

# BOARD OF DIRECTORS

**MINUTES** for **SEPTEMBER 09, 2015**

**5:00–7:00PM • 3102**

## ATTENDEES

### PRESENT:

Crystal King	Carolina Union Director
Jaelyn Coates*	Board Chair
Merrick Osborne*	CUAB President, Board Vice-Chair
Sarah Crownshaw*	BoD Chair Appointment
Tristan Routh*	BoD Chair Appointment
Rachel Gogal*	Proxy for Student Body President
David Joyner*	Student Congress Speaker
Marissa Rose*	Student Congress Appointee
Melissa Serrano-Burns*	Carolina Union Employee Forum
Shane Hale*	Carolina Veterans Organization
Tazeen Farooque*	Muslim Students Association
Jeremy McKellar*	Black Student Movement
Connor Nevel*	Campus Y
Justin McNabb*	GPSF
Scott Myers*	Faculty Member Appointment
Wendell Gilland*	Faculty Member Appointment
Rachel Tate*	Faculty Member Appointment
Tommy Koonce*	Faculty Member Appointment
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

### ABSENT:

Adam Engel*	Proxy for GPSF President
McKenzie Folan*	Executive Branch Appointment
Taylor Bates*	President of the Residence Hall Association
Lindsey Wallace*	GPSF

\* Voting Member of the Board

## MEETING SUMMARY

The Board addressed the following points on September 09, 2015:

1. The Membership Committee of the Board will meet and review all applications for the At-Large position and bring one recommendation for the Board to approve on September 23, 2015.
2. CUAB recently announced the Homecoming programming and is now working to create bigger and better events for the rest of the semester.
3. The Board held an extensive discussion on potentially renovating the Underground space to better accommodate and appeal to students.
4. The Board reviewed the logistics, planning, and programming of FallFest and provided feedback on the event.
5. The Board reviewed the Interdepartmental Fee Increase in order for the building to continue to cover costs and generate revenue.

## CALL TO ORDER

Chairwoman Jaelyn called the September 09, 2015 Union Board of Directors Meeting to order at 5:05 pm.

## OLD BUSINESS

### Approval of the April Minutes

Chairwoman Jaelyn moved to approve the April 15, 2015 and the August 26, 2015 meeting minutes that were given out to the Board members for review. After adding a few corrections to the minutes, the motion to approve was seconded and the April 15, 2015 along with the August 26, 2015 minutes were approved.

## NEW BUSINESS

### Update on At-Large Applications

The Carolina Union received four applications for the At-Large Board member position. The Membership Committee will review all applications and present a recommendation to the Board. The Board will vote to approve or review applications again at the September 23, 2015 meeting.

### CUAB Update

Chairwoman Jaelyn introduced Merrick Osborne to give the update on CUAB. CUAB has been incredibly busy following the announcement of the homecoming programming. They are also working to create an extremely exciting and huge Jubilee concert, potentially featuring artists such as The Weekend, Future, 21 Pilots, etc.

In addition, Merrick informed the Board that the committee applications closed last week with 170 applications! Merrick explained that there are seven committees, each with nine members, and although a few applications were denied, the increasing number of applications is indicative of how much CUAB has grown in the past year.

Programs such as Cheerwine and Design are continuing to be a huge success! Moving forward, the focus of CUAB will be to solidify a rhythm and schedule for the rest of the semester and to support GAA in planning Homecoming. This year, CUAB will be hosting two events during Homecoming as well as helping GAA grow

their Homecoming programming.

### **Underground Space**

Chairwoman Jaelyn directed the Board's attention to the Underground space of the Union and repurposing the space for something more useful. Historically, the Underground space was a 12 lane bowling alley for many years before the space fell into disrepair. The space was then repurposed in collaboration with Campus Rec to provide a rehearsal space and the ping pong table area. Now, more of the Underground space has been allocated to creating storage and office area for student organizations.

In addition, this past summer, Student Life and Leadership partnered with Orientation to activate the Underground space to the new students. The students all responded very well to the space, which indicates the potential of the space to attract more students into the Union. With the history and potential of the space in mind, Jaelyn encouraged the Board to think broadly about how that space could be used based on what the students need.

The Board provided the following suggestions:

1. Create cubicles and more collaborative spaces by removing some of the extra cluttered storage in order to serve student groups better.
2. Allocate certain areas for rest and general re-charge (charging stations, nap areas, etc.).
3. Partner with CDS and create a café space with a small performance area to give student groups and performers a place to showcase their talents. The café and performer management could be completely student run and sustained. This idea has been highly successful in other Universities (USC, College of William and Mary, etc.) and could be a good option for the Union space. The area would be extremely useful in hosting small and more intimate events which would avoid the audience looking lost in a bigger space.
4. Partner with CDS and pitch creating a bar/restaurant in the space to appeal to graduate and of-age students. With all the restrictions in mind, a bar area should attract many students similar to what a café would attract and could be a huge revenue generator. Other institutions have been able to successfully implement this idea (University of South Florida, Gainesville, University of Tampa, etc.), however, there is a lot of hesitation in supporting and serving alcohol on campus.
5. Create a performance space casually, but completely, run by students. This will give students the opportunity to freely use the space to perform and showcase their talents.
6. Collaborate and allocate the area for Makerspace, an area that gives the opportunity to create and build projects. The space would include saws, laser cutters, and printers; however, a lot of the equipment would require extensive training to use.

One last consideration that must be taken involves the impact the renovations will have on the student organizations that currently hold offices in that space and the impact across campus. The next step for this project would be to survey and gather opinions from all students across campus and generating priorities for what the campus needs.

## **INFORMATIONAL PRESENTATIONS**

### **FallFest Recap**

Chairwoman Jaelyn introduced Bobby Kunstman and Megan Johnson to inform the Board about FallFest 2015. This year, FallFest underwent many changes in structure and design in order to give every attendee everything they wanted to see at this event.

To plan out FallFest 2015, committee meetings within Student Life began in February 2015. The primary focus of FallFest this year was keeping students engaged until 2:00 am. The biggest changes revolved around the layout and schedule of FallFest. This year, Hooker Fields were split North and South, CUAB's backyard was added, and smaller, additional stages were added around the field in addition to the main stage. With the multiple stages, it was possible to offer more performance opportunities to student organizations.

Another highlight this year was the special appearance of the Iron Throne. Since HBO was one of the sponsors, FallFest was able to present the Throne to students at no cost to the Carolina Union. FallFest 2015 saw over 23,000 participants, 208 student organization representations, 27 sponsors, and over 35,000 items of food given out. In addition, the presence of FallFest on Social Media increased this year with close to 600 Tweets, 350 Instagram posts, and 150 Facebook posts.

FallFest would not be possible without the help of its sponsors, therefore Communications and Creative Services worked hard this year to present sponsors with the best possible packet and incentives at FallFest. The event costs approximately \$55,000 to produce and this year, FallFest was sponsored by approximately 39 benefactors with in-kind donations as well as monetary donations. Lastly, the event's most impressive feat was breakdown and clean-up. The entire process was incredibly efficient and it was not evident the next morning how huge of an event was just held on that space. The feedback received this year has been overall very positive.

The floor was opened up for feedback and the Board voiced a couple concerns based on their own experiences of FallFest. One thing that can be improved even further is keeping the energy and hype up all night. In general, there was a drop in energy levels after the involvement fair and the end of the free food. If the goal was to keep students engaged until 2:00 am, it would be really beneficial to keep free stuff and free food around until the end. In addition, with the un-microphoned smaller stages, it was difficult to hear some of the performers, for example the acapella groups. The stages also drew crowds that ended up blocking some of the student organization tables; therefore, spacing should be reconsidered as well. For the student organizations, the general communication and check-in was slightly chaotic. There were no signs for the check-in area and the line for check-in was unbelievably long. Bobby reassured the Board that this issue has already been discussed and changes will be made next year.

### **Interdepartmental Fee Increase**

Chairwoman Jaelyn introduced Joe Singer to inform the Board about the Interdepartmental Fee Increase (IFI). IFI is essentially a fee that a department or office charges another department or office within the University for services rendered. These services can include marketing, design, production, and event management services. The IFI committee receives requests to increase interdepartmental fees and reviews them to make sure the costs are accurate and the increase is necessary.

The Union's budget is heavily run by Student Activity Fees; however, the building does generate some revenue (\$450,000-\$550,000) from room rentals, design services, etc. Each year, the Union faces certain additional charges including salary increases, utility increases, compliance fees, and therefore, the Union can then justify an Interdepartmental Fee Increase.

In comparing the Union's charges with those of other universities (NC State, ECU, and UNC Charlotte), the Union is able to create a fair charge system for each of the spaces in the building. The Union plans to make some rate changes for spaces in the Union including the Great Hall, SASB rooms, the banner spaces, and

various advertising spaces throughout the building. With each of the rate changes, the Union is only going to see an increase in revenue of about \$15,000, which is a conservative estimate.

The consideration that the Union needs to take revolves around the subsidization of certain departments who use the spaces in the Union. There might be some political fallout when fees increase, and the Union needs to be prepared for some difficult discussions on who and how to require fee payments.

## **ADJOURNMENT**

Having no other business, Chairwoman Jaelyn adjourned the meeting at 6:57 pm with the quote, “Don’t be afraid to fail forward.”