

BOARD OF DIRECTORS

MINUTES for **SEPTEMBER 23, 2015**

5:00–7:00PM • 3102

ATTENDEES

PRESENT:

Crystal King	Carolina Union Director
Jaelyn Coates*	Board Chair
Merrick Osborne*	CUAB President, Board Vice-Chair
Micah Stubbs*	Student At-Large Board Member
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
Shane Hale*	Carolina Veterans Organization
Joia Freeman*	Black Student Movement
Connor Nevel*	Campus Y
Justin McNabb*	GPSF
Tommy Koonce*	Faculty Member Appointment
Scott Myers*	Faculty Member Appointment
Rachel Tate*	Faculty Member Appointment
Adam Engel*	Proxy for GPSF President
McKenzie Folan*	Executive Branch Appointment
Taylor Bates*	President of the Residence Hall Association
Scott Hudson	Carolina Union Senior Assoc. Director, Operations
Megan Johnson	Assoc. Director, Comm. and Creative Sciences
Austin Gold	Assistant Director of Events Management
Brian Lackman	Student Activities Program Coordinator

ABSENT:

Melissa Serrano-Burns*	Carolina Union Employee Forum
Tazeen Farooque*	Muslim Students Association
Wendell Gilland*	Faculty Member Appointment

* Voting Member of the Board

MEETING SUMMARY

The Board addressed the following points on September 23, 2015:

1. Chairwoman Jaelyn will be the new Chair of the Long Range Planning Committee following the resignation of Marissa Rose.
2. The Board unanimously appointed Micah Stubbs as the 2015-2016 At-Large Board Member.
3. Chairwoman Jaelyn updated the Board on the strides the Carolina Conversations brand has made. The Union plans to host a signature kick-off event for Carolina Conversations in the upcoming weeks.
4. The Board decided to create an interactive display of the layout of the building in order to encourage students to share what they would like to see in the Union.
5. The Board was updated on the featured events of the weekend, and the upcoming events from both CUAB and GAA.

CALL TO ORDER

Chairwoman Jaelyn called the September 23, 2015 Union Board of Directors Meeting to order at 5:05 pm.

OLD BUSINESS

Approval of the September 09, 2015 Minutes

Chairwoman Jaelyn moved to approve the September 09, 2015 meeting minutes that were given out to the Board members for review. With a few corrections to the minutes, the motion to approve was seconded and the September 23, 2015 minutes were approved.

NEW BUSINESS

Long Range Planning Committee Chair

Due to her many other obligations, Marissa Rose has decided to step down as the Chair for the Long Range Planning Committee. Chairwoman Jaelyn informed the Board that since the commitment is extremely large to Chair the committee, she will step up as the Chair of the Long Range Planning Committee this year. She encouraged the Board to co-Chair with her if they so desired. Chairwoman Jaelyn then informed the Board that, in the upcoming weeks, they will review the Bylaws and make any changes necessary to reflect the mission of the 2016 Board of Directors.

Icebreaker

Megan Johnson presented the Board with the task of turning 30 blank circles into recognizable objects. There were no rules and the Board created objects ranging from sports balls to faces to daily circular objects. The idea behind this activity is to not limit oneself by rules or boundaries, but rather strive to think creatively.

Approval of Selected Student At-Large Board Member

President Merrick introduced Micah Stubbs, the Selected Student At-Large Board Member. After an extensive application and interview process, the Selection Committee chose Micah based on her ideas and creativity for the Board moving forward.

Micah Stubbs is a sophomore studying Media and Journalism and Communications Studies with a minor in

Business. She is involved with the Carolina Kids Foundation, Dance Marathon, and Carolina FEVER. She is really passionate about public relations and talking to the community. She is excited to hear what the students need and want and being able to implement their ideas in the Union.

There was a motion to approve Micah's membership on the Board and the motion was seconded. The Board unanimously appointed Micah Stubbs as the 2015-2016 At-Large Board Member.

CUAB Update

CUAB recently held their Committee Member Kick-Off which has generated a lot interest and commotion in the CUAB Suite and across the Carolina committee. CUAB plans on placing suggestion boxes across campus in order to hear what programs the students would like to see this year. In addition, the Jubilee Concert poll will close on Friday, September 25th and the results will be released then. Finally, in corroboration with CLC and CHisPA, CUAB will be presenting Diane Guerrero from *Orange is the New Black* to speak for Hispanic Heritage Month.

Featured Events: Family Weekend

Chairwoman Jaelyn introduced Austin Gold, the Assistant Director of Events Management, to speak on the upcoming Family Weekend. Family Weekend is a cross-campus event connecting families back with students at Carolina. The Union will be hosting anywhere between 1,000-3,000 people which will be a great opportunity to showcase everything the Union has to offer.

Carolina Conversations Update

Chairwoman Jaelyn informed the Board that there has been a lot of progress made on the Carolina Conversations branding and reforming. Chairwoman Jaelyn has pulled together a group of student leaders across campus which will serve as an advisory group to the larger student committee. The idea with the advisory group is to be able to gain opinions from student leaders and their organizations as well as to task this group with reaching out to the general community. This advisory group will then help evaluate and provide feedback on the plans of the larger student committee. The committee, student leaders, and University administration have heard a lot of voices from students, social media, and the Daily Tar Heel and will use these ideas in moving forward with planning the Carolina Conversations brand.

Currently, many student leaders have taken the initiative to move the Carolina Conversations brand forward, and the University administration has supporting the movement at every step. Due to these events being the first of its kind, the committee and the working group is tackling every possible avenue in order to come up with the best structure that will encourage the community to share their opinions in an inclusive and safe environment.

Rachel Gogal added that the working group has developed a finalized structure for events this year pending approval and hopes to plan a signature kick-off event on October 8th, 2015. This event will be hosted by Campus Y, Student Government, and the Carolina Union and will be sponsored by Carolina Conversations. In the future, not only can the Carolina Conversations brand host events, but also sponsor or endorse events that fit within its mission statement.

GAA Update

Sarah Crownshaw informed the Board that GAA will be hosting a tailgate this Saturday before the football game for all GAA families. Sarah added that the Homecoming Week theme will be "Greatest Rivalry on Earth"

because the game will be against Duke University. The various committees have been working hard to generate donations and plan an exciting week.

Facility Exploration

Chairwoman Jaelyn directed the Board's attention to effectively getting students engaged and personally invested in the spaces in the Union. The plan is to create a layout of the building's spaces with a prompt similar to "What do you envision here?" and students can draw in their ideas. With this initiative, students will hopefully feel like they are actively participating, and the Board will receive ideas for future planning of spaces.

The Board suggested presenting the layout and prompts at the next Treat Yo Self Thursday in order to engage a big population of students. In addition, the layout could be portable and placed in other places across campus to receive ideas from a wide range of students for example, graduate students. There was a suggestion to include what the Union's current space uses are and what is currently available to students because many students may not know.

Featured Events: International Housekeepers Celebration

Chairwoman Jaelyn introduced Scott Hudson to speak about the appreciation of the housekeepers in the Union. The International Housekeepers Association has been working toward giving recognition to housekeepers outside of hotels since 1981. The Union has a fully staffed housekeeping department (8 housekeepers) that works 3 shifts every day and although the job is often thankless, Crystal has done a great job showing her appreciation to the upkeep of the facility. The Union housekeeping staff has seen very little turn over in the past few years, and the quality of their work reflects how much they love the Union and the students here.

There are many small ways for the students and staff to show how much they appreciate the housekeepers including greeting them, saying thank you, and writing notes. In addition, the Board suggested increasing awareness to the housekeeping staff of the Union.

Featured Events: Feeding the 5,000

Chairwoman Jaelyn introduced Scott Myers to speak about the upcoming event to reduce food waste. With the help of the Union, CDS plans on repeating the Feeding the 5,000 event in the upcoming week by reducing food waste and giving free food to students and the community. The event will ideally make students more consciously aware of how much food is wasted. CDS currently strives to reduce food waste by serving smaller portions and asking students to get back in line and by working with their staff to encourage proper serving and cooking practices. Proudly, UNC-CH is the only institute in the nation that participates in this event and won the NACUFS Grand Prize just last year.

Featured Events: Hispanic Heritage Month

Chairwoman Jaelyn introduced Rachel Bates to speak to the Board about Hispanic Heritage Month. Rachel presented the Board with a schedule of events that will occur throughout the month between September 15, 2015 - October 15, 2015. Most events were scheduled in collaboration with the Carolina Latino/a Collaborative. The main keynote speaker is Diane Guerrero who holds TV roles in *Orange is the New Black* and *Jane the Virgin*. She will speak on her life and her views on immigration reform. Chairwoman Jaelyn encouraged the Board to spread awareness for all events during the month via social media and through the community.

INFORMATIONAL PRESENTATIONS

Carolina Union Communication and Creative Services

Chairwoman Jaelyn presented Megan Johnson to the Board to speak about the Communications and Creative Services department. Megan informed the Board that CCS has two major functions: to serve the Union in all Union designs, print material, website, etc. and to serve departments and student organizations across campus. Some initiatives CCS has been involved in include Carolina Snapshots, Chancellor Folt's Christmas Card, and the Pop-Up Cart.

The CCS staff is small but mighty; the department currently consists 4 full time staff members and multiple student staff members. The student staff is provided with educational resources to equip them with all the elements to be prepared for the job from design materials to work-school balance tips. The staff members in CCS are also constantly encouraged to sketch and create a thought process when creating designs.

Recently, the Lab Series was born to equip the external community with opportunities to think creatively and encourage design. Due to huge successes and many sold out sessions, the Lab Series hopes to be able to host and present guest speakers and give more opportunities for the community to be involved in thinking creatively.

The Design Services is currently a revenue-generating department within the Union. The department can choose to work with any department or student organization on campus that asks for design services. These services include designing artwork, ActiviTV ads, t-shirts, and all print materials.

The Board suggested reaching out to the fraternities and sororities on campus to help with design and production because they are currently working with external designers. Chairwoman Jaelyn encouraged the Board to be aware of all the amazing services CCS provides and to share their knowledge with those in the community.

ADJOURNMENT

Having no other business, Chairwoman Jaelyn adjourned the meeting at 6:48 pm.