

The goal is to have students be involved in advertising and planning for athletic games to help improve attendance and foster an exciting environment.

Brenden

- His project that ties in with spirit committee
  - Create an committee that advertise games and get people involved
  - Brandon Leimbach
    - Last 4 years associate ad
    - Our athletics is very good
    - Has some shirts made with C.E.O. on it (acronym)
    - Always is trying to get student involved and athletics is a great way to get them involved
    - Want the C.E.O. club to be an organization to get more involvement
  - Spirit committee will act in
  - Katie Simons
    - Sports information direction
    - Running the Ordigger athletics website
    - Has had good turn outs with special promotions in the past
    - Is focusing on soccer this year due to lack of interest
    - 9/23
      - The soccer field just got new lights
      - First night soccer game at 5 second game to follow after
      - Want to do a tailgate before hand
      - SAC will have a separate one
      - Very informal
      - Wants to have white outs at future events
        - Everyone wears white
        - P:resents a united front
      - Halftime contests
      - Soccer games after hours will open up the parking lots to every one
  - Spirit committee will have a hand in events like Katie's
  - Brent
    - Blue key
    - Spirit chair
  - Colet
    - Pres. of blue key
    - Huge component of blue key is spirit
  - Sydney
    - Liaison
    - We have a lot of good teams but not much attendance
  - Zach
    - Didn't get fresh Pres. but Brenden wants him to still be involved
  - Club sports can help advertise for their own team
  - Trying to get as many people involved in this regardless of position as a student

Open to the floor:

Is this a good idea?

Tailgate is a good idea  
Provides free food  
Mac has stopped funding after exam events so this is an alternative  
MAC and RHA want to start doing more weekend free food events  
Hard to start out, but with the freshman being used to it will eventually increase attendance  
Our fall sports teams are really good and worth watching

How do we coordinate the tailgates for different clubs?  
Don't want to many clubs at one but none a others  
Spirit committee will help with that

What has blue key done to bet people to events?  
Gets new pledges to go to games  
Have the Blaster patrol shirts.  
Tries to get non blue key members to go to games with them to have more of a united front.  
Uses blaster to get more attendance to football games

Zach  
The more organizations involved the better  
Should get A.V. club involved in more games  
Better attendance could help with school moral  
Doesn't necessarily need a large budget

Do we go out into the local community to advertise?  
Denver metro is mostly professional sports team oriented and there are a lot of other large colleges that have more publicity  
Try to market the alumni, yes we are good at sports but we are not here for sports, our target market is not random people form people that don't know about the school.  
People from outside Colorado look forward to living in golden because it is a great campus and community

We can try to tie the golden community in what we do  
Brenden will contact people involved

Mayoral election is coming up and traditionally not involved with the campus  
Want to have a lunch session with the Mayoral candidates to get our voice heard  
1<sup>st</sup> or 2<sup>nd</sup> week of October  
Needs to be planned starting tomorrow to get this going  
Pleas set up office hours and send them to Brenden  
Budget will be finalized by Monday at the latest

- Advertise Games
  - Chalk
  - Flyers
  - Emails

- Halftime Shows
  - Hard to involve lots of people but can use shirts as targets
  - Free stuff helps attract people
  - Likes idea of getting club sports involved, in pregame and half time
  - The pre-game has more time to do stuff

Thanks to our guests to coming