

ATTENDEES

Jauntel Bennett- Board Chair
Alexandra Marchesano- Executive Director of the Union
Taliajah Vann (Teddy)- Undergraduate Student Government President
Christian Phillips- Speaker of the Undergraduate Senate
Theodore Nelbert- GPSG Treasurer
Lauren Aycock- President of CUAB and Board Vice Chair
Nick Brannan (proxy for Lacey Ragan)- Carolina Athletic Association
Sedrick Brown- Representative from Black Student Movement
Rida Bayraktar- Representative from Muslim Student Association
Paulo Rodrigues- Faculty Representative, Romance Languages Department
Christen Flowers- Carolina Union Tenant, CDS
Riley Harper- Carolina Union Tenant, APPLES
Nneka Dike- Student Appointment
Tyron Lucas- Student Appointment
Ethan Hartung- Student Representative, FSL
Amber Ali- Business and Finance
Samantha- Proxy for Nate Worley (RHA)
Steven Nuzzulo

Meeting Summary

- Jauntel shared information on User Data of the Union sent to her by Joe Singer and discussed how the Board will use this data to inform their plans.
- Members discussed and voted on the idea of a Board-organized Trick or Treat event where student organizations and the Board itself will table around the pit, pass out candy to students, and compete in a table decoration contest.
- Jauntel asked members to reach out to their respective departments, organizations, and groups and survey them on what they want to see from the BOD and the Union.
- Jauntel informed members that herself and Christen are considering an alternative placement to the Byte vending unit and will return with a new proposed placement to be voted on at the next meeting.
- Jauntel mentioned that the application deadline for the Student-Member-At-Large position had been extended and asked members to encourage those they know to apply.

CALL TO ORDER

Jauntel calls meeting to order at 5:10 p.m.

Motion to approve minutes from September 21, 2022:

Jauntel asked for a motion to approve the previous meeting's minutes. Nick motioned, multiple members seconded, and the motion for approval passed.

NEW BUSINESS

- Regarding committees, Jauntel discussed an idea her and Alexandra had to give committees the opportunity to meet for around 30 minutes at the end of every other board meeting. This arrangement would help

remedy the fact that committee meetings can be hard to schedule when trying to accommodate different peoples' schedules and commitments.

- Jauntel then informed the Board that they had begun asking students questions pertaining to the Union and what kinds of questions they would like to see on the survey on the Union as the "living room of campus." They observed an overlap in questions that students provided and ones that the Board produced at previous meetings. Jauntel explained that finalized questions will soon be sent to Belinda for the survey to be compiled.
- Jauntel shared information on User Data of the Union sent to her from Joe.
 - The data included charts and tables showing evening usage, days of the week usage, monthly usage, and reservation types for the 2020-21, 2021-21 years and the 2022 1st quarter.
 - Meeting spaces are the most used reservation type.
 - The data also showed frequent user types, the predominant one being student organizations. This information was further broken up to display specific organizations and their usage.
 - Jauntel then posed the question of why this information was being presented to the Board and elaborated that it can be used to help the Board reach its goal of making the Union a less passive space and activating unused space in the Union rather than pursuing a new building. By looking at the data provided by Joe, members can see what spaces and purposes can be mobilized for further use (Jauntel gave the examples of performance and banquet reservations, which both showed low percentages of use in the data).
 - Jauntel added that it will be the responsibility of the Space Allocation committee to investigate how we can improve these spaces.
 - The Long-Range planning committee will also be involved in using the data to ascertain what aspects can be incorporated into future changes or improvement plans for the Union.
 - The Finance committee will be involved in looking at reservation data provided and finding ways to increase revenue within the Union.
 - Theodore asked what Jauntel's plan is for the usage of new revenue.
 - Jauntel responded that all new revenue will be funneled into maximizing the Carolina Union experience for students. She cited the need for a new roof as an example. Jauntel maintained that more money will mean more opportunities for students within the Union.
 - Theodore added that knowing what, specifically, the money will go to would help to create more targeted advertising to increase Union usage.
- Next, Jauntel proposed the idea of a Board-sponsored Trunk or Treat or Trick or Treat event, which was an idea initiated by Nneka.
 - Nneka spoke on her idea and said that the event could be an effective way to increase student engagement with the Union and the Board of Directors. It would give students something to do around Halloween and would involve student organizations, who would have the opportunity to decorate their cars and give out candy to increase their membership.
 - Jauntel explained that the Board of Directors is not technically a programming board, but CUAB functions as one. Jauntel and Lauren agreed the event was a fun idea and came up with the plan of incorporating it into CUAB's preexisting plans for a Halloween carnival. Jauntel added that the Board's involvement in the event will include staffing a car or table with information about the Board and its agenda as well as passing out candy paid for with the BOD budget.
 - Lauren explained that almost the entire Pit is reserved for CUAB's festival, but a Trunk or Treat event involving cars would require shutting down South Road, which is expensive. To avoid these costs, tables could be used instead, and they would be placed in front of Davis and leading into the Pit. Bobby and her also discussed the idea of incentivizing student organization groups to bring more than just their basic materials by organizing a table decoration contest with a prize of \$500 in programming money from CUAB.

- Jauntel asked for a motion to discuss the event.
 - Rida asked for elaboration on how the Board will be involved in the event.
 - Jauntel said she would encourage everyone to come, but the Board's main involvement would be operating a table alongside the other student organization tables. Members of the Board would decorate the table, pass out candy, and interact with students to put the face of the Board out there and encourage them to get involved with the BOD.
 - Teddy suggested that, if the original idea of a Trunk or Treat with cars wanted to be pursued, they could consider reserving spots in the Service Lot or Davis Parking Lot for cars.
 - Jauntel emphasized that the event doesn't necessarily need to involve cars.
 - Lauren added that at least some of the Service Lot spots will be reserved by CUAB for festival set-up functions and other spots may be limited.
 - Teddy put forth the idea that BOD members could be the judges of the table decoration contest.
 - Nneka added that students could also be involved in voting to encourage their participation in that part of the festival.
 - Theodore expanded on this to say that QR codes could be displayed at each table that students can scan to vote for a specific table.
 - Alexandra added that the survey for the Union as the Living Room of Campus should be displayed at the Board's table to increase outreach and submissions.
 - Samantha informed the Board that Carolina Housing is organizing a Safe-tober event on October 26 that will involve student organizations tabling. However, she thinks it will revolve around campus safety and therefore may not clash with the Board's tabling event.
 - Lauren added that the UL lot or Stadium drive could also be considered if members wanted cars to be involved, it would just depend on how much money they are looking to allocate for the event.
 - Jauntel asked members if they would like to vote now on pursuing the idea for this event or if they would prefer that she return at a later meeting with further logistics to present to them. Delaying the vote would require them voting on October 15, which would mean the event is just around the corner and they would have less time to notify student organizations and build involvement.
 - Paulo asked if an event like this had been held before. He also asked if it would require the Board spending money.
 - Jauntel responded that no similar event has been done before, to her knowledge. She also explained that, outside of the cost of candy and decorations for the BOD's personal table, the event would not cost anything to the Board. Student Organizations would fund their individual tables.
 - Theodore asked how many student organizations had expressed interest in participating.
 - Jauntel explained that information has not been sent out to student organizations yet and will be sent out if the Board approves the idea.
 - Rida emphasized that the event would take place on the weekend and asked how many members will feasibly be available to participate, because the event might not be worth pursuing if not enough members are able to attend.
 - Lauren said the event would take place in the early evening.
 - 6 members said that they would be available to attend the event.
 - Jauntel asked if they would like to open a vote. The vote would be on whether this was a feasible idea and something the Board would like to pursue. A vote in favor would prompt Jauntel to work with Damu to market to event to student organizations.

- Samantha expressed that she thought the Board should vote today so that student organizations have enough time to prepare. She then entertained a motion to vote on the event.
 - The Board voted and consent was in favor of organizing a Trick or Treating event on October 30th.
 - Jauntel said she would work with CUAB, Bobby, and Damu and send information out to the Board about progress as it becomes available.
- The Board then discussed the initiative of Introducing the Board.
 - Jauntel emphasized how one goal of the Board this year is increasing transparency between the BOD and students. She spoke on how members of the Board each represent separate groups, departments, and organizations at Carolina and their voice on the Board can help these different bodies to share what they want to see happen in the Union. Jauntel shared that she wants members to find time to go to their respective departments, organizations, and groups and ask them what they would like to see from the Union BOD.
 - Jauntel presented two big questions that she would like members to pose to their respective groups: what the Union means to them and how can the Union benefit their organization or department. Members will serve as surveyors who go out to their respective areas to deliver the Union's survey.
 - Teddy expressed that student government already has discussions pertaining to the functioning of the Union and will continue to do so.
 - Jauntel said that when members return with information they collected from their respective departments or organizations, it will prompt further discussion and participation in Board meetings.
 - Jauntel shared Alexandra's idea that the Board organize time for a forum where people can come in to ask specific questions to the Board.
- Discussion shifted to the topic of the Byte Vending unit and its placement within the Union.
 - Jauntel shared that she and Christen concluded that the originally agreed upon placement for the unit in the Annex does not provide enough food traffic. The food in the unit is perishable and placing it in an area where not a lot of students frequent would risk increased food waste. Jauntel explained that she and Christen plan to schedule a time to do a walkthrough and then come to the Board with new potential locations.
 - Teddy mentioned that it might be a good idea for Board members to do individual walkthroughs of the building, so an informed discussion on the issue is possible at the next meeting.
 - Christen added that suggestions on the placement can be sent to her whenever.
 - Teddy proposed that the unit could be placed in an area that diverts traffic from the Alpine Line, which often reaches a length that impedes traffic in the Union.
 - Nneka mentioned the area behind the glass divider where the welcome desk is because it doesn't get as much traffic, but students would know where it is.
 - Christen added that she is now planning on purchasing two units and asked for suggestions on where to place the second unit on South Campus.
- Lauren then provided a CUAB update
 - CUAB's biggest events in October will be the Halloween Carnival and the Homecoming Comedy Show.
- Jauntel asked members if they would like to stay for the last hour to meet with their respective committees.
- Jauntel mentioned that the application deadline for the Student-Member-at-Large position had been extended until Monday at 11:59 p.m. She explained that it will be the responsibility of the Membership Committee to go through the applications and present the applicants to the Board. She also asked members to encourage people they know to apply.
 - Riley asked if it would be possible to market the position through CUAB.

- Jauntel explained that it is not necessarily connected to CUAB but she can ask Damu to advertise the position on the TVs in the Union and create a post for the Carolina Union social media pages.
- Jauntel reminded the Board that the Finance and Space Allocation committees will be responsible for presenting on October 19th.

ADJOURNMENT

Jauntel adjourns meeting at 6:02 p.m.