

DRAFT

VENTURA COLLEGE

Minutes of the Diversity in Culture Festival Committee

Date: Thursday, September 07, 2017

Present: S. Alonso, L. Capuano, G. Fiumerodo, A. Fredell, D. Gonzalez, M. Hagerman, C. Harper, T. Harrison, C. Jones, D. Kumpf, T. Lawler, N. Milani, S. Murillo, S. Royer, I. Schmidt, P. Sezzi, S. Sloan Graham, M. Werness-Rude

Recorder: Chez Harper

Absent: TBD

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
Call to order	Gigi called the meeting to order at 2:30 PM.			
Welcome	Gigi welcomed, intros made, minutes from the 2017 festival debrief forthcoming. Topics today include budget, 1-day or 2-day event, and future meeting dates.			
Budget	<p>Dan requested money from the executive team – has not heard back yet.</p> <p>Libby is checking on ASVC money, doubtful there are funds available. ASVC awarded \$500 award for Poetry Slam winner.</p> <p>Need to decide on festival timing (1-day or 2-day) and set the budget.</p> <p>Stage cost is same for 1-day or 2-day rental. 2-day event will incur additional costs such as security and entertainment.</p> <p>Majority opinion: Dan ask for \$40,000. If awarded, plan 2-day event. If not awarded, plan an awesome 1-day event.</p> <p>2017 expenses not a true reflection of funds spent.</p>			

<p>General Comments</p>	<p>Put the best into a 1-day event instead of mediocre fill-ins over the 2 days.</p> <p>Have a full 1-day event with a nice evening event.</p> <p>1-day event with extra credit given if students attend.</p> <p>We need a big name draw earlier in the day to keep people around all day.</p> <p>A big name on Wednesday would build excitement for Thursday, if event were 2-days.</p> <p>Afternoon events not well attended. Campus is very busy in morning making earlier events well attended.</p> <p>Event ushers needed.</p> <p>Need an announcer on main stage to announce the upcoming schedule as events are set to begin.</p> <p>Gigi has a preliminary "Save the Date" card. Must decide on 1 or 2 days or print "April 2018 Save the Date".</p> <p>Harder to get students and volunteers for 2-day event.</p>			
<p>Ideas for 2018</p>	<p>Media gallery will have diversity show the week before. Maybe use that as a lead in to the festival.</p> <p>LGBTQ panel + students</p> <p>Drag show via LGBTQ</p> <p>Art talk</p> <p>Activities in class to increase participation</p> <p>Possibly bring elementary students and high schools.</p> <p>Brainstorm for a big name.</p> <p>Evening event: Have a ticketed event in the PAC at night with a big-name presenter. Open to the public, use Eventbrite or Seat Advisor to charge for tickets.</p>			

	<p>Use same big-name during the day to draw people to the festival.</p> <p>May not be able to use Equity funds if we charge for tickets.</p> <p>Begin advertising, outreach, spreading the word now. Posters, save the date, feeder schools, and community outreach.</p> <p>Need entertainment and presenters set by February 1st.</p>			
Miscellaneous	<p>Invite Ben Samoza to meetings. He may be able to secure sponsorships (new Starbucks, restaurants, etc.) Ben shows diverse films and may be able to show films in the evening in the ASVC.</p> <p>Have Ben come to mtg. to discuss sound and staging.</p> <p>Have Brenda attend meetings.</p> <p>Order a banner for across the back of the stage.</p> <p>Volunteer coordinator</p> <p>Stage monitor/manager</p> <p>Need a green room</p> <p>More community involvement</p> <p>Brochures, posters, cards, flyers</p>			
Adjournment	The meeting was adjourned at 3:30 PM			
Next meeting	October 5, 2017			