

BOARD OF DIRECTORS

MINUTES for **October 21, 2015**

5:00–7:00PM • 3102

ATTENDEES

PRESENT:

Crystal King	Carolina Union Director
Jaelyn Coates*	Board Chair
Merrick Osborne*	CUAB President, Board Vice-Chair
Rachel Gogal*	Proxy for Student Body President
Micah Stubbs*	Student At-Large Board Member
David Joyner*	Student Congress Speaker
Shane Hale*	Carolina Veterans Organization
Jeremy McKellar*	Black Student Movement
Tristan Routh*	BoD Chair Appointment
Adam Engel*	Proxy for GPSF President
Taylor Bates*	President of the Residence Hall Association
Rachel Tate*	Faculty Member Appointment
Scott Hudson	Carolina Union Senior Assoc. Director, Operations
Megan Johnson	Assoc. Director, Comm. and Creative Sciences
Brian Lackman	Student Activities Program Coordinator
Jeff McCracken	Chief of Police and Director of Public Safety
Audra Slavin	Director of Business & Finance for Student Affairs

ABSENT:

Sarah Crownshaw*	BoD Chair Appointment
Marissa Rose*	Student Congress Appointee
Connor Nevel*	Campus Y
Justin McNabb*	GPSF
McKenzie Folan*	Executive Branch Appointment
Melissa Serrano-Burns*	Carolina Union Employee Forum
Tazeen Farooque*	Muslim Students Association
Wendell Gilland*	Faculty Member Appointment
Scott Myers*	Faculty Member Appointment
Tommy Koonce*	Faculty Member Appointment

* Voting Member of the Board

MEETING SUMMARY

The Board addressed the following points on October 21, 2015:

1. Chief McCracken presented to the Board on the many safety initiatives and resources that are available to the residents of the town of Chapel Hill.
2. The Ribbon Cutting event was a huge success and the Union is extremely lucky to be able to promote greener initiatives within the building.
3. Audra Slavin, Director of Business and Finance for Student Affairs, went over major changes in the Union's finance operations and budgets with the board.
4. Merrick Osborne gave the board an overview of upcoming CUAB events.

CALL TO ORDER

Chairwoman Jaelyn called the October 21, 2015 Union Board of Directors Meeting to order at 5:05 pm.

OLD BUSINESS

Approval of the October 07, 2015 Minutes

The Board was unable to hold quorum on October 21, 2015 and therefore, was unable to pass and approve the October 07, 2015 meeting minutes.

NEW BUSINESS

Campus Security Initiatives

Chairwoman Jaelyn introduced the Chief of Police and the Director of Public Safety, Chief Jeff McCracken to speak on the new safety initiatives for the University. Chief McCracken expressed the need to advertise some of the current safety initiatives to the students both on and off campus. One of the solutions to this problem was to form partnerships with the campus community through programs hosted by the Residential Housing Association and various student organizations. The Department of Public Safety wants to create an ongoing relationship with student organizations, and this includes promoting the "Guardian" mindset within their department. The "Guardian" officer is one that prioritizes service over crime fighting with an emphasis on creating long-term relationships during short encounters, and promoting restraint over control.

The department currently has 55 police officers and 80 security officers who are available to patrol the campus 24 hours a day with four different patrol squads. During the week, there are up to sixteen officers on duty at any time in order to address pedestrian safety issues and crimes on campus – the most prevalent being larceny. The department has its own investigation department and has the ability to call the State Bureau of Investigation when needed. In addition, all 911 calls on campus go directly to the Department of Public Safety. Even though, officers are required to undergo 24 hours-worth of training, every officer in the department does 48 hours.

Chief McCracken continued to inform the Board about the current methods of communication and alerts. There are currently four types of emergency communications: emergent and immediate threat, timely warning, informational, and adverse warning. The emergency warning involves immediately activating the sirens and alerting the campus of the threat via text and email. The timely warning requires judgement before it can be sent out due to the conscious effort to minimize sharing sensitive information. Informational notifications involve incidences that do not fit within the first two categories. These incidences do not

present an immediate threat to the campus, but are sent out so that students are made aware of what is going on. Lastly, the adverse warnings are sent out to students so that they can be aware of weather conditions that can be potentially life threatening.

In regard to the inquiries from parents about the safety of their child on campus during the time of incident, the department has asked that parents and students use Safe and Well, a program administered by the American Red Cross. Students simply register on the site and mark that they are safe and well, and parents can go on the website and check whether their son or daughter is included on the list. This program will hopefully keep the officers' and staff personnel's attention focused on the case at hand rather than answering parent questions. The department also encourages the use of Brave Guardian, a free safety application on smartphones that has the ability to handle emergency communication with the public safety office. There's also texting, photo-taking, and group messaging capabilities.

To increase security and safety, DPS plans to spread awareness about the Blue Light Phones that are located across campus. Students are encouraged to use these phones not only with life-threatening situations, but also for situations where students see any sort of suspicious activity while they walk through campus. Students are not required to stay in the area if it is not safe for them. There is also a mobile command center available in case there is a situation in which the department needs to set up a point of command somewhere on campus without the disturbance of media or other persons. There are specific Point-to-Point (P2P) buses that are available to be converted to these mobile command centers when needed.

In the response to the events at Virginia Tech in 2007, the Department of Public Safety has met with many emergency-response departments to discuss a response plan for a campus shooting. Chief McCracken expressed that the biggest benefit to these bimonthly meetings is the joint force that has been created to keep the community safe. A lot of resources and ideas have been shared, which has proven to be extremely valuable and unique for the Orange County.

DPS along with Night Time Travel, Town Gown, and Lighting Tour will be reevaluating the lighting across and off campus. On November 3, 2015, the groups will be walking around the town of Chapel Hill and address any lighting concerns and create a standard for the amount of light. One example includes the Arboretum and how much light should be in that space to ensure safety and to maintain the atmosphere of the space. In regard to transportation across campus, Chief McCracken informed the Board about the various shuttles and transportation options at night including the P2P, Safe Ride, and the Library Shuttle.

Moving forward, Chief McCracken hopes to spread awareness about these aforementioned initiatives and safety resources available to all residents of Chapel Hill. In addition, there are many more programs and initiatives that can improve safety in the county, all of which can be found either on the Alert Carolina website or the DPS website. The Board expressed their desire to see officers as a guardian who is there to help, not an enforcer to get students in trouble; the campus should see officers as people first. The Board suggested holding classes, fun community events, and or informational sessions for students and parents in order to build relationships where the community can trust the Chapel Hill safety efforts and forces. The Board will compile a list of ideas on how and which student organizations the Department of Public Safety can reach out to in order to spread awareness for these safety initiatives.

Recap of Solar Panel Ribbon Cutting Event

Chairwoman Jaelyn informed the Board that the Ribbon Cutting Event for the solar panels on the roof was a huge success. Strata Solar, RESPC, President Ross, and Vice Chancellor Crisp all attended the presentation along with many students who hopefully all walked away with more knowledge in regards to the green

initiatives across campus. CCS is creating a creative piece on the event including the highlights and pictures of the event.

Crystal publicly acknowledged Scott and Jaelyn for their hard work on this green initiative and presented each of them with a hard hat and solar panel cookie. Their continued devotion to the cause including working tirelessly to troubleshoot the issues that occurred made this initiative possible and has really made the building much more energy efficient.

Union Budget and Associate Director of Business & Finance Search Update

Crystal introduced Audra Slavin, the Director of Business and Finance for Student Affairs, who has stepped in as the interim Director of Business and Finance for the Union during this period of transition to present on the current financial standing of the Union. Audra Slavin informed the Board that she has set up four business hubs for all of student affairs, and a business hub that oversees the Union and SAFO. A budget has been set up for each area based on the direction the previous Business Finance Officer was taking, as well as what Audra felt was necessary.

After evaluating the Union's expenses, Audra has decided to significantly reduce the Union's budget in order to at least break even. This comes as a result of the unintended use of the Union's reserve funds. Although there are reductions in the budget, there are some salaries that will increase, specifically within student affairs. One of the goals of student affairs is to bring their SPA employees' salaries to market rate, in other words what the state says these employees make on average. So far, there has been a concerted effort to bring certain SPA employees to market, although not every employee could be included at this time. Employees who were not included in the initial effort to bring salaries to market will be brought up to market in the future, once the employees who were furthest from market move closer. This is due to the state employee policy that places a 9.9% cap on raising salaries.

Audra walked the board through revenue projections from marketing and events management. Last year's projections were 4.6 million, whereas this year's projections are 4.5 million, based on trend analysis. Additionally, the Union also receives student fees; however these fees are distributed to the Union once in the Fall and once in the Spring. On average, there's about a 97% capture rate of student fees, meaning that not every single student pays the Union fee (due to being on payment plans) at any given year.

Currently, our fund reserves include enough money to operate for three months. However, with an organization the size of the Union, there is a push to increase this operating money to at least six months to follow best practice. Therefore, reductions in budget have been made in order to start moving towards this goal.

CUAB Update

The art gallery had its opening last week with new pictures on display. There were artists present as well as Mediterranean Deli catering. CUAB will be releasing a schedule soon with other openings happening during the year. On Friday, October 23rd, CUAB will be hosting House of Horrors in Hinton James. Magic Mike XXL and Trainwreck will be playing as a part of the Free Film series.

CUAB will also be hosting a workshop in SASB plaza about how to engage in safe Halloween practices in preparation for October 31st. During homecoming week, CUAB will be hosting Heels on Wheels, which turns the Great Hall into a skating rink. There will be a hypnotist coming on November 12th, as well.

ADJOURNMENT

Having no other business, Chairwoman Jaelyn adjourned the meeting at 6:58 pm.