

EL CAMINO COLLEGE
Auxiliary Services Board

Meeting Minutes

Monday, October 22, 2007 - 1:00 p.m.

I. Call to Order

The meeting was called to order at 1:03 p.m.

II. Roll Call

Members & Alternates Present: Harold L. Tyler (Chair), Katie Gleason, Bill Mulrooney, Connie Fitzsimons, Don Goldberg, Tom Connolly, Josie Cheung

Not Present: Jeff Marsee, Janice Ely

Support staff: Miriam Ifill (ASB Accounting Tech), Carolee Casper (note taker)

Visitors: Bill Cooper, Francesca Bishop, Barbara Riser, Nancy Adler, Dr. Schwartz, Leslie Back, Bruce Spain.

III. Approval of 10/1/07 Minutes

After the minutes were reviewed and discussed by the committee, Bill Mulrooney moved to approve as presented and Connie Fitzsimons seconded. Committee vote: Yes: unanimous.

IV. Requests for Augmentation

A. **Veteran's Activity** – Bill Mulrooney & Bill Cooper

The committee was presented with a flyer "A Salute to ECC Military Veterans: Courage, Commitment, Education", a copy of the letter being sent to military students and an outline of the Veteran's Activity to take place on November 8, 2007 in the East Lounge of the Student Activities Center from 11:00 a.m. – 2:00 p.m.

The purpose of the activity: "ECC has never recognized military veteran students. This first time even would demonstrate campus commitment to this group. This event shares resources with students related to their successful matriculation and retention and demonstrates commitment on behalf of the District."

This event will be sponsored by: Division of Counseling & Student Services, Admissions & Records Office & the Veteran's Affairs Office

The request presented to ASB is to cover the cost of food and beverages during the event. Total requested: \$400.

Dr. Schwartz asked why the sponsors did not invite faculty and staff veterans to participate. Bill Cooper explained that they were starting small this year because they didn't know what kind of turn out to expect and their funds were limited. They are considering expanding those invited for next year.

B. Forensics – Francesca Bishop

It was reported to the committee that the Forensics team is once again having a successful year. The committee was informed about the benefits to students who participate in forensics. Last year all the graduating and/or eligible to transfer forensic team members were accepted to both UCLA and UC Berkeley. These students had the opportunity to participate in National competitions and won those competitions. Two former Forensic team members interned at the White House and one is now on staff in the West Wing. Both of these students had the opportunity to participate in National competitions. Last year ECC had 8 of the top 10 speakers in the country.

This year the national competition (Phi Ro Pi National Tournament) will be held in April in Chicago Illinois. ECC will be defending its national championship title. However, in order to attend the forensics team will need assistance from the ASB Special Competition budget.

In a memo presented to the committee the Forensics team is requesting \$4000 in additional funding from the ASB Special Competition budget in order to attend the national tournament.

IV. Presentation – Musical Proceeds

Handouts were presented to the committee of ticket sale income for the Man of La Mancha and Forum musicals and final production costs for both. The committee discussed the Maddaford-Thomas fund the Foundation set up to assist with the production costs of the musical. That fund is dwindling and will likely run out after next year's musical if a new funding source is not identified.

Currently the Foundation receives the ticket revenue of the first two nights which has included an opening night gala with an increased ticket fee. The gala has failed to generate higher ticket sales and won't be done this year. The remainder of the musical's ticket sale revenue goes to the ASB. This year ticket prices will be raised slightly. *Joseph and the Amazing Technicolor Dreamcoat* is a more family oriented musical and will hopefully draw bigger crowds than Forum did last year.

Ron Scarlata would like to change the current split of the ticket sale revenue. He would like a 50/50 split between the Foundation and ASB. He's hoping this will provide a steady funding source for the Maddaford-Thomas fund.

Ideas were discussed regarding marketing and filling seats for the musical. CFA donates \$1000 for marketing. Nancy Adler suggested a marketing specialist be hired on a per show basis to help with audience development. Currently the smaller venue of the Campus Theatre limits the productions that can be done. Also, choice of musical determines the resources needed to produce it and the potential revenue earned.

Dr. Schwartz suggested a subcommittee be formed to start an Arts Hall of Fame, similar to the Athletic Hall of Fame, to create potential future donors to the Maddaford-Thomas fund.

Harold Tyler asked why the revenue for the dance productions was so high last year. Bruce Spain explained that it was the first year students were charged to attend unless they had an ASB sticker.

V. Committee Discussion

A decision on the ticket sale revenue split will need to be made before the ASB develops next year's budget. It would be problematic to change it for this year as the ASB budget has already been developed and changing it would reduce income and require a reduction in the monies allocated to other programs.

The committee felt that people from the Foundation should be included in the discussion regarding the musical ticket revenue split.

The committee would like to have a decision on the musical ticket revenue split by March 1, 2008.

The committee noted that the income we're receiving from the Arts when compared to the income we're receiving from Athletics is much greater. However, the funding we're giving to the Arts compared with the funding we're giving to Athletics is much less. This is disproportionate and the committee felt it should consider this next year when developing the budget.

The committee reviewed the balance remaining in the Special Competition fund (\$3675.00). Today's requests equal \$4400.00. There is approximately \$28,000 available to appropriate due to the Augmentation funds given to Athletics which freed up the money in the ASB budget.

Katie Gleason moved that the Special Competition budget be raised to \$12,000 for the year. Connie Fitzsimons seconded. Committee voted yes unanimously.

Katie Gleason moved to fund the Veteran's Activity for \$400 out of the Special Competition budget. Harold Tyler seconded. Committee voted yes unanimously.

Connie Fitzsimons moved that the Forensics team receive \$4000.00 out of the Special Competition budget to enable them to attend National Competitions. Katie Gleason seconded. Committee voted yes unanimously.

VI. Next Auxiliary Service Board Meeting: Monday, November 19, 2007 at 1:00 p.m. in the Stadium Room.

VII. Meeting adjourned at 2:35 p.m.