

## SPECIAL GRADUATE ASSEMBLY MEETING

March 17, 2011

### SUMMARY OF THE MEETING

This special meeting was called to order at 5:42 p.m.

#### Announcements

The campus has decided to join the UC-wide SHIP insurance plan, as of next semester. There will now be a dependent plan. Costs will go up a little more, but they'll get slightly better coverage.

Ms. Hsueh said the Business Office will open during the break next week, Monday through Wednesday. Also, the Business Office survey was completed and a report will be prepared.

#### Presentation on Bay Cruise 2011 by Ashely Russel and Alex Baer, the Grad Social Club

The Bay cruise last year was considered to be the best party of the year. There were 635 paid customers and a few people from the GSC, for a total of 645-650 the capacity they were looking for.

People were charged \$40 last year. It's a three-hour ride. The boat had three floors, with bars on each floor and with DJs on the first two, with a quiet area on the roof. People had all they could drink for beer, wine, and non-alcoholic beverages, and there was also a cash bar. Grads apparently just drank beer and wine, the company lost a lot of money. Departure was from Jack London Square.

Last year they sold 450 tickets the first day, and sold out a week later, selling 635 tickets. There's been a lot of interest in Bay Cruise 2011.

The boat used last year, The Hornblower, requires a \$12,500 deposit. The GSC couldn't hold the date without a deposit. That's why they were bringing this to the GA that evening, to fund the deposit and reserve the boat before they advertise and take money. They're aiming for a cruise on Friday, April 29.

The deposit is non-refundable, so if they don't sell 600 tickets, they'd lose the money. The total for the boat last year was \$29,824, and this year it would be \$36,314, assuming 635 attendees. Last year they charged \$40. This year they're talking about \$50.

A Special Meeting was called for this because there was a risk involved and they didn't want the decision to be made by the Executive Board.

Other options were considered. Most venues were too small, or venues would require people to drive back.

GA approval to pay for the deposit would be a budget amendment and would require a two-thirds vote. Since the meeting didn't have a quorum, it was suggested to use a straw poll to inform the E-Board about taking action.

A straw poll was held on using \$12,500 of GA money to put a down payment on GSC plans. The result was 8 out of 16. A straw poll was held on opposition to such an allocation, and five people raised their hands

Ms. Russel expressed confidence in selling 600 tickets. Only 400 grads would have to buy because they'd bring guests.

Ms. Williams said an alumnus, as a helpful gesture, would be willing to provide a short-term loan for the deposit.

The President's Discretionary Funds account only had \$8,000. Using these funds wouldn't require a vote.

It was suggested to use \$8,000 in Discretionary Funds and to start to sell tickets.

A straw poll was held on selling tickets with the hope of selling enough to fund the deposit, and taking money from the President's Discretionary Funds if necessary. The result was 10-2.

Cost of the tickets would likely be \$55.00.

The meeting adjourned at 6:12 p.m.

## **End Summary of the Meeting**

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This Special Meeting of the Graduate Assembly was called to order by Tiffany Ng at 5:42 p.m. in the ASUC Senate Chamber.

## **ANNOUNCEMENTS**

Ms. Navab said the campus has decided to join the UC-wide SHIP insurance plan, as of next semester. There will now be a dependent plan. GSHIP will cost a little more than it currently does, although costs would go up anyway, and they'll get slightly better coverage. People will now have to pay a \$100 co-pay every time they go to urgent and emergency care. Coverage in the network outside Tang will be covered at 90%, an increase from 80%. The pharmacy portion has also changed. People can go to a pharmacist outside and get 70% reimbursement. Currently, the type of drug one gets determines their co-pay, and the new system will have a set co-pay.

Ms. Hsueh said the Business Office will open next week, Monday, Tuesday, and Wednesday, from 10:00 to 3:00. So they're still conducting business. If people have a reimbursement they haven't filed, they should submit it. Ms. Hsueh said she also appreciated people completing the Business Office survey, and

they collected over 90 surveys. They'll compile the information and make a report at a GA meeting and post it on the Web site.

Presentation on Bay Cruise 2011 by the Grad Social Club

Ashely Russel asked how many people were on the Bay cruise last year, and noted that there were a few. She asked if people had a good time. Ms. Ng said it was the best time, a grad party to end all parties. Mr. Froehle said it was the best party of the year.

Ms. Russel they had 635 paid customers and a few people from the Committee who helped out, so there were a total of 645-650. That was the capacity they were looking for. The boat can hold 700 but it gets pretty crowded.

Alex Baer said they hope to get the same boat next year, but he didn't know if that was possible. They're thinking of increasing the number this year, from 640 to around 700, since there was so much interest last year.

Ms. Russel said an increase in the number of people attending would depend on the money situation. Last year they had the party on Saturday, April 24, from 8:00 to 11:00. The screen showed a few pictures that were taken at the party, showing people having fun.

Ms. Russel said that last year they charged people \$40 to get on the boat. The ride was for three hours. The boat had three floors, with DJs on the first two, and with a quiet area on the roof. There were bars on all three floors. There was a little food for people, hors d'oeuvres and cheese and crackers. People had all they could drink for beer, wine, and non-alcoholic beverages, and there was also a cash bar.

Part of the reason the company increased the fee this year was because no one paid for liquor, and grads just drank free beer and wine. And apparently the company lost a lot of money because of that. Also, they departed from Jack London Square, which was easy to get to by bus or BART. The year before they left from San Francisco, and it's harder to get to the pier.

Ms. Russel said that they started selling tickets last year on April 8. They sold 450 tickets the first day, and sold out a week later, selling 635 tickets. A ridiculous number of people wanted to exchange or return tickets. The Grad Social Club might not do that this year. PayPal wasn't a big deal, but still had a surcharge, which the GA covered last year.

In terms of the Bay Cruise 2011, they had a ton of responses. People were very excited about the cruise and have been asking her about it since the beginning of the year. The GSC's e-mail list has grown considerably because people wanted to know when tickets would go on sale.

Mr. Baer said the GSC has grown pretty substantially over the last two years. They now get a couple of hundred more people at every event than a few years ago. Two years ago was the first time they did a boat cruise. At that time it was sort of small, with two different boats. It wasn't ideal. Last year they increased the event to a different boat, the one Ms. Russel talked about, The Hornblower, and the response has been huge.

Ms. Navab asked how they were advertising this to people who didn't already know about it. Her sphere of people didn't know about this and never heard of it. Ms. Russel said a lot of it was word of mouth. They'd like to get a notice in the e-mail that goes out once a month that all grad students get. They could

send it out next week for people to read when they come back from the break. Mr. Baer said the GSC sends an e-mail out for every event they have to the SAO of every department. A lot of them don't forward that stuff to their students because the SAOs feel it's spam. Ms. Russel said that if they could get Delegates to send a notice out to their departments that would be great.

Ms. Russel said that last year the boat they used, The Hornblower, requires a \$12,500 deposit. The GSC couldn't hold the date without a deposit. That's why they were bringing this to the GA that evening. They need to reserve it before they advertise and take people's money. They also need 600 guests, at least, to pay for it. The boat was already booked for April 30, so this year they're aiming for a cruise on Friday, April 29.

The deposit is non-refundable, so if they don't sell 600 tickets, they'd lose the money. Last year the GSC had this paid for by Event Services, which had a credit card. But that credit card was no longer available. They've tried to find somebody else to do this but haven't found anyone. That's why they were talking to the GA that evening, about whether they could use GA money for the deposit.

Ms. Russel the next slide showed the budgets for 2010 and 2011. The deposit was the same, \$12,500. The cruise fee last year was \$45 per person, and this year, \$55. That increased the cost from \$28,575 to \$34,925. They also had to worry about the PayPal fee, 2.2%, and 30% per transaction. Last year they also had two DJs they paid \$250 each. They bring their own equipment and they do a lot of work for that time, so she wouldn't feel comfortable lowering that.

The total for the boat last year was \$29,824, and this year it would be \$36,314. Mr. Baer said that assumes a minimum number of attendees. Ms. Russel said the number was at 635.

For admission fees, last year they charged everyone \$40, and it covered \$25,400. This year they're talking about \$50 and making the company cover the PayPal fee. Mr. Daal said they should be sure and tell people about the PayPal fee.

Mr. Klein suggested increasing the price of tickets to \$52. Mr. Baer said the GSC charged \$40 last year. This year they were going to do it for \$45, and now, for at least \$50. They considered \$55, but thought that would price people out.

Ms. Russel said she's asked questions to a lot of random people who asked about the boat. She asks how much they'd pay for it, and they always say \$40. She didn't think \$50 would dissuade many people. Mr. Baer said they could charge \$52 and not charge the PayPal fee.

Ms. Williams said she liked a figure of \$55, and she didn't think a couple that paid \$110 as opposed to \$100 would be the determining factor. Ms. Russel she agreed. But they'd be going from \$80, which they charged last year, to \$110.

Ms. Navab said she asked 10 people who went last year if they would pay \$50, and they said they wouldn't. The question was whether they want to have an event that was open to students or just reach a group of people who could afford it.

Ms. Pymmer asked how much the ticket price would be lowered if they increased sales to 700 people. Ms. Russel said they couldn't do that. The company was charging the GA \$55 and the GA was covering \$5, so they'd end up having to spend more of their own money.

Presentation on Bay Cruise 2011 by the Grad Social Club (cont'd)

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A Delegate asked about charging \$50, and not charging for PayPal. Ms. Russel said the Grad Social Club hasn't been making money that year. They have \$500 to \$1,000 left, compared to last year, when they had \$4,000 at the end of the year. Ms. Ashely said they could find the money for the \$2 difference in other projects and work that out.

Ms. Williams asked what this would regularly cost. Ms. Russel said they were quoted a price of \$75 per person. Open bars are really expensive. She hasn't been able to find anything that was comparable.

Ms. Love said that if they can't sell all the tickets at \$50, they lose their \$12,000. Mr. Apgar asked if they wouldn't buy the rest to make up what was needed, and not lose \$12,000.

Mr. Daal asked if they had to sell 635 tickets. Ms. Russel said they only need 600. Mr. Daal asked what happens if they sell 599 tickets. Mr. Baer said they'd lose the deposit money.

Mr. Marchand said that people have been wondering why they called a Special Meeting for this. It's a wonderful event, but there's a risk associated with it. They didn't want the decision made by the Executive Board.

Ms. Navab asked if they had the distribution of students going to this. Ms. Russel said they didn't, and she didn't request that information in the PayPal. They didn't foresee a problem because it went so well last year. Mr. Baer said there was a good showing from Architecture and Chemistry, and Chemical Engineering was huge. People in certain departments kind of spearheaded a movement.

Mr. Helu asked about having smaller boats. Ms. Russel said the year before the boats were small, and she got nauseous. Smaller boats had a ride that was rougher. Friends also end up being on a different boat. She was also wary of having something that people enjoyed so much last year, and then taking it a notch down. But she did have specs for a second boat.

Mr. Helu said maybe they could have one small boat. From what he heard, people didn't mind going to San Francisco.

Ms. Navab asked if they could perhaps use a venue that was near the water, rather than having a boat.

Ms. Russel said that if they charge \$55 and PayPal, that would cover everything and the GSC wouldn't have to pay for anything. And they'd only need a little money from the *Berkeley Graduate*.

Ms. Russel said the GA had to act fast because two other groups were interested in the boat on that date and dates were limited to avoid finals and Easter. It would also be on a Friday rather than a Saturday. So people would have to go from work or from research.

Ms. Russel said she's looked at other options. Hs. Lordship's charges \$42 per person for a drink and hor'sdouevres. Other venues had capacities that were too small. Craneway had the biggest capacity, but it's at Pt. Richmond, and she was concerned about people drinking and then driving back home.

Ms. Navab asked about using Pauley Ballroom. Ms. Russel said she hasn't looked at whether it was available. Mr. Baer said they can't have an event on campus for which they charge. Ms. Williams said Pauley has almost no availability. Ms. Russel said she had to reserve it three or four months in advance.

Presentation on Bay Cruise 2011 by the Grad Social Club (cont'd)

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Mr. Kline asked why they can't charge at Pauley. Ms. Russel said they need a permit to charge if there's alcohol at the event. She didn't know if people would show up at a non-alcohol event. There's a State permit that was no longer given to student groups. Mr. Daal said they could probably get it through the Graduate Student Foundation.

Mr. Apgar said it seemed like there could have been more than 600 tickets sold last year. Ms. Russel said a lot of people ended up not getting tickets who would have liked to.

Ms. Williams asked about the racetrack. Mr. Baer said he looked into that. They're not cheap and people would have to drive. Shuttles were expensive. It's not a bad option, but the question was whether they'd sell tickets to it.

Ms. Williams asked if this was just a fun event or if they were trying to build awareness of the GSC. Mr. Baer said it was just fun. Ms. Russel they've discussed using these events as a way to inform people about the GA, but they haven't done a lot of that in the past.

Mr. Kohut said the Bay cruise had a great reputation, and he didn't think they'd have any problem selling out. It was the biggest party of the year.

Mr. Kline suggested pre-selling tickets at \$75, with the price to be adjusted after a week. Those who didn't want to miss out would spend more to make sure they went. Ms. Russel said that 450 tickets were sold the first night.

Mr. Marchand said that because there was no money to subsidize the cruise, he would suggest charging \$55. The GA at that amount wouldn't have to subsidize the event. Ms. Russel said that sounded good. They just worry about the \$12,000 deposit.

Ms. Kantenbacher asked what was needed to pay the deposit. Ms. Russel the advantage the GA has is that they'd rent the whole boat and other groups would only rent parts of the boat. But it was a gamble of who would get it. Mr. Kline's idea of selling tickets in advance made her feel more comfortable. That was the most risk-averse course, but they could lose the date.

A Delegate said it seemed like it was more popular this year than it was last year.

Ms. Russel said that Commodore Cruise Lines has a capacity of 450 and quoted \$50 per person. The deposit was lower, \$5,625, which is 25% of \$22,500. But it departs from Alameda. She was concerned about people driving. It included wine and beer and appetizers.

Ms. Navab asked about the Lawrence Hall of Science. Buses go up there and it had a nice view.

Ms. Williams said that as a business model, what they have didn't really work. She asked about having a rush sale of \$47 for the first 450 tickets, and \$57 for the remaining tickets. Mr. Kline that screws people

online at that time. Mr. Apgar said the sale would be going on throughout the day. He thought the idea was great.

Ms. Pymer said she would be very upset if her friend paid \$47 and she had to pay \$57. She wouldn't pay the extra.

Presentation on Bay Cruise 2011 by the Grad Social Club (cont'd)

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Mr. Helu said he thought the GA had a lot of leverage with the boat, since the operators want to fill it and the GA puts on this event every year. He asked about locking in an agreement for three years for a reduced rate. Mr. Baer said the company lost money on the GA last year. They raised the price this year, but still wouldn't make a lot. Ms. Russel said the company charges \$75 to other folks.

Ms. Williams asked if the boat not making money was a cash bar issue. Mr. Baer said it partly was. Mr. Kline asked if they could have a three-drink limit. Ms. Russel said the money for the company wasn't so much from alcohol. She didn't think if the price would go down that much for that.

Ms. Hsueh asked if they could raise the number to 650 people. Ms. Russel said 675 would be a cut-off number.

Ms. Ng said they still had to determine where the deposit would come from, \$12,500.

Mr. Kohut proposed keeping the original plan. He thought the cruise would sell out at \$50 and the PayPal fee. Mr. Kline said he'd rather have it at \$55 and not have to find another \$2,675 from somewhere. Ms. Navab said \$52 would cover PayPal.

Mr. Niederhut asked if the GA had \$12K to cover this. Ms. Hsueh said they did. A Delegate asked if using it would be possible to do without Delegate approval.

Ms. Williams asked about selling 500 tickets at \$49.99 and selling the remaining tickets at \$55. That would increase the chance of sales.

Ms. Navab said a lot of students can't even afford lunch, so she felt uncomfortable charging \$50 for a ticket.

Mr. Apgar said that people who can't buy lunch weren't going to spend \$50.

Ms. Russel said they could decide not to have a cruise. GSC events are either free or cost \$5 and are accessible for people who can't afford \$50 to go on a boat.

Ms. De La Torre about getting GA approval for this. They meeting didn't have a quorum at that time, so she didn't think they had a solution. They could try to get approval the first week of April and somehow get the money in two days, and start selling tickets on the 8th.

Mr. Sheen said if they were short 20 tickets, the GA could pay for them. But if they're short 100 tickets, he asked if they would owe the entire \$12,500 deposit or if there was a prorated amount. Mr. Baer said the deposit would be gone. Mr. Kline said the GA would buy up to \$12,500 worth of tickets.

Mr. Niederhut asked what they could do to get enough Delegates to approve this, and asked if they could do this by e-mail in order to put a deposit down.

Mr. Marchand said they would need a budget amendment, and if they had quorum, that would take a two-thirds vote. They could take a straw poll to see how the GA would vote if they had quorum, and the results could inform the E-Board about taking action.

Presentation on Bay Cruise 2011 by the Grad Social Club (cont'd)

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Ms. Williams asked about finding a private investor who would front the GA the \$12,500, with 0% interest. To do that, they'd need to present this as a business plan. It would be a short-term loan.

Ms. Russel said she was very dedicated to this and would send out e-mails and put fliers in department if she had to, and would do what it took to sell 600 tickets. Putting fliers up, such as at Chemistry, actually does get a lot of people.

A Delegate said she was very uncomfortable with the E-Board acting and doing post-hoc financial stuff. That's been very problematic.

Ms. Navab said she thought this would go against what the GA passed at the Delegates meeting. It was a hairy situation.

Mr. Kline said the point of the meeting was to try and get Delegate approval so the Assembly didn't feel people were going behind its back and spending money. He thought the GA had \$12K, but the problem was whether the Delegates would want to do this. Delegates should have a say in this.

Mr. Zachritz said that if Delegates weren't interested in attending, maybe they weren't as interested in how money was spent.

Mr. Helu asked if they could try and call other Delegates and have a larger body.

Ms. Williams asked if they could have an open ballot in Anthony Hall for people to come in and vote. Ms. Ng said there was no provision in their rules for that.

Ms. Russel asked if she could ask people to raise their hands if they were in support of the cruise happening, with \$12,500 for it to happen. A straw poll was held. Ms. Ng said the result was 8 out of 16.

Ms. Russel said the question was whether Delegates would be willing to use \$12,500 of GA money to put a down payment on GSC plans, such as a Bay cruise. She noted that about half the people approved, and thought that was enough. Ms. Navab said approval would require a two-thirds vote. Ms. Ng asked people to raise their hands if they were opposed to this allocation, and said five people raised their hands.

Ms. Russel said that maybe this wasn't worth doing.

Ms. Navab asked if they could sell the tickets and reimburse people and hope that one of the two boats was available with the money they get from ticket sales. Ms. Russel said that would put a lot of work on her to reimburse all those people.

Ms. Kantenbacher asked if it would be possible to do this in the fall. Ms. Russel said maybe they just needed to wait on this and do it later on. She didn't think that was a huge consideration, except for this being the last semester for her and Mr. Baer, and wanting to go out with a bang. And it would be a big event for new people to start with. But changing the date was a possibility.

Ms. Navab asked about raising this question at the April GA meeting, with the hope that the date would still work for one of the boats. Ms. Russel said they could do that.

Presentation on Bay Cruise 2011 by the Grad Social Club (cont'd)

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Mr. Kohut asked how close they were to having a quorum. Ms. Navab said 13 or 14 Delegates were present.

Ms. Russel said she was confident she could get 600 people to buy tickets. Of that, only 400 grads would have to buy because they'd bring guests; and 400 out of 10,000 grads weren't that many people.

Ms. Pymer asked if they could charge \$5.00 more for people who aren't grads. Ms. Russel said she didn't have a way to check through PayPal. Ms. Navab said people could be made to show an ID at the door, or be charged another \$5.00.

Mr. Helu asked why they were using PayPal as opposed to simply going to Anthony Hall to make a payment. Mr. Daal said they could charge people \$55 with PayPal and \$50 if they buy tickets at Anthony Hall. Ms. Russel said people at Anthony Hall wouldn't like that, and she thought it would get really complicated. She liked having sales organized in one place. She didn't think \$2.00 would make a big difference. She thought the issue was still with the \$12,500 deposit.

Ms. Navab asked if they thought of using Brown Paper Tickets, an alternative to PayPal. A lot of campus events use it and it charges a lot less than PayPal.

Ms. Russel asked what the third-party Ms. Williams mentioned, who would do a short-term loan, asked what he'd get. Ms. Williams said it would allow them to secure the date by an alumni, and it was simply a helpful gesture. Ms. Russel said that based on the vote they just had, she was a little sketchy about doing that. Mr. Ortega asked what would happen if Delegates didn't approve it. Ms. Russel said they wouldn't need Delegate approval for that, and only needed delegate approval to get upfront money from the GA. Last year somebody else put up \$12,000 that had to be paid back. And the GSC just made sure they sold the tickets. But she was a little more comfortable with tickets at \$40 rather than at \$50.

Mr. Kline asked about using the President's Discretionary Funds. Ms. Pymer said that fund only had \$8,000. Mr. Kline asked if there was other discrepancy money in other offices. Mr. Daal said he didn't think there was enough.

Ms. Kantenbacher asked if they could negotiate the size of the deposit. Mr. Baer said he didn't think so.

Mr. Kline said this was what the President's Discretionary Funds was for. Mr. Daal said that was correct, but there wasn't enough money in that account.

Ms. Pymer asked if they could use the \$8,000 in the Discretionary Funds and start to sell tickets. Ms. Russel said she thought they could get the money in a night. That's what happened last time. Mr. Kline said they wouldn't need to vote if they followed that procedure.

Ms. Russel said that last year they gave people a week's notice of what date tickets would be going on sale, and didn't just drop it on people.

Ms. Navab said an e-mail could be sent that evening and sales could start on Monday. People should have at least 24-hours notice.

Ms. Russel said she thought they could convince a lot more people of selling out on a particular day if they're given some notice.

Presentation on Bay Cruise 2011 by the Grad Social Club (cont'd)

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Mr. Kohut said it seemed the only feasible thing they could do was to put \$8,000 down from Discretionary Funds and try to raise money. For anything else they'd need a vote.

Ms. Navab said they could give the boat company \$8,000 and ask them to hold the date, and get the other \$4K in a week.

Ms. Hsueh said that if they use \$8,000 from the President's Discretionary Funds, then the Delegates in April might ask why this decision was made without a vote. Ms. Pymer said Delegates can't touch the President's funds. Ms. Hsueh said it was still the GA's money. If people didn't think there was a problem, she was okay with it.

Mr. Zachritz said that this could end up being like the retreat decision that the E-Board made. Mr. Daal said people were upset about that because the Board spent Delegate money. Ms. Hsueh said it was still the GA's money, even if it was under the discretion of the President. Mr. Daal said he didn't think it would be a problem.

Mr. Apgar asked if they could do a straw poll on trying to sell tickets immediately, and try to raise enough. Ms. Russel said that if they do that, they might as well not use the President's funds because they could sell 3-400 in the first day, and then they'd have the \$12,500.

Ms. Navab said that if the tickets don't sell as fast as people thought, they'd need the \$8,000 to buy some extra time.

Mr. Apgar asked if they could take a straw poll, to start selling tickets immediately or in the next few days, and hope to sell enough to fund the deposit and to take whatever they can't get from the President's Discretionary Funds. Ms. Ng said the straw poll was to start selling tickets in the hope that they'll get enough money to pay the deposit. She said the result was 10-2.

Mr. Kline said they should charge more and make a profit from this event. A lot of people who tried to go to the Web site weren't able to buy. Ms. Russel said that 30-40 people e-mailed her for tickets.

Mr. Daal said he thought they should raise the price of tickets as the numbers decrease, and sell the last 50 tickets at a higher price. Mr. Kline said ticket prices should be higher at the beginning and less at the end. Ms. Ng said the idea was to sell tickets as quickly as possible, and if they were expensive at the beginning, people would wait to buy them.

Mr. Daal said he thought they had a path forward. The Grad Social Club will sell tickets and it will be unclear as to how the price of tickets might change, if it changes at all.

Ms. Russel said she was fine with tickets costing \$55.00. She didn't see a huge difference between tickets being \$50 and \$55.

Ms. Ng said it seems like people have said what they could say. She wanted to thank people for attending and for their feedback.

This meeting adjourned at 6:12 p.m.

These minutes respectfully submitted by,  
Steven I. Litwak, Recording Secretary