

University Centers Advisory Board
Meeting Minutes – AMENDED
Spring 2019, Week #5
April 30, 2019

Opening

The regular meeting of the University Centers Advisory Board was called to order at 2:04 pm on April 23, 2019 by Alex Morrow in Warren College Room.

Attendees

1. Alex Morrow (UCAB Chair)
2. Joey Mendoza (UCAB Vice Chair)
3. Liora Kian-Gutierrez (Staff Representative)
4. Reilly Cannon (Revelle Representative)
5. Harrison Oliphant (Marshall Representative)
6. Tanmay Shetye (Warren Representative)
7. Sharon Van Bruggen (Executive Director) – ad hoc, non-voting
8. Ashli Perkins (UCAB Secretary) – non-voting
9. Achol Chowdhury (Muir Representative)
10. Pamela Fruge (Alumni Representative)
11. Jesus Fernandez (Student at Large)
12. Aditya Arora (Warren Representative [Shadow])
13. Nikhil Potnuro (Associated Students Representative)

Public Input

- None.

Approval of Minutes

- Motion to approve minutes from week four minutes as amended: Reilly.
 - Second by: Tanmay.

Special Presentations

- None.

Chair Report

- Budget meeting this week at 2pm in Sixth College Room. A reminder will be sent out.

Vice Chair Report

- Email will be sent out about a new function for space allocation application. For organizations that successfully applied will be provided a link for storage space. Will be done by today or tomorrow.
 - Achol: Is this for corrections only?
 - Joey: This allows them to make corrections and also to request more storage.

Director Report

- The survey has been completed. Trying to parse through data and will hopefully be available next week. News about price center will be discussed in New Business.
 - Achol: Is the Soda and Swine deal over?
 - Sharon: Soda and Swine is still building and expected to open in June.
 - Achol: Is that once school is over?
 - Sharon: Yes.

New Business

- Motion to move order to Member Reports: Jesus.
 - Second by Reilley.
- Alex: So the member at large position, requirement for one to be commuter?
 - Tanmay: why did they want a commute position again?
 - Jesus: Commuters don't have a hub on campus. So the needs tend to encompass those of residential students and not commuters who tend to be older.
 - Alex: Are you proposing a separate position?
 - Jesus: Just changing the rebranding language by removing one position to add another.
 - Reilley: There's no need to add two students in addition to the student at large.
 - Alex: We need to clarify that it's making a requirement for one of the member at large position to be a commuter.
 - Joey: I like either position because adding that requirement makes it a commuter position anyways. Either option will be the same thing. Simultaneously, we need to look at how we support our student at large positions since they don't have a council to represent like other positions. We need to look at how we're developing them to find a voice for advocacy. We're not affecting change if we're not supporting them.
 - Joey: Did anyone hear back about the transfer position?
 - No one did.
 - Achol: Can I receive clarification about the new position?
 - Joey: The adjustment is that one student at large position has to be a commuter.
- Motion to table this discussion about the member at large position until next week: Harrison.
 - Second by Joey.
- Price Center Marquee
 - Sharon: Screens in and outside of the Price Center are channels for students to market and message to other students. Last time this was discussed was about four to five years ago and we've been denying any requests. The campus is developing lots of partnerships, one example of this is Lyft. Promoting Lyft on

Marquee: Is this a Campus initiative or corporate advertising? Different levels of conversation need to occur. So we're currently saying no to corporate advertising. One credit union is partnering with UC San Diego as well and they may ask to advertise in the future.

- Reilley: Is there limited amounts of advertisement space? If yes, then it is no problem to allow them.
 - Sharon: Right, there isn't a limited since it plays in a loop.
- Reilley: How many advertisements are there usually?
 - Sharon: About eight to ten.
- Achol: This goes against rebranding and it doesn't focus on the students. Only as being advertisements. If we allow this, how do they compete against student organizations since student organizations don't have the resources to compete/pay for advertisements?
- Jesus: A conversation about requiring companies to pay for space needs to occur and where would that money go?
 - Sharon: If everyone says okay, we'd develop a proposal plan to develop a fee based charge. There would need to be a fee attached and students would remain free. This would mean a limited number of corporate advertisements.
- Tanmay: Student Center started as a place for the students so we should deny this request since that's skews the focus.
- Aditya: I agree with everyone else, but we would have to decide which corporate advertisements to allow since Lyft is helpful since students use it to get around, but a credit union may not appeal to the majority.
- Joey: There's a difference between advertisements of Starbucks and discounts for Lyft. The partnership with Lyft was to benefit the students. If we don't want to be viewed as a food court, then we shouldn't treat the space as one. This doesn't fit in with student focus branding.
- Pamela: This highlights the partnership with those that are helping students which is a good thing. The paid advertisements would help with providing extra revenue to do things for students. I don't see a difference between advertisements in the Guardian and on Price Center Marquee.
- Reilley: I'm for a limited amount of advertisements with partnerships like Lyft. This is another opportunity to increase revenue. The marquee doesn't have many advertisements anyways. We just need to set regulations.
- Alex: Can you charge the campus for putting advertisements?
 - Sharon: Yes, you could set a structure. It's a matter of defining it in the program.
- Jesus: The amount of organizations who want to use it won't change, but those outside of the campus who want it use it will change and increase. We need to see about the advertisements we want and we need to be mindful of corporate social responsibility and looking into their history.

- Joey: I like the idea of charging corporations. Great for University Centers and University Centers Advisory Board could donate the money for the needs hub or food pantry to help students who are food insecure. What does this open up for advertisements? If we only kept these ads for the marquee, that's one thing. But TVs in the Price Center food area would be a different idea. I have no problem with advertisements in the vendor space.
- Aditya: Certain regulations for advertisements would be good and should be a case by case basis situation.
- Sharon: Would developing an outline/proposal about the types of advertisements with the committee help come to a conclusion?
 - Joey: Is the marquee the biggest place for advertisements where students see it?
 - Sharon: Yes.
- Table this discussion with a contingency that Sharon brings results from her team: Joey
 - Second by Jesus

Member Reports

- Achol: Some didn't like the word union, but others like this part of the name. Reminds them that there's more to the Price Center. 17 in favor, 3 not in favor. Question about if Price Center was the only thing changing?
 - Sharon: This is still part of the conversation. It's an option to change other building names as well. It's likely we would change the names. For Price center it's an easy change, but for Student Center it's a bit of a deeper conversation.
 - Achol: Union suits the Original Student Center more than Price Center since it has more resources for students like the LGBTQ Center.
- Motion to reorder back to new business: Jesus.
 - Second by Reilley.

Old Business

- None.

Open Forum

- Joey: UCAB budget? What happened to the conversation about how to utilize it?
 - Alex: Any small projects for this?
 - None.
- Sharon: For transfer and commuter position: We want to consult charter for this final position. Need to vote on this twice since it's a charter change.
- Jesus: What is the application status of other student at large position?
 - Alex: I'm going to bring this up in the executive meeting.

Announcements

- Liora: Today's my last day. So thank you for welcoming me. And I wish you all the best.
 - Joey: Thank you for your involvement and positivity to the University Center Advisory Board.

Adjournment

Meeting was adjourned at 2:47 pm by Alex Morrow. The next general meeting will be held at 2:00 pm on May 7, 2019 in the Warren College Room.