

# USF Student Green Energy Fund Council



**Friday, October 18, 2019 – SVC 1073**

**Time: 1:00 pm – 2:30 pm**

## **Meeting Minutes**

### **In attendance:**

#### **Council Members**

Abdulraheem Alzahrani, Suchi Daniels (substitute for Ray Gonzalez), Rachael Dominguez, Franklin Dureke, Kianna Freeman, Kebreab Ghebremichael, Sharon Hanna-West (alternate), Lance Landrum, Chris Marks, Mario McPherson, Raymond Mensah, Alexis Mootoo (Chair), Heather Van Allen

**Absent:** George Philippidis, Ray Gonzalez, Barbara Bushnell

**Observer(s):** Saviya Jean-Baptiste (Observer)

### **First Order of Business:**

Introductions of current and new members were made. Afterwards the chair recapped last month's meeting and the council reviewed and approved the minutes from last month's meeting. In the future, minutes will be sent to the council in advance for review.

### **Financial Update:**

The financial report was distributed and reviewed by the council. The report listed all current projects, individual budgets, encumbrances and actuals. Total budget balance is \$1,619,378 and includes fees collected in the Fall semester. After further discussion, some council members identified completed projects that have not been closed out. Therefore, S. Daniels will provide a list completed projects and the council will discuss and identify the close-out process for all completed projects in the next meeting. Additionally, future reports will include initial project budgets.

### **Public Comment:**

None

### **Unfinished Business:**

- **Referendum Renewal**

The chair summarized last month's discussion regarding the renewal of the Green Energy Fee Referendum and opened the floor for marketing suggestions. Motion to move forward with promoting the renewal of the fund was approved by the council.

- **SGEF Marketing**

The council discussed various marketing strategies to inform USF community about SGEF. The council deliberated about the format and details for the marketing videos and decided on the following:

- 2 marketing videos:
  - To be deployed late January/early February
  - Short marketing video: 30-60 seconds
    - Utilize MSC screen to display information
    - Showcase CO2 emission reduction data (S. Daniels can provide that information)
    - Visuals, data, images
  - Long marketing video: 1-5 minutes
    - Informational video to showcase projects
    - Highlight students and their experiences

The council also discussed other marketing strategies and approved the following motions:

- Explore the creation of a campus course to inform students about the SGEF process
- Use sustainable marketing strategies
  - Digital marketing – no flyers or wasteful products
  - Leverage relationships with other USF departments to push out information
- Find spaces and digital platforms, such as Orientation, commencement, to showcase marketing video
- Advertise SGEF on first day capstone courses
- Contact Admissions to include the awareness sustainable projects in tours
  - Council to provide a list of projects
- Increase social media presence
- Explore promotional ad on Bulls Radio
- Increase visibility during Bull Market
  - Create reusable poster
  - Use of iPads to display videos, website, projects, etc.

Additionally, S. Hanna-West volunteered to assign the creation of a mission statement to her Sustainable Practices course.

- **Parking MOU**

The chair briefed the council on the status of the issue and confirmed that the revenue generated from projects cannot be directed to the green energy fund. However, the council can set up an auxiliary fund to collect the revenue. Therefore, the council approved the motion to create an auxiliary fund to collected revenue generated from SGEF projects.

**Announcements**

The chair welcomed and thanked the new council members. Additionally, the chair will update Innovative Education about the marketing videos and will provide a student lineup for Bull Market for next meeting.

**Meeting adjourned at 2:05 pm.**