

BOARD OF DIRECTORS

MINUTES for FEBRUARY 15, 2017

5:00 PM – 7:00 PM • 3102

ATTENDEES

PRESENT:

Boateng Kubi*	Carolina Union Board Chair
Crystal King	Carolina Union Director
Neil Harwani*	CUAB President, Board Vice-Chair
Bradley Opere*	Student Body President
Travis Broadhurst*	Student At-Large Member
Sam Green*	Proxy for Student Congress Appointment
Cole Simons*	Student Congress Speaker
Sarah Dickson*	Proxy for Graduate and Professional Student Federation President
Madelyn Percy*	Graduate and Professional Student Federation Appointment
Vicky Bham*	Graduate and Professional Student Federation Appointment
Taylor Bates*	President of the Residence Hall Association
McKenzie Folan*	Executive Branch Appointment
Sid Iyer*	Campus Y
Allie Barton*	Carolina Union Employee Forum
Sanjana Vattigunta*	General Alumni Association
Avalon Warner-Gonzales*	Sexuality and Gender Alliance (SAGA)
Ayoub Ouederni*	Muslim Students Association
Tristan Routh*	BoD Chair Appointment – Student Legal Services
Tommy Koonce*	Faculty Member Appointment – School of Medicine
Allen O’Barr*	Faculty Member Appointment – CAPS
Scott Myers*	Faculty Member Appointment – Carolina Dining Services
Bobby Kunstman	Senior Associate Director, Student Life & Leadership
Scott Hudson	Senior Associate Director, Facility Management
Lisa Bonsor	Associate Director, Business & Finance
Megan Johnson	Associate Director, Communications & Creative Services

ABSENT:

Jada Weathers*	National Pan-Hellenic Council (NPHC)
Wendell Gilland*	Faculty Member Appointment – Kenan-Flagler Business School

* Voting Member of the Board

MEETING SUMMARY

The Board addressed the following points on February 15, 2017:

1. The received updates about the upcoming Board Chair-Elect selection and the SBP election. The floor was then opened for updates from the members' respective organizations.
2. The Feasibility Study Rollout website will be released on February 27, 2017. The content of the website was extensively reviewed by the Long-Range Planning Committee as well as student pilot groups in order to effectively communicate the scope of the project to the entire campus.
3. The Board discussed the major next steps required to push the referendum in the fall. The Board will be further researching opportunities for private funding and planning the deliverance of the referendum to the student body.

CALL TO ORDER

Chairman Boateng called the February 15, 2017 Union Board Meeting to order at 5:05 pm.

OLD BUSINESS

Approval of the February 1, 2017 Minutes

Chairman Boateng consented to approve the February 1, 2017 meeting minutes that were given out to the Board members for review. With no corrections to the minutes, the February 1, 2017 minutes were approved.

NEW BUSINESS

Board Chair Applications

Chairman Boateng informed the Board that the Board Chair application has closed; there were six total applicants. The selection committee will be reviewing applications and selecting interview candidates, and the Board Chair-Elect will be presented to the Board at the March 1, 2017 meeting. Chairman Boateng encouraged members of the Board outside of the selection committee to join in the process; McKenzie Folan and Sid Iyer volunteered to be involved in the selection of the next Board Chair.

Campus Climate Discussion – SBP Election

Bradley Opere updated the Board on the state of affairs regarding the Student Body President election. Two candidates instituted legal proceedings against each other, and the case was brought to the Board of Elections. However, due to unfilled positions within the Board of Elections, the proceeding was then brought to Supreme Court, and the election was postponed.

The timeline for the election has been pushed back hopefully to March 1 with run-offs held the week before spring break. Bobby Kunstman informed the Board that because the election cycles are all linked; all elections have been postponed including GPSF.

Board Updates

Chairman Boateng opened up the floor for any updates from the members' respective organizations. The following points were brought to the attention of the Board:

- Crystal King informed the Board that Archie Copeland, the second Carolina Union director, passed away on February 14, 2017.
- The Admissions Ambassadors will be incorporating the Carolina Union, specifically The Gift, in their

tours.

- Student Legal Services will be opening the position for a student legal assistant.
- MSA will be rescheduling the rally to sometime in March due to the water shortage crisis.
- Madelyn Percy suggested creating a program for writing dissertations in order to increase traffic of graduate students in the Carolina Union.
- HBO is in the building and hosting the event, *Escape the Expected* in the Great Hall.
- Neil Harwani informed the Board that the CUAB President application has been extended to Friday, February 3, 2017. The CUAB President-Elect will be selected after interviews on February 27, 2017.

Feasibility Study Rollout Update

Chairman Boateng informed the Board that the Feasibility Study Rollout website will be released on February 27, 2017. The website will not only show the results of the Feasibility Study but also the details of the comprehensive process taken to arrive at the final proposal. The goal of the rollout website is to convey the scope of the project to students who have not been exposed to any aspect of the Feasibility Study in a way that's easy to understand and digest. The Long-Range Planning Committee along with student pilot groups have given great constructive feedback to make the presentation of the website as effective as possible.

Feasibility Study Next Steps: Preparations Needed for Referendum

Due to the emphasis on the cost of the project, Chairman Boateng introduced Ishna Hall, the Director of Development for the Collage of Arts & Sciences to speak briefly about a few fundraising options for the project.

Ishna Hall introduced to the Board the Capital Campaign, the largest fundraising drive for all departments within the university. The last campaign, Carolina First Campaign, raise \$2.38 billion in 2007. The upcoming campaign is scheduled to launch in October 2017, with a fundraising goal of around \$3.5-\$4 billion.

Ishna informed the Board that the Capital Campaign would be a great opportunity to receive donations directly for the Feasibility Study. There are many ways to effectively raise money within the campaign including allowing donors to name a space in the new Carolina Union and appealing to potential donors to direct their donations directly to the new building.

Crystal King informed the Board that while the Capital Campaign could raise funds for the Feasibility Study, it would not necessarily reduce any student fee increases that students have to pay due to the timing of the student referendum process. Cole shared with the Board that although the initial referendum will need to be passed without accounting for the donations from the Capital Campaign, a student fee decrease could also be passed afterwards with a second referendum.

The Board opened up a discussion about the impact of fundraising through the Capital Campaign on the student ownership of the new building. The Board shared concerns with maintaining the autonomy that students have on the building if private donors or the university became large stakeholders in the project. Ishna shared with the Board that there is no history of donors or the university enforcing their own agenda on a project they contribute to. However, she clarified that the student union is also a unique case because the building is the only entity on campus that is completely self-governing by the students.

Crystal King pointed out to the Board that donations and private investments made into the building are often allocated to projects that serve the students, but may not necessarily have been budgeted for.

Additional initiatives, for example the free menstrual products in the building can become possible with supplemental funding outside of student fees.

McKenzie Folan shared with the Board that if the Carolina Union received funds from the university's Capital Campaign, the building would no longer be fully funded by the students, for the students. He suggested campaigning within the students to generate buy-in for the new building, with an emphasis on how the results of the study were determined by what the students are passionate about having in their student union. Taylor shared with the Board that the survey results may not accurately reflect what students are actually willing to pay because a set cost has not been determined. When the referendum process begins, if the student fee increase is too high, students who previously indicated a willingness to pay for the new building in the survey may lower the project on their list of priorities.

Crystal King informed the Board that receiving funds from private donors and maintaining autonomy within the students are not mutually exclusive. The Board concluded that while receiving additional funds for the new building from the Capital Campaign would benefit additional programs, the priority remains allowing the building to be governed by the students, not the university. The Board plans further researching cases of funding for other new student unions or creating an agreement with the university for autonomy. In addition, when the referendum process begins, the Board intends to be fully transparent and available for conversations about the results of the Feasibility Study.

The Board opened up a conversation about campaigning amongst the students to push the referendum when it comes to pass. Bradley Opere proposed creating a bill to outline the policies and guidelines to follow as the Board campaigns for the referendum. The Board also plans to reach out specifically to different student groups and organizations like residential advisors, graduate students, and first-years. In addition, the Board intends to spread awareness in different buildings across campus, build programs to promote the project, have information readily available through a comprehensive marketing campaign.

Neil Harwani suggested creating a smaller working group as soon as possible consisting of students and Board members who are passionate about the project to begin publicizing. The Board concluded that the next Long-Range Committee will be spearheading the involvement of a larger student committee to promote the new building. In addition, the Board can also reach out to Brailsford & Dunlavy to provide professional opinions on appealing to the students in the referendum process.

Cole Simons informed the Board about the referendum process: a referendum that affects the entire student body will need to be voted on by the entire student body. The referendum will be required to go through one of the undergraduate senate or GPSF senate as well as a joint council, consisting of 6 people. The process to get the referendum passed within student government will take 3 weeks. Once the referendum passes through student government, it will require 50% plus one approval of the student body to pass.

If the Board chose to process the referendum through petitioning and not through the student governments, the petition will first need to collect 10% of the student body signatures to have the referendum brought to a vote. In addition, the collection of signatures timeframe is limited to a week; however, the project can begin generating buy-in at anytime. Then the referendum vote would require 66% approval from the student body to pass.

Finally, if the referendum passes with the student body, it will be brought to the university Board of Trustees

for final approval.

The Board concluded to bring the referendum through both processes in order to gain full representation and support from students as well as their representative bodies. The Board established that their goal for the referendum process is to allow students to have a voice in the building they own, whether that is a vote for the new building or against.

ADJOURNMENT

Having no other business, Chairman Boateng thanked the Board for their discussions and adjourned the February 15, 2017 meeting at 7:00 pm.