Opening

The regular meeting of the University Centers Advisory Board was called to order at 2:02 pm on December 4, 2018 by Alex Morrow in the Warren College Room.

Attendees

1. Alex Morrow (UCAB Chair)
2. Joey Mendoza (UCAB Vice Chair)
3. Harrison Oliphant (Marshall Representative)
4. Daniel Howanec (Student Member at Large)
5. Ethan Dang (Sixth Representative)
6. Jesús Fernández (Student at Large)
7. Reilly Cannon (Revelle Representative)
8. Pamela Fruge (Alumni Representative)
9. Liora Kian Gutierrez (Interim Staff Association Representative)
10. Sharon Van Bruggen (Director) – ad hoc

Approval of Minutes

- Sharon has a correction under the Director's report. Change to: “It is up to UCAB to discuss renewal or another restaurant for the space.”
- Sharon under Dirty Birds: Dirty Birds' lease of the premises is from their counter back, and the dining area is common area.
- Motion to approve last week's minutes as amended as been seconded.

Special Presentation

Shogun

- Members from Shogun: Susie and Sean present. They are here for feedback in order to renew lease.
- Susie: Our mission and goal is to provide fast dining option that is convenient for students, diverse, tasty, and budget friendly. Seafood has gotten incredibly more expensive, so their profit has decreased as they have not changed prices as much. What changes and improvements could we provide? Please be honest. I promise, we have thick skin. We want to have mutual understanding.
- Ethan: I asked my constituents, and they said that the menu could be elaborated on. What do the names mean, and there is more than one menu. Centralizing the noodle bar and general restaurant to make it less confusing for students.
• Susie: In order to do that, does that mean offer the same checkout on both sides?
• Ethan: That would be helpful.
• Susie: I want to confirm that you say the menus clearer and make a centralized space for students to order all the items.
• Joey: I counted 7 different menus. It is confusing when you walk in where to order. The number of menus turns me off. I don't want to do that much work. If I go to Lemongrass, I know exactly what I'm getting and where to pay.
• Susie: I totally see that.
• Alex: Referring to the photo, there are many menus. I suggest having all the specials in one area. One board with specials, one menu. In the past, I have been confused about the sushi line. Is it always open? I am not sure if it is open, and where I should stand. With the elimination of showing all the menus, you could base the feel off of the logo. Your brand would be more apparent up there in the corner.
• Harrison: I talked to my constituents. They said that the service is slow later in the night. I know that it is off-peak, but this happened more than once.
• Susie: I’m surprised by that too. Thanks for letting me know.
• Jesús: I have always gotten something off the sandwich board. If you consolidate menus, please keep the sandwich board.
• Question from Sharon for Jesús: Is the sandwich board helpful to you because they are specials? Or because it is the first thing you see?
• Jesus: Because it is the first thing you see. A photo on the sandwich board is helpful. When I'm in a hurry, I see that that looks good so I’ll get that.
• Daniel: Spoke with some constituents and they really like the sushi and bentos, specifically the handrolls. They don't like the noodles as much, and the only reason they go there is because it's hard to go off campus.
• Joey: A camel is a horse designed by a committee. When I walk into Shogun, that is kind of what I get. When I go in, I think of improvements that can happen. Find a lane and stick with it. Try and focus on one thing, not a little bit of everything. Your spread is too wide, and food ends up average. You could be great at Japanese food alone. Places are successful, even if small, if they do one thing well.
• Susie: We've thought about that as well. We have never tried to be the trendiest/niche places, because our overhead would go up significantly. To make up those costs that we lose, we do need to rely on the high-volume business. This means we do need to stick with the “every kind of Asian” offering. That does conflict with the fast dining option for the students.
• Joey: When I think about it, another place that specialized, they got to have variety because they chose “Japanese”. There are a lot of options there. I suggest they have the Japanese “Asian Fusion”. I don’t think of getting everything at one place but do everything with one influence. I’m not in the trenches.
• Susie: I really appreciate that feedback.
• Daniel: People have described an odd smell – a musty smell. They said that they were often there, and occasionally they will smell that. Another thing mentioned was the amount of plastic being used is not going in the direction of our long-term sustainable focus.
• Susie: I am against single use plastic as well. Thank you.
• Daniel: I know you said your goal was easy budget and fast. Daniel said a lot of his friends do see it as a sit-down place. A lot of my friends plan to all sit there and stay.
• Susie: Isn’t that better? You get the fast-food price with the sit-down option.
• Daniel: Yes, therefore I suggest you make it seem more like a fast food place, as now it seems like only a sit-down space.
• Susie: So, what can we do? Provide more convenience?
• Daniel: Yes convenience, maybe just change the way the room is designed for that.
• Sean: We know that we have a space problem, because people order, pick up food and pay, but not as many places to sit. We’re thinking about asking for more place to sit from the school. We are thinking about having more counter set up which will provide more sitting place. We ask that more can be done to create more place for sitting. Sitting has been a problem for us, but it is something we can work on. While I am on this, often on the counter there is someone taking the order for the sushi bar. There is one for the sushi, and another one for the hot food. If you want sushi, you can come right up to the sushi bar.
• Susie: But someone made the point that it’s unclear you can go there.
• Sharon: It is also hard when there is not always someone at the register.
• Sean: thank you very much, we will try and fix that problem
• Joey: I also think of Panera, where there is one whole counter for check out. If you get in line, no matter where you are, you feel as though you will get to the front soon because you can see the register.
• Susie: I love that Idea, but I wish we had that counter space, we just don’t.
• Joey: Do you remember the discussion about Blue Pepper? They are a vendor that operates within the UCEN space. That space is not Blue Pepper. They operate like one would in a food court at the mall. This is an opportunity where we could think about the public space and what UCAB is responsible in order to best utilize that space. The seating and the area around are ours.
• Sharon: Counter-back is theirs.
• Joey: We don’t have an international rep, and it’s a bummer because we have a lot of Asian students who go to Shogun. I don’t know if any of us are Asian. What does the international student business mean to you?
• Susie: Yes, we do get a lot of international students, especially from China and Asia in general, and a large percentage of our customers are Asian.
• Sean: For the noodle side, about 60% are Chinese students, 20% are other Asians, and the rest are westerners. Changing the way people see noodles, as opposed to Italian pasta being the only option. We take a lot of pride in the Americans coming to eat here. On the other side, 60% Asian, 30% American. We have a lot to offer to cater to the needs of all these different people. Shogun is more than just Japanese. We know Shogun means Japanese. So when people come here, they expect traditional Japanese. But when they come, we have more than just Japanese; we have Asian.
• Joey: If feasible, it seems like you should do some surveying of your international students, because they are most of the market. If you truly ask for the opinion, I’m sure they will give it to you. A lot of international people don’t only go here for the food, but they feel as though they belong.
• Alex: Going off that Idea, I think there are a lot of organizations on campus. You could see which have the most international students and talk to them. A solution for the
menus could be having a paper menu that you put at the door, so you can pick one up to read as you are waiting in line.

- Susie: That’s a really good idea.
- Alex: Or adding the menu to Yelp. Also, I really like some of the pieces you have as decorations, and more pieces like that could add more of an atmosphere to the restaurant.
- Joey: When I hear you use the buzzwords like “sit-down” and “fast”, I think of Chipotle. One big menu, and everything else is place-making.
- Sharon: I think there is a lot to unpack in what everyone has said, and I appreciate that you have come to the board and are seeking feedback. A couple comments I want to make are part of the campus planning. The campus continues to add new retail, every time a building is being built. As they do that, they come into those fresh newly designed places that revolve around placemaking. You, or not you, either way, you need to figure out how to leverage what you do have and make the most of that. Last year, the board developed their retail plan, along with several of their retail relate projects that would be developed. That included the space around Shogun. There is the opportunity for renovation. That gives opportunity for any restaurant there to restructure with the renovation. Another thing is that Shogun started as the Teriyaki and Sushi place. The noodle place came when UCEN asked you if you would be interested in anything in this place, and you said noodles. I just want to share that, because I think that’s an important part of the history, and the oddity of their setup. That came about because it was a space that became available.
- Susie: It has been a success in terms of the students liking the product. We are looking to keep a budget friendly place for the students. We have been here for 15 years and we call this home, and really want to make this a good place of value for the students. Thank you so much and thank you for reaching out. I would like to ask that we come back with a proposal and to get further feedback. We really would like to be considered for renewal and have a good record with the school. Thank you so much for your time.

Chair Report

- We are planning another retreat, and it will be during one of the earlier weeks of the quarter. I will be sending out a When2Meet to find out availability.

Vice Chair Report

- None.

Director Report

- Winter projects are underway. Hopefully when you come back from break, I will have pictures to show you for completed projects.

New Business

- None
Old Business

Language Change for Tech-Subsidies Guidelines

- Changed language of tech-fee subsidies online to show that meeting in-person or online with the UCAB Vice Chair is possible, and what materials are needed and when to submit them.
- Jesús: The wording makes it seem as though they don’t need to ever submit via email or online, which would be helpful if that was mandatory.
- Question from Alex: Can you explain the purpose of your meeting beforehand?
  - Joey: We have their advertisement, estimate, and budget, which allows me to go over the questions before they go to the UCAB meeting, and it helps me check any other funding and all advertising guidelines. The other stuff is just math.
- Alex: Any amendments or motions?
  - Harrison: I do think it is important to keep it online and make that mandatory.
  - Joey: I am stuck on how to word it. I want it to be succinct. Straightforward and honest. I think it should be up to the Vice Chair to get them via email. That might just be due diligence on the Vice Chair’s side. I defer to Sharon.
  - Sharon: I think the question is whether you need to keep it for reference. All that information remains in the application online. You also have the vote for it in your minutes.
  - Question from Daniel: Have there been any instances in the past where we need to keep it?
    - Joey: This year, no.
  - Question from Jesús: The quote is just to double check the application, right?
    - Sharon: The quote is the official estimate of what money they require. It is kind of verification.
  - Joey: I am sent a notification when the application is submitted. All that stuff is either sent to the Vice Chair, or accessible by anyone from the Executive Board.
  - Question from Pamela: Is it possible to upload that into the application so that when it gets to you, you have all the information in order to go forward?
    - Joey: That makes a whole lot of sense and is a great idea.
    - Sharon: We could talk to IT.

- Motion to approve the tech fee subsidy language: Daniel
- The new tech fee subsidy language passes with a 7:1 voting ratio.

PC Patio

- Alex: I have sent all information to Sharon.
- Sharon: Is there anything left to do right now in Old Business? Does that mean we table it until we have a design to review?
- Alex: We can motion to table it indefinitely.
- Motion to table the PC Patio discussion indefinitely: Joey
- Second: Jesús
Member Reports

- None

Open Forum

- Daniel: I had some of my constituents mention that there is a lot of seating space, but not a lot of desk chairs on the 3rd floor of Price Center. We could talk in the future about looking into more desk chairs for more study space.
- Daniel: I would like to promo Winter Game Fest on January 12-13 that is open to all students.
- Joey: How many microwaves in total are there on the bottom floor of PC? I was looking specifically at the one by the police station. It is super busy, and maybe we could add one more.
  - Comment from Sharon: This is an electrical issue. We must think about where we can place microwaves. Adding to that location isn’t suitable right now.
- Alex: Regarding the Winter Game Fest, make sure it applies for Tech Fee Subsidy.
  - Question from Daniel: Can they?
  - Sharon: I think you have to check your tech fee subsidy requirements online, and I believe that means they have to be a registered Student Organization.
  - Jesus: We are one.
  - Sharon: Great, but you still need to check the Tech Fee Subsidy requirements to be sure.
  - Alex: I would encourage them to apply anyways. Better safe than sorry.
- Sharon: I would like to really plug the retreat for the coming year, as it is focused on space. Some of the questions are about space, like study space. The idea of putting chairs in Price Center isn’t on the managers’ radar right now, as we are under the impression that this is an area for time outside of study. That is part of that space discussion. What is important to you and other students regarding space?
- Joey: The retreat is close, so there will be a lot of confidential information that we normally can't bring up, and you will be able to be a part of that.

Announcements

- None.

Adjournment

Meeting was adjourned at 2:57 pm by Alex Morrow. The next general meeting will be at 2 pm on January 8, 2019 in the Warren College Room.