrees and thinks we shouldn’t hold it against the community that there aren’t many PI on campus. Presenter says that they knew the two PI graduate students, but doesn’t know any other individuals who are PI and graduate students. And those who PI graduate students were involved in the event and danced during it.

Jared proposes earmarking our money to market towards graduate students.

Ted remembers this event from last year. While he agrees that GPSS needs to fund events based on community, we also need to fund to promote community. This event does that. So, it’s a bit different event than we usually see but it speaks to a different GPSS mission.

Shane adds that a lot of the funding we do should be towards events and organizations that we are comfortable supporting. So it would benefit graduate students as well as our mission.

Danielle adds that maybe we can recommend to them to include a professional/graduate panel, or at least a new slideshow about graduate higher education.

Ted notes that in our letter, we can ask them to focus more on graduate students and promoting graduate education.

Shane moves to fully fund the Polynesian Student Alliance at $750.00. Danielle seconds. No objections.

VOTE: All vote YES.

5. Vice Chair Information + Vote
The Committee is running late on time and missing two voting members, decided to push back the Vice Chair vote until the next meeting. Shane will send out emails with further information and has welcomed any early nominations if people want to individually reach out to him.

6. Determine Next Meeting Date
Everyone besides Becky is able to make it to our last Finance and Budget Meeting of the quarter and 2019 year on December 6, 2019.

7. Adjourn
Terrence motions to adjourn the meeting. Jared seconds. No objections.

The Meeting is adjourned at 12:30pm.