

Carolina Union Board of Directors
Meeting Minutes
Wednesday, March 4, 2015

Attendees

PRESENT:

Gabe Chess	President of the Carolina Union
Crystal King	Carolina Union Director
Ivy Hardy*	Speaker of Student Congress
Marissa Rose*	Student Congress Appointee
Harold Woodard*	Faculty Member Appointment
Zachary Smathers*	Carolina Union Employee Forum
Keegan McBride*	Campus Y
Olivia Branscum*	WXYC
Shamira Lukomwa*	Muslim Students Association (MSA)
Jeffrey Birdsong	Assoc. Director of Business and Finance
Scott Hudson	Carolina Union Senior Assoc. Director, Operations
Robert Kunstman	Sr. Assoc. Director for Student Life and Leadership
Megan Johnson	Assoc. Director, Comm. and Creative Sciences
Joe Singer	Sr. Assoc. Director of Events Management
Merrick Osborne	CUAB President Elect
Amy Whitman	Carolina Union Employee Forum
Saima Akbar	MSA Outreach Co-Chair

ABSENT:

Jacob Hinton*	CUAB – Union President Appointment
Kyle Villemain*	Sub for Student Body President
McKenzie Folan*	Executive Branch
Wendell Gilland (Business)*	Faculty Member Appointment
Tommy Koonce*	Faculty Member Appointment
Jake Bernstein*	CUAB appointment
Taylor Bates*	President of the Residence Hall Association
Kyle Reeves*	Sub for GPSF President
Lindsey Wallace*	GPSF
Justin McNabb*	GPSF
Antonio Serrato-Capuchina*	GPSF Appointment
Nicolas Hanna*	At-Large Student

PRESENTERS:

Mary Entwistle	Chair of Carolina Dining Services
Jeffrey Birdsong	Assoc. Director of Business and Finance

* Voting Member of the Board

Meeting Summary

The Board addressed the following points on March 4, 2015:

1. The Dining Board is discussing improvements to Wendy's efficiency and potentially a renovation to make the Wendy's area a residential and retail hybrid-dining hall.
2. The Board of Directors will be discussing the creation of a lease agreement and a potential rent charge to the four, non-Union departments with space allocations in the building (WXYC, STV, Apples, and Student Legal Services).
3. The Union is currently operating at a break-even point financially, and plans to be a little bit above break-even by the end of the year. The Board discussed various additional revenue opportunities to alleviate the reliance on Student Fees.
4. CUEF presented results for the new student staff hiring process and updates on the upcoming CUEF structure. CUAB updated the Board about the NACA Convention and potential upcoming events.
5. The application for the Chair of the Board will be due on March 18, 2015 and the Board will be interviewing applicants on March 28. The last Board of Director's meeting will be on April 15, 2105.

Call to Order

President Gabe Chess called the March 4, 2015 Union Board of Directors Meeting to order at 5:34 pm.

Old Business

Approval of the February Minutes

President Gabe Chess indicated that there were not enough Board Members to hold quorum, therefore, the approval of February Minutes was postponed.

New Business

Dining Board Presentation

President Gabe introduced Mary Entwistle, a chair member of Carolina Dining Services, to talk about their Board's current initiatives and their Master Plan. The Student Dining Board consists of 10 student members (2 from RHA, 2 from GPSF, 2 from SG, and 4 At-Large members) in addition to faculty and staff from the University. The Board meets every week to discuss menus, budgets, pricing, and reviews of dining locations.

The Dining Board has been discussing some major improvements to various dining locations, and brought in Envision Strategies last spring as consultants. They were on site a couple times during the spring semester for three days at a time. They hosted several focus groups, polls,

surveys, and then provided an initial report. The Board reviewed what was feasible and Envision Strategies will generate a final report with a list of recommendations.

One major issue highlighted by Envision Strategies is the available spacing in the residential dining halls. Residential dining includes Lenoir and Rams, which require a swipe to get in; retail dining requires other payment methods. The current issue is that the line for Lenoir often extends outside into the Pit, causing clutter and traffic jams therefore, the Dining Board plans to increase efficiency for students. Options include expanding seating, moving people through faster, extending Top of Lenoir to Bottom of Lenoir, and using Union space. The Dining Board has looked at the Wendy's area to renovate for completely residential dining or a hybrid of residential and retail dining. However, there are no concrete plans to act; the ideas require further feedback and planning. For the short-term, in order to improve efficiency at Wendy's, staff has been looking to expedite the line and create a new system to decrease traffic jams. In addition, the new, refreshed look at Alpine has been very successful; it has received good scores on internal reviews and surveys. Mary indicated that the Board is welcome and encouraged to give feedback to the Dining Board in the future.

Recognition of Union Staff for work with Prayer Service and Memorial Vigil for Deah Barakat, Yusor Mohammad Abu-Salha, and Razan Mohammad Abu-Salha

President Gabe gave a huge thank you to the Union leadership team and faculty for their excellent work with the vigil. He recognized everything that the staff did in order to activate the healing process for the UNC community. Shamira thanked everyone, on behalf of the Muslim Student Association, for helping put on the vigil. She indicated that the vigil meant a lot to their community and they really appreciated the support from the Union. Gabe then thanked the entire Union staff again and Shamira for working so hard.

President Gabe then gave a special thank you to Casey, Austin, Di, and Kenneth for sleeping on campus and to the other staff members for trekking in for the ESPN show and working so hard through the tough weather.

Tenant Space Agreements

President Gabe directed the Board's attention to the Tenant Space Agreements given to the Board. Gabe indicated that currently, there is not a formal lease agreement between the Union and the four non-Union departments with indefinite space allocations (WXYC, STV, Apples, and Student Legal Services). There is interest in formalizing an agreement including services the Union provides and expectations the Union has of the respective department in Union space. Eventually the Union may move toward the idea of charging these departments rent in order to generate non-Student Fee revenue. Gabe welcomed all feedback to the lease agreement as well as to the idea of potentially charging rent.

Olivia indicated that WXYC is also funded by Student Fees therefore, if charged any rent, would still be a Student Fee allocation. Gabe clarified that, ideally, the potential rent may help lessen the burden of Student Fee contribution to running the building, but will not alleviate all dependency on Student Fees.

Marissa was concerned with losing the organizations if they can't come up with the rent. Crystal indicated that Student Legal Services actually requested the lease agreement because the non-Union groups don't go through the space allocation process each year. Student Legal Services doesn't feel like they currently have the security of keeping their space because they currently don't pay anything for overhead costs. Olivia appreciates getting security and potentially paying rent because it calls the participants to see the reality of the privilege given to them to have the space.

Scott indicated that when Daily Tar Heel occupied Union space, it paid an overhead contribution of around \$15,000 a year. The amount paid was proportional to the footprint they left on overhead cost. Gabe added that this would be a good opportunity to review and refresh the current footprints of these departments and make changes as necessary. Olivia indicated that it would be beneficial to work with the tenants to get their spaces up to a standard code as dictated by the Board. Gabe thanked the Board for their initial feedback; because SLS approached the Board about this, additional research would be required to create a tangible policy.

Union Budget Update

President Gabe introduced Jeff Birdsong, to present about the financial situation of the Union. Jeff indicated that all the data is from November, because the University has recently closed all November transactions due to the transition to the new financial system. SAFO is currently approving and reconciling all December numbers.

The November report indicates a \$1.6 million surplus, which is accounted for in the \$1.6 million allocation from Student Fees for the spring semester. By the end of year, the Union variance will be close to zero. Therefore, the Union is, as of November, more or less operating at break-even.

In addition, the Union sales revenue and expenditures are both lower than budgeted therefore, the two variances negate each other out. One explanation for lower sales revenue is due to the slow conversion to the new financial system; many revenues have not been collected yet. Ideally, the Union will maximum sales and minimize expenditures. Revenues include Wendy's Rent, Alpine Rent, room reservations (particularly external usage), and marketing. The Union currently has budgeted very optimistically in terms of sales revenue, which is why looking at outside revenue sources will alleviate the reliance on Student Fees.

Jeff indicated that the only thing preventing the Union from going into a deficit is that the expenses have also come out under budget. The primary reason for low expenses is the many unfilled full-time positions, however as the Union fills these positions, the expenses will increase. Joe added that certain events held in the Union are often not revenue generating events, for example Dance Marathon. Because the Union has, in the past, put on these events at cost value, the events do not generate additional revenue; therefore, the Union will no longer be supporting these events operationally. Joe indicated that this would actually save the Union money.

Bottom line, Jeff predicts that at the end of the year, the Union should be operating around break-even, potentially on the better side. Jeff encourages the Board to explore the options of charging rent or alternative revenue sources. Gabe indicated that rent charged would not drive an increase in revenue, although conference rentals, weddings, and ideas along that nature show more promise in bringing in additional revenue.

Informational Presentations

Student Staff Hiring

President Gabe gave the floor to Zach Smathers to present about the recent student staff hiring. The Union is moving from 165 employees to 185 due to the additional Student Leadership department. Out of 150 applications, 82 offers were given for positions. The process utilized student staff and full time staff in collaboration. The students were all very high energy and brought out the best in themselves. Zach indicated that the process was really fun to watch.

In addition, CUEF is moving to be more involved in the community, ideally participating in at least three hours a month. Recently, CUEF attended PORCH, a program that distributes meals to families and local pantries. In addition, CUEF's new president position will be opening on March 20th. A major change for the upcoming year is the transition to CUEF being an unpaid, volunteer group.

Marissa asked about the effect of the increase in student employees on the upcoming budget. Crystal indicated that the leadership team recently tore down the budget for next year and built it back up based on how the money will be best spent. After many rigorous discussions, the idea is to do the best with the funds provided. Gabe added that there is a lot of support from the Chancellor's office with the Union's current initiatives and with what the Union is asking for financially.

CUAB Updates

President Gabe then turned the discussion toward the CUAB updates from Merrick Osborne. Merrick indicated that the application for the CUAB Vice President positions has opened up and clarified that the Vice Presidents will be facilitating programs and increasing community development.

The structural changes were pulled from the National Association for Campus Activities (NACA) Convention in February. Merrick, Gabe, Bobby, and additional board members were able to work collaboratively with other boards to generate ideas and initiatives. One idea that will be implemented in the Triangle is "block booking." Block booking is the collective booking of an artist among the local universities in order to minimize costs and maximize efficiency. Upcoming block bookings include Noah Guthrie and Found Footage Festival.

Director's Report

Crystal indicated that she and the Senior Associate Dean of Students, Desiree Rieckenberg, will be researching other institutions' remembrance ceremonies for students lost. UNC does not have a consistent remembrance ceremony each year in an effort to avoid omitting any students lost.

For example, Texas A&M University has the most well known ceremony, Muster, to remember the students lost every year on April 21st. The program is a very solemn time, and graduates of Texas A&M will recognize that day every year. UNC is potentially looking to create a program similar to Muster to remember the students lost.

Gabe thanked the Board for attending and spoke about interviews on March 28 to make a selection for Presidency. He reminded the Board that there is only one meeting left. If there is a new chair or successor to any positions on the Board, please bring them. Lastly, Archie Copeland, the 2nd Union Director, will be coming and discussing his donation of his art collection.

Adjournment

Having no other business, President Gabe Chess adjourned the meeting at 6:40 pm.