

*University Centers Advisory Board*  
*Meeting Minutes April 29, 2014*  
*Warren College Room*

**Call to Order**

- Meeting called to order at 2:06 pm
- Present: Jason Thornton, Tiffany Miao, Justin Dewaele, Louie Wang, Claire Maniti, Revelle Rep, Elyssa Droge (Vice Chair), Ellen Kim, Sharon Van Bruggen (Director), Emily Marx, Jehoan Espinoza, Daniel Jacobsen, GSA Rep, Doug Carlone, Sammy Chang (Chair)

**Public Input**

*Chinese Dance Association*

- May 25<sup>th</sup>
- PC East Ballroom
- Free event to celebrate Asian culture open to everyone
- Ellen: Funding from other sources?
- Triton community fund, haven't heard back from them
- Jason: Advertising?
- Word of mouth, Facebook
- Louie: Time and no. of people
- 7:00-9:00, 150 people

*Loft Presentation*

- Brian Ross
- Student focus
- 5 nights per week, 50 events
- 150-200 events per year
- 100 of them have student partnerships
- 15-20 student partnerships per quarter
- Have a campus student partnership focus, but may not always be marketed that way
- Event is planned and executed to have program development
- Brand identity that they try to work on
- Do private events as well, but try to do it in the interest of the students
- Done by students for students, able to develop skills and experiences that help in their aspirations and career goals
- Record amount of sellouts and student attendance during fall quarter
- Room is presented in a way that books top level artists, quality of service and get recognition
- Louie: You work with student orgs, how do you charge them for the use?
- Have standard rates, but when deeper understanding of event, we find ways to partner even more and possible support, case by case basis but try to be fair
- Claire: 20 org events per quarter, but how many AS events?
- Has been increasing, but 4-5 times at most

- Justin: Attendance doesn't match caliber of artists there? Amount of outreach to student body and SD community or do you hope to have more?
- Always want to market student body, struggle with how many students are able to make a show, but we are pretty strong with social media but it is a competitive campus; want to make venue first for UCSD students, not too strong for outside community
- Hard line between how low can student ticket prices be, and is it an artist that resonates well to students. Always trying to tap student bodies in different ways.
- Colin: Do you happen to have university center, AS, and other student orgs?
- Yes of course! Lots of new orgs come to loft. Keep an open door for any orgs to come in, but it doesn't happen too often? 10-15 orgs per quarter separate from AS, lots of GSA
- Sharon: Student attendance at events? Stats for students vs non-students throughout the year
- 60 student/40 non student, 100 of them are Faculty UCSD community; Can bring family and friends from other places. The priority as students open to the community, some universities seen as elitist, but Loft is a welcome space for community members and students to interact
- Great value in the organization, bring lots of students and help with long term marketing of room
- Welcoming all students, not niche of an event, open to art exhibit event
- Claire: More student initiative events, how many can you incorporate?
- ~25 per quarter, now we are in 15 range
- Ellen: always open door policy, how long is planning for an event and wasn't ability to communicate because no response?
- Typically 2-3 times and regular email correspondents, no more than 2-3 times meeting to plan an event

#### **Chair Report, Samuel Chang**

- Scheduled Che Café facility meeting for Thursday 10-11 am
- Budget committee again and bring up discussion next week, week after that is vote
- Budget Report:
- Hoping that reserve sits at 3 million dollar reserve
- Surplus/deficit of 2 million or 3 million which would cut into reserve
- *See slides for numbers*
- Every year that maintenance is deferred adds on year after year
- Merged business office and laid off staff, reduced PC East 24 hours
- UCAB comes to point what are we going to start consolidating
- Largest expenses are Che facility fire sprinkler system and fire alarm system and bathroom renovation (in ISIS report)
- If reduce facility hours, the net gain could be zero because losing restaurant revenue too
- This year we have spent ~43,000
- Yahya: Move Che Facility to student center, are we repairing the facility for them to move back?
- We have to discuss that afterwards, we don't want a crafts center situation
- Ted: What will be the deficit after?

- 400,000
- Why has it increased?
- Deferred maintenance is the biggest reason, 1.8 million
- What about instead of reducing costs, can't we increase revenues?
- Moved with Starbucks earlier and Lemongrass; brought in extra vendors.
- Cap and saturation point of how much food we can bring into the building, have already overextended its retail than what would be supported for a campus of our size.
- Looking for other non-food related opportunities
- Justin: Is there a possibility to raise rent higher?
- Can't increase because of lease, have teams that do all of that analysis to make sure we get market rate, including annual CPI increase
- Any other ways to increase funding?
- Proposals to cover costs
- Student union so philosophically, is paid by students, but not state funded facility, try to keep student fees low
- University centers is considered auxiliary service so no allocation for this facility, expected to make our own budget
- Difficult to get state funds unless its directly related to academics
- Yahya: If we move Che to facility can we defer some of the maintenance? Wouldn't we be responsible if anything happened?
- There's less concern about property damage, more concern about life and people
- Jehoan: When will UCAB find out?
- We are so limited that we can't even expand to look at those things. Campus is protective over development.
- Claire: discussed Referendum, but if we were looking to run during winter 2015, total increase to \$87.50? How much are we looking at?
- Havent looked at that yet
- Ellen: Looking at possibility of closing Che Facility, how to bring this to University Community?
- Documents will be public information so that people will know the full story and theres some understanding
- Yahya: How long could we sustain the Che Facility? Possibility that they incur maintenance fees there?
- As long as UCAB wants it to be that way. Student center location. Function as student org with space allocation. Don't have a rent, absorbed by general budget.
- Jehoan: Possible to have MOU?
- Further discussion until we know terms
- Justin: meeting with Che on Thursday? Will you bring discussion back to UCAB?
- Yes we can bring it back to discuss

#### **Vice Chair Report, Elyssa Droge**

- Space allocation up: closing May 6<sup>th</sup>
- 1-2 week revision and then space assignments

#### **Director Report, Sharon Van Bruggen**

- Been working on budget report

**New Business**

Chinese Dance Association Dance Showcase

1. No
2. No
3. Yes
4. No
5. No
6. No
7. Yes
8. Yes
9. No
10. Yes

Daniel: Move to fund for \$150.00

Seconded by Jason

**Old Business**

**Member Reports**

**Announcements**

**Open Forum**

**Adjournment**

Meeting adjourned at 3:29 pm