ALFSS General Meeting Minutes  
Tuesday, November 3rd, 2020  
12:00pm – 1:00pm  
ZOOM:  
https://csusb.zoom.us/j/9710671398

1. Meeting called to order at 12:03pm
2. Approval of the Agenda (2 minutes)
   a. First Vilchis, second Stiff - no amendments – agenda approved.
3. Approval of the Minutes (2 minutes)
   a. Motion by Garcia, Second Astorga  
   b. Minutes approved
4. Old Business (7 minutes)
   a. Hispanic Heritage Month review  
      i. T-Shirts  
         1. Winners have been contacted; shirts will be shipped out this week. Winners were selected by spin-the-wheel. 
         2. P. Aguilera: more appropriate to give them out during the events?  
            a. Vilchis: not possible due to approval process and winner-selection process  
      ii. Over 1,000 people reached  
      iii. ALFSS events were listed on the university-wide post-survey  
      iv. Thank you notes/gifts for speakers  
         1. No updates on the thank you notes just yet
   b. Día de los Muertos review  
      i. Contreras recap:  
         1. Too many events and too close to HHM  
            a. No weekend events and possibly one day of events only  
         2. Marketing  
            a. Flyer was not sent out on campus (information was only sent out through the newsletter)  
            b. Marketing to school districts did not work because of virtual environment  
      3. Storytime was not a hit  
      4. Auction was a hit  
         a. Skulls not sold will be on the website

Action Items
Action items in smaller font
b. Purchasing details will be sent out to all buyers

5. **New Business (15 minutes)**
   a. Membership Report
      i. Lifetime membership was tabled at board meeting
   b. Financial Report
      i. 2019 Day of the Dead funding was returned
   c. Crowdfunding Report
      i. Total raised: $245, not including Calaveras sale (est. +$1300)
   d. President’s Diversity, Equity, and Inclusion (DEI) Board updates
      i. Friday, October 27th
      ii. We sit on the subcommittee for Alumni and Community Engagement
         1. Would like to bring back alumni mentorship program
         2. Vilchis: make sure our purpose on the subcommittee is clear (alumni engagement); would like to highlight our strengths
      iii. Resources shared
   e. Scholarship Committee
      i. Call for application review committee; if interested, email Edgar Astorga (eastorga@csusb.edu) by November 13th
      ii. This board is charged with selecting recipients for the 2021-2022 AY

6. **Events Calendar (15 minutes)**
   a. Fall 2020
      i. Latinx Grad
         1. Saturday, December 5th
         2. Planning committee meets every Monday at 12:00pm
         3. Marketing
            a. Grad days were not successful in promoting Latinx Grad
            b. 35/250 spots filled
            c. Deadline to register is November 20th
      ii. November and December Socials
         1. Vilchis proposes a tamale social in December
         2. If interested in coordinating this, please reach out to Francisco Alfaro
   b. Spring 2021
      i. Spring Convivencia
      ii. Spring Latinx Grad
      iii. Virtual Paint Night
      iv. Virtual Lotería
      v. Virtual Concert
vi. Drive-In and/or Virtual Movie Night
   1. Alfaro: if we do another virtual watch party, we should rethink it so there could be more engagement between people
   2. Cannot take place in-person
vii. Spring Crowdfunding
viii. Tentative Food Sale
   1. Cannot take place in-person
ix. Happy Hours/Socials

7. Officer Reports (10 minutes)
   a. Monica McMahon, President
   b. Aurora Vilchis, Vice President
   c. Leah Stiff, Executive Secretary
   d. Ericka Saucedo, Treasurer
   e. Miranda Canseco, Director of Marketing
   f. Francisco Alfaro, Director of Programs
   g. Jonathan Gonzalez-Montelongo, Director of Membership
   h. Edgar Astorga, Director of Scholarships
   i. Rosemarie Valencia, Student Representative
      i. Rosie will be stepping down after this semester; Spring 2021 student rep spot vacant – call for nominations; email Monica McMahon

8. Discussion Topics (7 minutes)
9. Adjournment (2 minutes)
   a. First by Stiff, Second by Aguilera; meeting adjourned at 12:44pm