

University Centers Advisory Board
Meeting Minutes – AMENDED
Fall 2019, Week #9
November 26, 2019

Opening

The regular meeting of the University Centers Advisory Board was called to order at 2:03 pm on November 26, 2019 by Joey Mendoza in Warren College Room.

Attendees

1. Joey Mendoza (UCAB Chair)
2. Aditya Arora (UCAB Vice Chair)
3. Sherry Yin (Marshall College Representative)
4. Clarissa Elbo (Interim Sixth College Representative)
5. Samir Nomani (Muir Representative)
6. Ilmaa Haque (Eleanor Roosevelt College Representative)
7. Emily Trask (Staff Representative)
8. Shubham Kulkarni (Associated Students Representative)
9. Sharon Van Bruggen (Executive Director) Ad Hoc, Non-Voting
10. Amanda Marples (Associate Director of Marketing) Guest, Non-Voting

Public Input

None

Approval of Minutes

Minutes Approved

Special Presentations

None

Chair Report

Joey announces retreat and open UCAB positions.

Joey has invited representatives during winter quarter to come speak to us about creating a transfer student resource center. It is a great opportunity for UCAB and University Centers to live up to our mission.

Vice Chair Report

Student Organization Co-working spaces are available for all registered student orgs to make reservations.

Director Report

Outdoor Activation

Sharon: We have identified areas outside of Price Center and the Original Student Center that are “ripe” for activation. There are multiple spots throughout the area that UCAB has talked about activating and allocating funds for. We will do a feasibility study for the PC Plaza and west food court to give us an idea of how much the project will cost, and what we can do in the area.

Joey: What is the story about all the old carts that look abandoned around the Original Student Center?

Sharon: Both of those have been added by the co-operatives that are in this area, in previous iterations they were lively, but they haven’t been as much recently. We would have to see if they are interested in activating them.

Joey: This gives off a weird feeling that the space is abandoned.

Sharon: That is an area for UCAB to address, to make it not feel “back-of-house”. It feels a bit inactivated, so these areas we can talk about.

Ilmaa: When you say that the courtyard is going to be remodeled, will it be within the school year?

Sharon: that is the hope, and we still need a few additional conversations to find out if the proposed plans will support that activities that are currently in that area. Then we would phase from that point.

Shubham asks for clarification about where Joey said seemed abandoned. Joey shows on the map. He says he will provide pictures and reach out to the co-ops.

Holiday Building Hours

Sharon: we have holiday hours for the facilities coming up, and we are expecting a big storm, so our team will be on high alert.

Aditya: Do we expect construction delays for the patio with the storm?

Sharon: I haven’t heard, but I can expect that it might slow down a bit, it just depends on how bad the storm is.

Joey: Is there a capital improvement project in order to prepare University Centers for storms and how it affects us?

Sharon: There are some things we have started to work on for this, and anytime we find an issue, it becomes part of our regular maintenance plan.

Recruitment for Assistant Director of Programs and Events Services

Sharon: I am interested in having a student attend some interviews and participate in the recruitment process. If you are interested in helping us screen candidates, please reach out to us. Only one of you will sit on the committee, but there will be an opportunity for all of you to meet the candidates, because we will have an open forum.

New Business

Joey: I would like to start an ad hoc committee for outdoor activation and lighting projects and to discuss budget. We are taking this lighting conversation very seriously and the next step is an ad hoc committee.

Joey put it to a vote and the motion passed.

This is going to be a great opportunity to work with University Centers.

Old Business

Movement to open a discussion about the Price Center Marquee. Movement passed.

Joey; Next week, Corporate Sponsorships and Campus Partnerships will be joining our UCAB meeting. I want our questions to be fine-tuned for that conversation. This meeting is brought about because corporate sponsorships reached out to have a particular advertisement on the marquee, and it brought up the fact that all advertisements have to be approved by UCAB.

Ilmaa: Marquee requests should look different for corporate partnerships. What would be the impact when there are a lot of events with both student organizations, departments, and outside sources? What is our priority?

Amanda: we could create some parameters depending on where the request comes from.

Joey: Student organizations and academic departments have been our priority.

Emily: Is the marquee a significant source of revenue?

Sharon: As for a revenue source, we currently don't use the advertising as a revenue source. If we were to do that, UCAB would have to create some parameters about what this looks like.

Joey: We need to think about what is in this for the student union.

Sharon: This is an opportunity to have conversations with our liaisons. The meeting next week provides an opportunity to get these conversations started. Right now, we might not be on their list, but there is an opportunity to be heard.

Samir: I am more hesitant moving into a corporate space, simply because I would like to prioritize our students and departments. Students should get priority because it is a student space.

Clarissa: During the Sixth College meeting, a lot of people didn't like the idea of advertisers coming in to their student center, as there is already so much going on. If the advertisements were useful to students through discounts, etc. that would be more positive.

Ilmaa: Going off that, the ERC consensus was okay with campus partnerships, but nothing too “in your face” or constant. Plus, it was important to them to have a healthy ratio of types of advertisements. People would like to see more student-centered opportunity and involvements. Would there be a way for UCAB to screen the advertisements, like we do Tech Fee Subsidies? It might be hard to develop general guidelines for this.

Joey: To answer your question, that would be up to UCAB.

Joey: At some point, we might want to reach out to entities for our own partnerships. I just want to remind everyone about the ownership you have as a UCAB member. You have power in your position. You have the authority to make this meeting a two-way conversation.

Sharon gave a general overview of what the UCAB meeting next week with Campus Partnerships and Corporate Sponsorships is about.

Joey: How much does a marquee cost?

Amanda: We can double check the numbers but around \$75,000

Sharon: There is a cost of acquiring it, maintaining it, and running it.

Emily: Do you want marquees everywhere grabbing for your attention? Is that what you want? Or are you looking for more intimate spaces? There’s a part of me that likes to preserve the human part of not being marketed to.

Joey: I see this as an opportunity to control what will be advertised to me. When I saw my own advertisement on there, it meant a lot to me.

Emily: Yes. But that seems different to me than a corporate advertisement.

Shubham: I won’t necessarily pay attention to the marquee during the day, but at nighttime, it catches my attention, and is almost too bright, I avoid it. I think flyers are more relevant to students because it is more engaging. I do agree that we want more activated spaces, but I don’t think that the marquee would help with activation.

Joey: This is a great opportunity to think about paperless advertising in University Centers.

Wendy: A marquee could activate a space if you do have opportunities for students to interact. At sports games, there are certain activities on a screen that engages the audience. This is an idea of how to use the marquee for activation.

Samir: Some places have screen notice boards which would be better than just advertising. It would be intimate, but also accomplish advertising.

Emily: At San Diego State, they have eye-level giant flyers that are person-sized throughout the student union, which seemed like an effective/clean way to advertise.

Sherry: Is it possible to use a marquee to just use festive images to open the space? It doesn't have to be just advertisements.

Shubham: We have a pretty big bias on how we look at advertisements because we are very involved students on campus. It is important to consider that other students might not have the same involvement and might have a very different take.

Sharon: There is a committee on campus exploring digital advertising for the campus, there are three pilot large digital signs to provide anything from wayfinding, promotional messages about what is happening on campus, etc. The student union is interested in digital signage to show activation. I will be forwarding a proposal to UCAB that will add these types of signs where they make sense. The wayfinding piece is important because we know people have a hard time to navigate the facilities. To Sherry's point about other images, it gives us an opportunity for us to think about other ways we can use the marquee, for example, student art pieces.

Motion to table this until the conversation next week. Approved.

Member Reports

None

Open Forum

None

Announcements

None

Motion to re-open Public Input. Passed

Public Input

Arnie Schoenberg from Che Café: We have some flooding issues and we are hoping to get some help with that in the budget. We are also looking to replace wood on one of the murals with Victor Ochoa. I would like to see if you could help to move that forward. I would also like to do a budget request to help pay Victor Ochoa to help restore some of these murals. We have a lot of old patios that could use some help if you wanted to incorporate them into the activation plan.

Sharon: The team has been working on the rain issues in the Che Café. We are a little bit at the mercy of Facilities Management to replace the wood for the murals. There is an effort for this, but we are waiting for projects to get done by Facilities Management.

Adjournment

Meeting was adjourned at 3:19pm by Joey Mendoza. The next general meeting will be held at 2:00 pm on December 3, 2019 in the Warren College Room.