

External Relations and Special Events
Post-pandemic Subcommittee Meeting Agenda & Minutes
May 17, 2021, 10-11:00 a.m.

Invitees: Robert Tenczar [Chair], Alfredo Barecenas, Carter Larson, Crystal Wymer-Lucero, Enrique Murillo, Jr., Rachel Beech, Jeanette Hazelwood, Kim Shiner, Pam Langford, Jesse Felix, Shawn Farrell, Ginny Stewart-Hattar

Present: Robert Tenczar [Chair], Alfredo Barecenas, Carter Larson, Crystal Wymer-Lucero, Enrique Murillo, Jr., Rachel Beech, Kim Shiner, Pam Langford, Jesse Felix, Shawn Farrell, Ginny Stewart-Hattar

Absent: Jeanette Hazelwood

1. Welcome & Introductions

Robert led introductions of the subcommittee members

2. Review of Responsibilities (PowerPoint)

Reviewed PowerPoint outlining responsibilities of the subcommittee, time frame for completing work and submission of recommendations by end of March 2022

3. Discussion of the following questions:

- a. How should we communicate to external organizations that the campus is open for special events and opportunities to host community gatherings.
- b. How do we support and remove barriers for community members to come to campus and schedule events?
- c. What will the culture of philanthropy for CSUSB look like in the post-pandemic environment?
- d. How do we continue to engage donors and potential donors to support CSUSB?
- e. How do we continue to showcase the 'We Define the Future' brand?

i. The committee discussed three [3] steps that need to happen before a full conversation can take place on the questions listed above.

1. Need to wait for the full CSUSB Re-population plan for 2021-22
2. Think about next stage as it pertains to Health and Safety
3. Take advantage of the pandemic to better organize our own policies and procedures for CSUSB External Relations and Special Events
 - a. This includes rules and regulations for space reservations
 - b. Reviewing physical and cultural aspects of campus life [so CSUSB can be a hub in the region]

c. Develop marketing and philanthropic plan for new SMSU facility

ii. Committee agreed to tackle these issues in subsequent Fall 2021 meetings once the repopulation plan was complete and health and safety direction was clear.

4. Wrap Up

5. Meeting adjourned at 11:00 a.m.