

**University Centers Advisory Board
Meeting Minutes, March 11, 2013
Warren College Room**

Call to Order

Meeting called to order at 2:02pm

In attendance: Albert Trujillo (Chair), Jessica Hsi (Vice Chair), Sharon Van Bruggen (Director), Elina Hood (Sixth Rep), Tristan Britt (Marshall Rep); Jason Thornton (Alumni Rep), Allison Khoe (At-Large), Michael Porter (GSA Rep), Michael Yu (GSA Rep), Leonard Bobbit (Warren Rep), Emily Marx (Staff Association Rep.), Linda proxy for Cody Marshall (AS Rep), Colin King (Revelle Rep)

Absent: Justine Alonzo (Roosevelt Rep), Meryem Kamil (SAAC Rep), Hope Czbas (Muir Rep)

Roll Call

- Sheet being sent around

Icebreaker

Approval of Minutes

- Approved by Allison
- Seconded by Colin

Public Input

Name, Affiliation

- DVC. Elevation. 700 students, 95% UCSD. Not open to general public, but UCSD students can buy tickets for friends. Requesting \$770. Requested funding from A.S. Expect 900 students this year.
- CASA. 5th Annual Culture Show on May 18. Includes play, line dance, Wushu. Teach school about Chinese culture. Free event, not limited to UCSD students. Advertising through flyering, facebook, and YouTube celebrities reaching out. Expecting 250 to 300. In PC Ballroom East. Performers are all UCSD students except YouTube celebrities. Requesting full \$500.
- TASA. Cultural Pageant, Mr. and Ms. Formosa. Requesting full \$500. Expecting 200 students. Advertising through flyering, facebook, and websites.

Special: Strategic Planning.

- UCAB as focus group

Chair Report, *Albert Trujillo*

- Referendum Update/GSA Mtg
 - GSA doing Yes/No vote without dialogue tonight at 6pm.
- Referendum Budget/Website

- Any money spent for PRO campaign must also go towards CON campaign. So this year will avoid all campaigning. Potential negative reaction from spending money on campaigning while UCEN needs money.
 - Colin: Single PRO/CON side-by-side informational page possible?
 - Sharon: I'm not sure even if side-by-side, still a stance so counts as campaigning?

Vice-Chair Report, Jessica Hsi

- Space Allocation
 - Tour of student org space last Friday. Found empty offices.

Director Report, Sharon VanBruggen

- Tour old Guardian space

New Business

- DVC. Elevation event. Linda moves to approve. Elina seconds
- TASA Mr/Ms. Formosa. Funded for \$500.
 - Yes: 7
 - No: 2
 - Abstentions: 2
- CASA Cultural Event. Elina moves to approve for \$412.50. Colin seconds
- Tech Fee Balance: \$3,275
 - Tristan: Is there enough funds for next quarter?
 - Colin: Hold consistent standards for all student org groups requesting fees. Shouldn't be punished for coming in at this time.
- Referendum Budget
 - Linda: There should be educational campaign so enough students vote on it.
 - Michael Porter: Why was it decided no money should be spent on PRO campaign?
 - May give negative perceptions if UCEN funding campaign while asking for referendum
 - Must equally fund both PRO and CON campaigns.
 - Michael Porter: May be necessary to address falsehoods though.
 - Emily: Can student orgs can form around campaigns.
 - Albert: Would work, but would not look good if all org members were UCAB members.
 - Michael Yu: Main reason not to seems to be a fear of grievances being filed, but the appropriate idiom is "Haters gonna hate." Coming from disadvantaged perspective, so need some PRO campaign.
 - Colin: If no visibility campaign, there could be backlash.
 - Tim: Even if there is no negative funding, there can still be negative campaigning. D1 Referendum as an example.
 - Jason: How much money for campaigning?

- Albert: Would decide that on a later date.
- Colin: Benefits of a PRO campaign versus educational campaign?
 - Albert: Can actually state stance.
- Tristan: Purely educational could end up as being interpreted as PRO campaign, causing grievance to be filed.
- Michael Yu: Easier for people to oppose it. Con statements can be spread by word of mouth. Uphill battle.
- Albert: There is going to be CON either way, why not have a PRO?
- Sharon: Before money can be expended, must inform CON campaign is aware there is money they can access.
- Vote on spending money in referendum:
 - Yes: 10
 - No:
 - Abstentions: 1
- Michael Yu: What was the extent of advertising last time? Calculate a rough estimate.
- Michael Porter: Ideally, subcommittee would choose how to spend x amount on the campaign. So, set limit.
 - Albert: PRO campaign isn't necessarily UCAB. Would be any students wanting to come forward to create the campaign.
- Michael Porter motions for \$150 for PRO campaign. Tristan seconds.

Old Business

Member Reports

Announcements

- Please fill out doodle.

Open Forum

- Colin: Any updates on the request for a permanent display in the Forum Meeting Room by Olamide?
 - Sharon: No updates as of yet.

Roll Call

- All still present

Adjournment

- Meeting adjourned at 3:30pm