

Appropriations committee meeting minutes
Oct 5 2015

Attendance:

Shivang
Emma
Richard
Georgina
Sagar
Mitch
Brandon
Matt Stafanko
Diana
Paul
Saim
Varun
Rohan
Indimine
Saif

Group 1: Athletics

- Asked for \$1 increase in funding
- \$11 proposal
- no changes to benefits undergrads receive in return for their funding
- students get discount of at least \$5 per game at NCAA hockey games
- \$8 to be spend on big red sports pass
- \$3 to be spent on advertising
- cornell Daily Sun advertising is now more expensive because they have raised their rates
- adjustments have been made to make advertisements more catered to students
- attendance numbers have been flat in last 5 years
- attendance was higher when basketball team did better
- marketing has a large effect on attendance
- total budget: 36 million - funding comes from gifts and endowment, operating income (ticket sales, membership sales, etc.), and funding from university
- cost pressures: university funding decreases every year - now receiving 1.8 million dollars less than previously
- cut back on team travel and utilized power to layoff to accommodate for funding changes
- what events have best attendance? no data is available to determine best attendance, but we know giveaways attract more students
- student involvement? students are being reached and they tell their friends about games
- over the years, the number of big red sports passes increased but expenditures stayed the same, yet later the same type of increase is projected but with higher expenditures - this is because the value of the passes increases as time increases

- expenditures are expected to increase because the program is expected to grow. The cost of doing business increases because of inflation
- department of athletics will not preclude students from sports events even if they have not signed up for big red sports pass
- why have big red sports pass? if students sign up for big red sports pass, they have given the athletic department permission to communicate to them about deals and new programs via email. The pass shows that they have an interest in Cornell sports
- Rohan: Very little justification for increase - expenses show that they are running a surplus every year, yet they ask for more money - actually, when everything is added the expenses will increase
- Shivang is it justifiable
- Emma - department of athletics needs more student involvement because it is unclear if much of the money is being used as it should
- Richard - because we are not a sports school, we have fixed costs we still have to pay even if less people come
- Matt S - other streams of income pay for some aspects of what are shown
- Rohan - advertising costs are not fixed costs
- Varun - they want to increase advertising costs so people can pay for food while there
- Shivang - lets not defund them just because we don't feel like sports are important at cornell
- Richard - the money we give them will affect the experiences of athletes
- Rohan - we could limit funding because we disagree about how they are spending the money and telling them our reasoning
- Richard - we don't really know if specific things are effective
- Brandon - they should've shown attendance records
- Diana - its not realistic to give them the whole event, so we should tell them how we feel but still give part of the increase
- Shivang - we can give them recommendations without punishing them.
- Richard - other clubs don't do what athletics does, so they can talk about the rise in the cost of doing business
- Stefanko - we need to talk about advertising and the usefulness of big red sports pass
- Shivang - decrease the amount we give them and tell them to decrease that amount from advertising
- Stafanko - lets look at what we don't like and use it to determine how much to give them
- Shivang - 1.30
- Saif - lets reject increases for the daily sun advertising
- Emma - we need to incorporate the price of alternatives
- Saif - if we increase big red sports pass and decrease expenditures on advertising, we can keep them at the same funding
- Shivang - Keep it at 10.30 because
- Vote to fund them at a \$1 increase - 2 to 10 to 2
- Vote to fund them at \$.30 increase- 9 to 3 to 2
- Athletic department will receive **\$10.30**

Paul, Varun, Georgina, Stefanko will meet with Athletic department leaders to discuss changes wanted

Group 2 - Cornell Cinema

Additional materials: list of student advisory board members and brochure about cornell cinema

“List of board reflects diversity”

- New level of activity has almost 50 students on the board which is the largest amount they've ever had
- Asking for increase of \$1.40, bringing total to \$12.00
- cost of running program have risen - minimum wage has increased and federal work-study funding has decreased
- university funding (from arts and sciences) has decreased
- academy of motion pictures has stopped paying cornell cinema
- installation of dcp was absolutely necessary for the cinema to persist
- free advanced showings are made possible by new spending
- undergraduate attendance has increased by 30,000
- cornell cinema has heeded the suggestions of the SA in the past about advertising
- outside funding has gone down
- must replenish reserves
- Brandon: Students come to new films more than old - what is the thinking about decreasing the spending on old films because they get less attendance
- much of what is shown is decided by the board - cult classics are popular often
- film prices vary from film to film
- Shivang - do you have data about cost per student? the proposal describes specific costs
- What type of movies are more expensive? new titles are more expensive because dcp rates - prices are usually under \$1000 to show
- How do you calculate the number of people who come to events? ticketing
- How do you reach out to students to gain more viewers? Very diverse programming such as Argentinean and african american cinema
- reach out to groups who may have interest to inform them of what is being played
- Diana - what accounts for expected deficit? increased costs and cuts in funding sources
- Cornell cinema expects to get less money in grants because the college of arts and sciences will not cover the money that grants do not pay anymore
- indirect costs
- Richard - average cost for new films \$500, so older titles are less costly? yes \$200 minimum
- Varies with newer titles, but usually 95% of the attendees at showings are undergraduates
- Stefanko - why not raise ticket prices? What could get you to do that? Cornell Cinema is well below competitor prices
- Cornell Cinema wants as many students as possible to go to its showings

- Showing different kinds of films, some of which are available online - don't want to discourage people from going to big screen
- Admission prices are stratified, grads pay more because their activity fees give less to cornell cinema
- ticket income wont raise substantially from raising prices because they must pay a percentage of earnings to organizations
- increasing the price could cause a loss in earnings because less people would come
- Raised ticket prices in previous years and they earned no more money
- When graduate prices were raised, less graduates came
- On Mondays, people can rent out the facilities
- Tuesdays aren't very popular
- More attendance on Wednesdays through Sundays, so during new revamp the days were cut
- No showings on mondays and tuesdays allow for extra streams of income because groups can rent out facilities
- Varun - Should you cut another day? Cornell Cinema can look at the data and see if that could help, but they haven't
- No data on popularity of 6-person ticket bundles
- DCP projection costed \$85,000 - used up money reserves, so at end of year, the reserves will be empty
- Cornell Cinema: How much money does Student Assembly have in reserves? around \$40,000 - some organizations need more reserves than others
- Cornell cinema needs its reserves because it relies on ticketing, which is unpredictable
- Stefanko - infrastructure fund could be solicited for funds and VP lombardi may be able to help
- Brandon - \$80,000 reserves in previous years? yes
- Shivang - price per student isn't given, so we don't have enough data
- Rohan - haven't looked into cutting a night of filming and we question whether or not they have tried to maximize attendance
- Richard - you can calculate price per student
- Stefanko - should we pay them despite their desire to not change the ticket price or eliminate a night
- Shivang - an increase in price is warranted, but i don't see their value
- Richard - a 50 cent increase would only give them \$5,000 in addition
- Saif - The number of students who come could or could not be repeat attenders
- Sagar - 3 or 4 film classes per semester will utilize cornell cinema - other than the events I have been forced to go to, I have never visited Cornell Cinema
- Rohan - it seems that we are paying for not only the undergraduates who go, but also the non-undergrads that go to showings
- Sagar - I had to pay for the showings I went to for my class
- Diana - Even if prices are increased, they will cost less than other theaters
- Shivang - they should be given the amount they asked for
- Stefanko - their price model makes it to where they will always be asking for more funding
- Richard - the films shown on the days that will be cut are the most educational

- Georgina - the deficit can be reduced if classics are cut
- Shivang - lets cut them by \$.50
- should we fund them at \$12: 3 to 10 to 1
- Shivang - raise by \$1
- Brandon - if they are cut, it won't ruin the artistic greatness of the school
- Emma - We should tell them how to improve their organization
- fund at \$11.60? 3 to 8 to 3
- fund at \$11.10? 6 to 7 to 1
- Saif - we should consider this to be a donation from the student body not a estimation of value
- Richard - if an organization doesn't have money, could the go bankrupt
- Stefanko - no they will only be forced to stop showing films for part of the semester
- Brandon - giving them more money won't be a sustainable stance
- Richard - this will cause them to raise their ticket prices more than a dollar
- Diana - students do not value this at
- vote for \$11 funding? 6 to 7 to 1
- vote for \$10.60 funding? 11 to 2 to 1