



**ASSOCIATED STUDENTS, INC.**  
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS  
1000 E. Victoria St., Carson, CA 90747 ♦ Ph: 310-243-3686 ♦ Fax: 310-928-7141  
asi@csudh.edu ♦ www.asicsudh.com

Minutes  
Elections Commission  
Friday, December 10, 2021 10:00 AM  
Zoom Meeting

*This meeting is being facilitated through an online zoom format, consistent with the Governor's Executive Order N25-20, suspending certain open meeting law restrictions.*

- I. Meeting called to order at 10:05 a.m. by Sophia Artlantico, Chairperson
- II. Roll Call  
**Voting Members:** Janelle Catbagan, Jonathan Molina-Mancio, Cindy Romero, Obioha Ogbonna  
**Advisors Present:** Raven Emmert, Adam Kasarda, and Michellena Lakey  
**Visitors:** Natalia Garcia and Ivan Lopez
- III. Approval of Agenda – Action Item  
\*M/Romero, \*S/Catbagan to approve of the agenda.  
**VOTE: UNANIMOUS**
- IV. Approval of Minutes (November 12, 2021) – Action Item  
\*M/Catbagan, \*S/Ogbonna to approve of the minutes from November 12, 2021.  
**VOTE: UNANIMOUS**
- V. Reports  
**Vice President Academic Affairs-** Ogbonna reported the academic senate has now approved timeline for elections. He also advised Academic Senate to encourage students to participate in this process.  
**Organizations Commissioner-** Romero reported this semester has been very successful in terms of student club participation and in her role of Chairperson.  
**Associate Director-** Lakey reported that later during the Organizations Commission Quiller will inform students about new the Revenue Sharing process. Lakey also advised Molina-Mancio to have the recreation center appear as a separate vote later in the year rather than on the ASI Elections.  
**Chairperson-** Arlantico reported that she is officially the primary chair of the Elections Commission and is looking forward to working with everybody.
- VI. Open Forum – Agenda Items Only  
Time for members of the audience to address the Commission on specific agenda items only.
- VII. Unfinished Business
  - A. Election Marketing Efforts – Discussion Item  
The Commission will discuss marketing strategies and images for Elections 2022  
Ivan Lopez debriefed the Commission about several social media posts he made on the ASI social media accounts regarding general sign-ups for Elections.

With the help of several board members, Lopez highlighted the benefits of joining ASI and what it is like working for the organization. Currently, the focus of marketing efforts is to encourage student sign-ups for potential candidates. After the deadline, the marketing approach will shift towards a call to action. Emmert emphasized that keeping the marketing momentum going over winter break is another focus of marketing efforts to keep the attention of students. A new promotional idea was brought forth by Emmert featuring the older Teddy the Toro costume side by side with the most recent Teddy the Toro costume. It will feature a caption saying something similar to “If Teddy can evolve so can ASI”.

B. Elections Promotional Items & Giveaway – Discussion Item

The Commission will review the Elections Budget to consider possible giveaway and incentives

Initially, Emmert had decided on a t-shirt, tote bag, and airpods case as the three featured promotional items for ASI Elections. After receiving the proof back for the airpods case, however, Emmert decided in favor of the aluminum water bottles. Although the water bottles have a slightly higher price point Emmert feels that they are of higher value. In order to stay within budget ASI will purchase a lower quantity of water bottles. The next item is a 15 x 15-inch Canvas Tote Bag with the ASI Elections logo as well as a branded t-shirt. The design for the various promotional items was meant to be timeless and for that reason the elections cycle year was kept off of the logo design. The elections promotional budget was increased for this elections cycle by approximately \$250 for the three original items, a total of \$1,455.45 was spent, however, it will soon be adjusted to account for the promotional item swap. Emmert concluded the presentation by introducing the Commission members to Big Pulse.

VIII. New Business – None

IX. Open Forum

Time for members of the audience to address the Commission.

Molina-Mancio further clarified the conversation regarding the Recreation Center. Although initial conversations placed the University in charge of the Recreation Center vote, it just so happens ASI has the funds to host another Big Pulse election. Molina-Mancio told the Commission he will speak to Dr. Franklin and let him know ASI does have the capability to launch this vote.

X. Adjournment

Meeting adjourned at 10:47 a.m.