

Sarah called the meeting to order at 5:00pm

Guest Speakers:

- Amnesty International Club – Tyler Larson
- The club needs have a certain amount of people to get funding
- Club is present in 160 countries, and 7 million people are involved
- Purpose of club: raise awareness about human rights
- This Thursday is their first event in the Smaug

Day of the day:

- National Sticky Bun Day

Name that tune:

- How To Save A Life by The Fray
 - Guessed by: Kaylin

Tracy/Joe:

- Tracy
- NACA is coming up fast and with spring break even faster
- You can go online to look up the performers and we want to go to NACA with recommendations from the club
- Especially with Fall concert because we need to work a semester ahead for that
- We have 5 meetings before we go to NACA
- We released the save the date for spring concert last week
- We found out that spring concert is the same weekend as Midwest Music Festival
- The contract has been reviewed on campus and we're hoping it's all good on their end
- Once we have a signed contract UPAC is the first to know who we're having

Special Events On Campus:

- Frederick Winters
 - This Friday @ 7pm
 - Be there @ 6:15pm
 - Job Sign-Up will be in the office if you weren't at the meeting
- Trivia Night
 - Sunday
 - This is @ 7pm
 - Be there @ 6:30pm
 - Job Sign-Up will be in the office if you weren't at the meeting
 - Prizes for the winning table
- Open Mic Night
 - Next Wednesday, March 1st

- Grocery Bingo
 - Next Tuesday @
 - Job Sign-Up will be in the office if you weren't at the meeting
 - Extra Card money will go to Relay for Life
- On Campus Movie
 - Why Him? is our first choice
 - Marissa emailed the rep 2 different times and haven't gotten a response
 - Our second option is Spilt if Why Him? doesn't work out

Special Events Off Campus:

- Wild Bus Trip
 - Tickets are SOLD OUT
 - We sold out in 14 minutes
 - Bus leaves @ 3:30 next Monday

Concerts:

- Make sure you are not sharing anything about the artist now that the date is revealed!
- Spring Concert Openers
 - Entered executive session @ 5:14pm
 - Exited executive session @ 5:27pm
- UPAC Tickets
 - In order to go to spring concert for free you have to be at attendance and you have to work the day of concert
 - If you aren't at attendance you have to put a deposit down on a ticket and then if you work the day of concert you will get your money back
- Reveal Party
 - Take pictures of people with the letters of the artist and then we'll post the pictures on Facebook for the campus to guess
 - Once somebody guesses the artist they will receive two free tickets for the concert
 - We'll take the photos next week and then we'll start posting the pictures once we have a contract
- Concert Bus Trip
 - DNCE is playing at Iowa State on April 5th
 - Tickets cost \$30 and then there's a \$7 fee
 - We'll sell 55 tickets
 - It's on a Wednesday night at 8pm
 - It's a 3 ½ hour drive there and back
 - Discussion
 - It's no different then going to a sporting event in Wisconsin
 - It starts a lot later then a lot of bus trips
 - DNCE and Chord Overstreet are both very big names
 - Students would go just for the names
 - People wouldn't go because it's so far away and on a weeknight

- It's fairly expensive, so finding students who would want to go and find the time to go could be hard
- From a concerts perspective the timing isn't bad, people are going to go for a big name no matter when it is
- This money would come from Austin's, Alyssa's and \$5 movie night budgets, we're not touching the spring concert budget
- We haven't found any off campus concerts yet so this is a good option
- If we can get it approved we could get 55 people to go
- Mankato hasn't announced their spring concert so there could be other options
- There still tons of tickets left so we can wait a week to order tickets
- Austin will talk to Tracy about the concert and get back to the club next meeting

PR Print:

- Spring Concert PR
 - Posters
 - Banners
 - 3x5 or 3x6 for around \$20
 - About the size of a flag
 - Joe said we can hang it in front of Kryzsko where the Frozen Film Festival banner was
 - Two years ago we hung one in the caf and in the IWC
 - We would most likely get 2
 - Wouldn't put one outside of Kryzsko unless we have to do public sales
 - The gazebo would be a good spot because so many people walk by it

PR Tech:

- Spring Concert PR
 - Social Media Advertising
 - We do this every year to get the word out more on social media
 - For \$200 we would reach 4000-10000 people on Facebook, and 1300-3500 people on Instagram
 - For \$350 we would reach 5700-15000 people on Facebook, and 1300-3500 people on Instagram
 - Eau Claire, Madison, Rochester, and La Crosse would be the locations we're reaching out to
 - We are also going to do a Snapchat filter which will be around \$300
- Share the Save the Date Announcement
- Invite your friends on Facebook

Accounts:

- Special Events On Campus: \$ 2,208.17
- Special Events Off Campus: \$ 282.06
- Concerts: \$ 1,454.89
- PR: \$ 1,722.37

- Assistant: \$ 110.73
- Total: \$ 50,539.27
- Purchased this week
 - Purple Pass Money deposited
 - Bowling Money deposited
 - Clothing Order Money deposited
 - Artist Fee
 - Hotel Eric O'Shea
 - Gopher Badger Bus
 - Spring Clothing Order

Assistant Director:

- Grocery Bingo after the meeting
- Relay Meetings start next week
- Door Dec
 - Rainbow with pot of gold and four leaf clovers

Director:

- Coloring Contest
 - New one will start tomorrow
- Attendance
- You need to be at attendance for NACA and to get your spring concert ticket free

Meeting adjourned at 6:00pm