Community Engagement & Outreach Meeting **Minutes**

DRAFT

Date: Wednesday, September 30, 2026
Location: Board Room 303/303A
Type of Meeting: General

Time: 11:15 am – 12:15 pm
Attendees: Committee Members, General Public

I. Organizational Items:

A. Call to order by: Jesus Corona, Vice President for Community Engagement @ 11:21am

B. Roll Call

Jesus Anthony Corona	Chair / Vice President of Community Engagement	Present
Enrique Curiel Jr.	Vice Chair / Engagement Commissioner	Present
Emily Webb	Committee Member / U-SU Board Chair & Public Service Commissioner (ASI)	Present
Alma Maria Alvarez	Committee Member / B&E Rep (BOD Member)	Present
Maria Garcia	Committee Member / NSS Rep (BOD Member)	Present
Bryan Alvarado-Chavez	Committee Member / VP of Finance	Present
Andrew Chang	Committee Member / Diversity and Inclusion Commissioner	Present
Barnaby Peake	ASI Executive Director	Present
Ashley "River" Foskey	Program Coordinator	Excused Absence
Vacant	Screaming Eagles Coordinator	N/A
Vacant	Student At-Large	N/A
Guests of the Gallery		

C. Approval of Agenda

Offered By:	Andrew		Seconded by:		Bryan	
Motion to approve the agenda for September 30, 2026 Consensus reached						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

D. Certification of Minutes

Offered By:	Emily		Seconded by:		Bryan	
Motion to certify the minutes for September 23, 2026 Consensus reached						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

II. Public Comment

Public Comment: Alma announced a Business Fair scheduled for Thursday from 1:00-3:00 p.m. and encouraged outreach to student business owners. Sign-up information would be shared.
· Alma also shared an update regarding the DRC "Story Without Borders" event and noted she would be assisting with the event and unable to attend the Board meeting in person.

III. Information Items

a. Pumpkin Patch / RSO Participation & Marketing Update

- The marketing proposal included six A-frames at $61 each ($366), two window decals ($160 total as reported), a 7 x 12 ft. banner ($90), 250 premium-print postcards ($216), 250 regular postcards ($80), and 250 trick-or-treat stamps ($80), for an estimated total of approximately $992.

- Approximately eight RSOs were confirmed, including about five Greek-life organizations and three other RSOs. PRSSA and a marketing organization were mentioned.
- $2,800 from the Vice President's Office was confirmed for carnival-related expenses, with an additional $2,000 from Housing.
- Approximately $500 originally planned for pumpkins was shifted to the Housing budget, freeing those funds for marketing. The committee anticipated attendance exceeding 200 participants because of expanded RSO involvement.

b. Upcoming Engagement & Collaboration Opportunities

- Family Weekend volunteer opportunities were announced for October 16 and 17; volunteer information was posted in Discord.
- ASI involvement was emphasized for Sibling Night on October 16, which encourages students to bring younger siblings to campus and experience college life.

c. Spring Programming Proposal Timeline

- Spring 2027 program proposals are due October 9 through the Canvas assignment. Following initial submissions, the committee will review proposals, refine budgets, and coordinate the spring calendar.
- A final spring programming review/approval milestone was identified for November 4.
- Members were reminded that a September 23 email included the Canvas link, prior spring calendars, and planning resources. Members were encouraged to identify existing university spring programs that could support collaboration rather than duplication.

IV. Action Items

a. Eagle Con Budget Proposal

- The committee considered a $500 ASI budget for the Eagle Con Cosplay Contest. Proposed uses included a red-carpet/step-and-repeat area, backdrop, stage decorations, contestant numbering, judging materials, tablecloths, and miscellaneous event supplies.
- The contest was planned for October 22 from 3:00-5:00 p.m. in the U-SU Plaza, in partnership with NSFE, with individual and group cosplay, judged awards, and an audience-selected fan favorite.
- Prize concepts funded separately through NSFE included Knott's Scary Farm/Fast Lane tickets, Medieval Times, comic-store items/gift cards, Funko Pops, and a fan-favorite experience. Anime Pasadena passes and a Star Wars LEGO set were suggested as alternatives.

Offered By:	Emily		Seconded by:		Enrique	
Motion: Approve the $500 Eagle Con budget proposal.						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

b. Destresso w/ ASI Budget Increase Proposal

- The committee clarified that the proposal was for an additional $800, increasing the event budget from $600 to $1,400 total. The increase is intended to cover room rental and additional beverages/coffee.
- Recreation already funds the yoga instructor, so no additional instructor cost was anticipated. A jazz ensemble from the Music Department was suggested as a possible collaboration.
- The committee noted approximately $2,500 remained in fall programming reserves and discussed that unused authorized funds would remain available to the budget.

Offered By:	Enrique		Seconded by:		Andrew	
Motion: Approve an additional $800 for Destresso w/ ASI, for a total event budget of $1,400.						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

c. Golden Eagle Dinner Collab Proposal

- River recommended tabling the item because details and/or responses needed to finalize the collaboration had not yet been received.

Offered By:	Enrique		Seconded by:		Andrew	
Motion: Table Action Item C						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

V. Discussion Items

a. Programming Proposal Research

- Members reviewed engagement programs used by other CSU and UC campuses to generate ideas for Spring 2027.
- Cal State Fullerton-inspired concepts included a large-scale cultural/Banda-style night, theme nights, farmers markets, jazz programming, professional headshots, and seasonal movie nights. A smaller Cal State LA version could feature tacos, aguas frescas, street corn, vendors, campus/local bandas, and a photo booth.
- Cal State Dominguez Hills' "Toro Tuesday" inspired a recurring school-spirit activation in which students or RSOs display Cal State LA spirit and are highlighted through ASI social media.
- Members emphasized broad campus partnerships - including the Office of the President, Student Affairs, Academic Affairs, CSI, Career Center, Athletics, and other departments - to increase scale, marketing reach, and resource sharing.
- CSUN's "Movement Monday"/free-play concept was mentioned as a way to bring energy to Mondays and create low-barrier student participation.

b. Homecoming ASI Involvement

- The committee reviewed a developing multi-day Homecoming Week concept running Wednesday through Saturday.
- Proposed components included "Hey LA Day," a golf-cart parade reviving a former Cal State LA tradition, a student showcase combined with a Friday concert, an alumni/student bowling or Topgolf event, a T-shirt contest, door-decorating contest, a multi-day College Bowl, Homecoming Court, a Saturday tailgate/Taste of LA, and athletics programming.
- The College Bowl concept may combine trivia and light physical activities to be inclusive of students with different interests and abilities.
- The concert was discussed for Friday, potentially in the stadium or Lot E, with student/local talent opening for approximately two to three main artists. A working artist budget of approximately $70,000 was mentioned.
- Participation incentives were discussed, including discounted or complimentary concert access tied to attendance at earlier Homecoming activities. Members also discussed the need for early, sustained marketing to support Friday and Saturday attendance.
- A "powderpuff"-style role-reversal football/cheer concept was suggested for further development and possible presentation to the Homecoming planning group.

c. Current Fall Programming & Community Engagement

- CSI and the Cross-Cultural Centers were hosting a Lotería Game Night at 5:00 p.m. in the U-SU Los Angeles Rooms on September 30.

d. Spring 2027 Programming Brainstorming

- Members discussed building multiple spring events toward Eddie's Fest so recurring programming creates momentum for the larger culminating event.
- Ideas included recurring karaoke with an "Idol" or "The Voice"-style progression culminating at Eddie's Fest, RSO spirit recognition, poetry/open-mic programming, comedy night, and a coffeehouse-style event with jazz.
- The committee emphasized using no-cost or lower-cost campus spaces and collaborating with CSI, U-SU, Athletics, and other campus partners to reduce space-rental expenses and direct more funds toward student experiences.

VI. Reports

No reports were given

Offered By:	Andrew		Seconded by:		Emily	
Meeting Extension for ten minutes at 12:03pm						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

VII. Adjournment

Offered By:	Emily		Seconded by:		Andrew	
Motion to adjourn the meeting @ 12:15pm Consensus reached						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

CERTIFICATION

Official Minutes taken for the ASI Community Engagement and Outreach Meeting of the Associated Students, Inc., Cal State Los Angeles held on September 30, 2026, at Alhambra Room – USU Room 305 and were approved by consensus by the ASI Community Engagement and Outreach Meeting on Wednesday, October 14, 2026

Prepared by:

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Enrique Curiel – Engagement Commissioner

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Sophia Gamino – Executive Vice President