



MEMO

From the office of the

President

TO: Student Representative Assembly
FROM: Jovan Popovic
SUBJECT: Homecoming Referendum Request
DATE: November 12, 2024

Dear Members of the Assembly,

Last October, we hosted one of the largest and most successfully events in MSU history. Homecoming saw one of the largest concerts on any campus in Canada, McMaster's first sold out football game in 11 years, 13 huge inflatables on campus, street performers and live music, and a dramatic reduction in street parties. From students to university administrators, we saw overwhelmingly positive feedback.

This event marked a significant milestone. When I ran for Presidency in January 2023 and ran for re-election in 2024, I made student engagement and student life a priority throughout. In the student union world, engagement is like a currency – the more you have, the stronger you are. We've seen the MSU become immensely strong over the last two years, and Homecoming was a huge part of that. I would like to see this trajectory continue.

To make this Homecoming a reality, we invested a substantial amount of resources. However, our current fee structure limits our ability to sustain such large-scale events going forward. An investment for a year or two so that we can show students what we are capable of is feasible, but to ensure the continuation of these events for years to come, we need more resources.

I come to the SRA asking for approval to run a referendum, concurrent to the 2025 MSU Presidential Election in January, asking students if they would approve of a \$20 increase to the organizational fee (to increase with CPI). This fee will enable the MSU to continue hosting a large-scale event while keeping it affordable for students.

To help keep events accessible for the student community, this referendum will allow us to set aside 50% of all Homecoming tickets to be priced between \$10 and \$20, starting in Fall 2025 through Fall 2027.

While the elections committee oversees writing the official question to be included on a ballot, my recommendation to the committee would be as follows:

Are you in favor of increasing the MSU organizational fee by \$20 to enhance our ability to host large-scale events and programming, such as Homecoming, for students?

We appreciate the SRA's role in upholding student interests. Your support in moving this question to a referendum will empower students to shape the future of large-scale campus events.

Kind regards,

Jovan Popovic
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