

**Board of Directors Meeting:
February 19, 2015
Summit Room, 3rd floor: University Union**

Minutes

- 1. Call to Order, Chair - Chair, Sara Tulane called the meeting to order at 7:33 a.m.**
Members Present: Missy Anapolsky, Sam Arredondo, Zach Corbo, Ali Izadian, Ed Mills, Connor Murray, Jim Reinhart, David Rolloff, Andrew Shaw, Sara Tulane and President Gonzalez
Also Present: Leslie Davis, Jill Farrell, Darcey Hopkins, Bill Olmsted, Kate Smith and Dean Sorenson
Absent: Isabela Casillas

- 2. Time Certain: 7:35am. President Alexander Gonzalez, Sacramento State**
Last spring both the Union WELL Inc. Board and the Student Fee Advisory Committee recommended that President Gonzalez implement the fee increase to expand the WELL and the Union with the addition of an Event Center. However, the students who voted had an overwhelming, political and sentimental vote against it. So the President sought counsel with the Chancellor and was told if he went ahead and did it, it would be tough. Since the President didn't feel good about it, the students didn't want it, he chose to not go forward with it.

President Gonzalez asked the Board to reflect on the process of building the WELL and how today's students cannot imagine the campus without the WELL. But the crowding of both buildings is evident and it is going to be very difficult to add any new fees. So as of last spring he is considering taking action and is considering implementing the \$99 fee, with a \$30.00 increase when phase one of the project opens, for the expansion of WELL and Union, but needs the support and advice of the Board. He sees this as good stewardship of the WELL and the Union. Around the campus, the Board of Trustees will officially approve the 416 bed new resident's hall that will bring up to 2000 beds in addition to East Side lofts. Jim Reinhart and the President have been working on acquiring a parcel of land near the University so we could get another 1000 beds. That would put 3000 students on campus at all times and will put tremendous strain on the Union and WELL. His rationale is that it makes really good sense to address the two major issues of expansion on the Union and WELL now, not later. Since the President leaves at the end of June, we need to do this quickly. What he wants from the Board today is for everyone to

discuss among themselves and then give him their recommendations. He's already asked The Student Fee Advisory Group and gotten approval and he's ready to get out there and do it!

Questions/Comments: Shaw asked to know more about the quick timeline. President Gonzalez said that it was quick in the sense of implementing the fee, it needs to be implemented before the next semester and then the construction is up to Union WELL Inc. Anapolsky wanted to know if voting was required this time around? Not this time since we already did alternative consultation fall 2013. Gina Curry has spent time looking into the rules and we are not required to do another alternative consultation. The \$99 fee will start fall of 2015 and then there will be an additional \$30 implemented later down the line for Phase 2. Since we aren't going to be getting any funding support in the next 4 years under our current governor, we also won't be getting any relief like the new science building we so desperately needed, we should at least give the students what they've been asking for in regards to what we can expand.

Student Feedback: Tulane wanted to know how students will be informed about the fee, will it just show up in their tuition or will we let them know prior. The President informed the Board that he WILL let people know, he alone will be in the hot seat and the Hornet will write about it as well. President Gonzalez says that since he has the authority to do it, he is going to go ahead and implement it. Corbo was excited about it last year and the student climate HAS changed since last year. Therefore he doesn't see this having much backlash. This is a fantastic response to what the students have been demanding for the last few years. Murray suggested that we should lobby in the residents halls because we don't have a ton of support over there. Davis informed him that we will do a PR piece and include the rationale behind it that is campus wide. Shaw, as a conservative sociology major, thought that the initial published feedback on the expansion of the Union and the WELL that included the Event Center was considered by students and supported the expansion without the Event Center. Arredondo agrees with Corbo and has only ever heard support for it and that it is a necessary fee increase.

3. Public Comment: None

3. Consent Calendar:

A. **Approval of Board of Directors Minutes (MSP: Anapolsky/Corbo)**

4. Old Business:

A. **Expansion Update: Olmsted**

The overall feedback on the Video was that it is good and that the voting information needs to be removed. Along with the use of social media, getting this video out will let people know what's going on and why it's getting implemented. The students who are most needy won't be impacted at all, it

is covered by their financial aid. \$99 isn't much when they are getting so much more in the end. Reinhart pointed out that whatever we are stating in any video or campaign that all the information we stated is accurate, such as who are we working with and exactly what does the fee include. With the Phase 2 for the ballroom we need to clearly outline that as well. The website will also break the fee down and what is included. Izadian reminded the Board how important it is to start preparing the buildings for future students, now. Our students cannot live without the Union and the WELL anymore. This not only enhances our campus for the future, but allows us to provide more services for the student now. From the enrolment perspective there will be pressure increasing the CSU to grow and we do need to be ready.

The Board then went to an agreement by consensus. All were in favor for reactivating or acting favorably from request to the President to implement the fee of \$99.00 and then \$30.00 after phase 1 opens.

B. Long Range Plan Draft: Davis Discussion

- i. Vision: does this proposed draft help you guide your decisions? Mills believes that the vision provides the bigger picture and that it works. There was an overall consensus that the WELL mission statement reads differently than the rest and really is more of a tagline. There was suggestions of adding some kind of action verb to the beginning or to make the Unions shorter. There was discussion over whether it was too short or not, and a comparison of other top corporations. However, this is the way things are moving so we should follow suit.
- ii. Tagline: does it bother anyone that this could possibly be misconstrued that we are implying that others aren't doing it right? Corbo brought up a valid point, it isn't about them it's about US doing it right.
- iii. Beliefs and values: Fun is the only new addition. We have taken out the last one about abiding laws as it is implied.
- iv. Long range plan: There was multiple questions as to why the aquatic center was included. That is because we always get asked to build one by the students and as long as they ask, we will keep it as a goal we once day hope to achieve.

C. Union Ground Lease Update: Davis

It has been signed off and we are currently awaiting on Mike Lee's office

5. New Business:

- A. Election packet:**
Same packet new dates and times. *(MSP: Corbo / Murray)*
- B. Operating Agreement** *Motion to table until March: Murray / Anapolsky*
- C. Meeting Dates for 2015-16** *(MSP: Shaw / Corbo)*

6. Reports and Comments

A. Board Members

None

B. Executive Director: Davis

- i. Has been working on the strategic plan and the long range plan.
- ii. The men's basketball program and the campus may have a chance to host the Big Sky Tournament. They have looked all over Sacramento, including other event centers but everything and every place is booked. They have also looked at Reno and while it is a viable option, with our luck it would snow and the Mayor really want to host it here. The only place that is not booked is the WELL, but there are lot of issues with using the WELL. The WELL and the campus staff will be touring the WELL with the Vice Commissioner of the Big Sky Conference and seek approval our site. The tournament would held on March 12th-14th with practice taking place on the 11th. We will be renting a court floor from the Kings, including hoops and bleachers. With Big Sky, the winning team hosts and there are 5 games left before we know either way. This means we would/could know at worse, 4 days before having to host that we are the host. Therefore, we need to have a plan in place. In the MAC court they would build locker rooms but there will be no restrooms, we'd use porta potties or something. Most of the impact will be to the gym box and MAC court since they would be offline the 8th-16th. The track, gym box and hall way would be offline the 10th-15th and the Cabana the 11th-14th. But we wouldn't know until Saturday March 7th if we're moving forward or not. The biggest issue foreseen is how do we communicate this with our members and where do we move our IM's during that time.
Feedback: Tulane felt that this is the coolest thing to happen to Sac State students. But she does believe we should close the WELL due to traffic. It would instill Sac State pride and we could change the culture and student moral. Anapolsky stated that when the Olympic trials were here it was life changing, just as this will be. She did inquire if we will be making any profit from this endeavor. Mills informed us that ticket sales and sponsorships will help offset cost but he isn't sure if we can recoup ALL costs, but the WELL would be reimbursed. Food and parking still needs to be figured out and the campus will get paid to be on TV. Exposure is all in all the biggest profit for the University. Due to limited time and resources, if it can be rented and set up by someone else we will go that route. Mills also let everyone know that depending on how we keep winning, he has authorized certain investments like refinishing a loaner basketball floor and those will be

investments the campus can't recoup if we do not host. Smith asks that we make this as positive possible and reminded us that this is a team effort. The Boards positive feedback makes her feel better because she is nervous about turning students away due to closures in the WELL. Izadian believes that we should provide some kind of benefits such as discounted or free tickets. Davis pointed out that here are not any schools at these tournaments that give away free tickets but maybe we can give them a giveaway like shirts.

7. Information: Activity Reports

A. Administration and Facilities: Olmsted

- Union WELL Expansion video project will be finalized this week. This end product will be available for wide distribution or to be used as smaller, individual testimonials on a web site or social media.
- The new office space for Student Organizations & Leadership on 2nd floor of the Union was completed at the end of January. Work has begun on their vacated space (3rd floor) in preparations for Union WELL staff occupancy sometime this summer.
- The Union's new (much needed) telecom room has been completed and fully commissioned. This will allow for network expansion and upgrades to be easily accomplished on all three floors on the west side of the building.
- Additional LED lights will be installed around the rock wall today, to supplement those that were added in the fall, allowing for more consistent light coverage throughout the whole structure. These fixtures will not need replacing for 5-7 years and are fully programmable via remote control.
- Work on installing new components for the Union's north elevator will begin next week. The unit has out of commission since late last fall when the motor and starter unit failed after a power outage.
- New storage racks have been installed in the Union basement to elevate and organize carpet storage for the facility. This modification captured more overall storage capacity for maintenance and janitorial equipment, and allowed a new secure storage location for programs and operations materials.
- The WELL's turnstile replacement project is being "re-imagined" once again in hopes of finding the right solution at the right price. The goal is to get an increasing amount of customers in and out of the facility quicker without compromising security.
- New hand dryers have been installed in the WELL's lobby restrooms. This is part of an ongoing effort to significantly reduce paper towel use within the facilities over the next few years.

B. The WELL: Smith

- We hosted our first Wheel Chair Rugby event in January in partnership with City of Sacramento Access Leisure. Athletes flew in from out of town to participate in this 2 day tournament.
- Try Before You Buy Week was a success for Group Fitness! We had 1,051 members attend classes
- Weight Warriors has begun and we have 38 participants and 9 teams
- We have 62, 5 on 5 basketball teams and 57 indoor soccer teams registered for Intramurals. We also have 7 teams registered for the RACC series which is a Residence Hall league that we hold in partnership with the Residence Halls.
- Record breaking week for the Rock Wall where we had 798 climbers check in to participate in Open Climb
- Mile High Climb has 100 climbers registered and they have 2 more weeks to climb a mile on the rock wall.
- 5K registration is currently open and we have over 200 participants registered so far. The race is Thursday April 30th at 6pm.
- Love Your Body Week begins Monday 2/23/15. This is a collaboration with SHCS on promoting Healthy Body Image
- We concluded interviews for the Exercise Physiologist position. Hoping to make a decision next week
- CCS Climbing Competition is going to be hosted here at Sac State March 7. This is open to other schools that compete in a structured and friendly environment. Registration is currently open
- We will be conducting the first round of phone interviews for the Coordinator of Reservations and Informal Recreation in two weeks

C. University Union: Sorensen

- "Wish Upon A Star" gift drive for Sunburst Projects for children from families impacted by AIDS and HIV ran from November 21-December 12 and was very successful and appreciated.
- December 12 "Night at the Union" staff recognition dinner was well attended and included awards to our SPECS (Students Providing Exemplary Customer Service) honorees and acknowledgement of our December graduates.
- New full time Graphic Designer, Diana Lee, began work on December 9. A previous, award-winning participant in our internship program, she replaced Kyle Marks, who left at the end of July after 5 ½ years with us.
- Expanded the Finals week free night time coffee giveaway that we do in 50/50 partnership with UEI, by one additional day (Sunday) and doubled the total gallons provided (and slurped up).

- New Student Orientation was successfully held throughout the Union in early January and Academic Advising is pleased; plan is to continue January approach.
- We have hosted several high-profile events since the last Board meeting—including two for the Chancellor’s Office and District Attorney Jan Scully’s retirement celebration—and have received kudos for our work and plans to return to the Union for their future events were expressed.
- Successful Union WELL Inc. student staff learning workshops on a wide variety of subjects from financial literacy to emergency preparedness were held on Jan 20. These were a very collaborative effort with presentations from throughout campus by offices such as PARC and Career Center.
- Amazon Lockers were removed in late November, due to a contract conflict with the Bookstore. They were very popular (over 80 packages/week) so we are investigating alternative solutions, as a replacement. USPS has “GoPost”, but mostly back East (New York). Fed Ex has “Ship and Get”, but in Texas and Tennessee. UPS has “Access Points” in Europe, Chicago, and DC. On Trac has nothing and is regional to the west. “Swap Box”, which is currently a San Francisco-only entity, has potential, but is not ready to expand yet. Currently in dialogue with “Package Concierge” (<http://packageconciierge.com/>) as a possible non-vendor- specific, multiple carriers replacement. Meeting on March 2 with their CEO and sales staff, as well as staff from Residence Halls, Procurement, and Central Receiving to discuss further.
- Shift to January by Orientation frees up space that we will hold for the time being, to allow us to focus on November as a potential time frame for significant Event Services capital improvement projects (carpeting, technology upgrades, etc.) which are so hard to schedule due to heavy rooms usage. Hoping to improve and minimize the technical and aesthetic challenges of these areas of the building to help “balance out” any necessary, but disruptive, temporary inconveniences caused by the possible expansion.
- Spring 2015 Semester Union “opening” has gone smoothly.
- First day of the Spring Semester had 25,000 people in the Union: a record for building traffic on a non-Phlagleblast day. Building usage has remained high, despite unseasonably warm weather, but would likely be much higher if we had a more normal level of rain and cold.
- Half of our Building Supervisors and Event Supervisors are new to their positions (replacing December graduates, yay!) and underwent extensive training during break and first weeks of semester. Looks like we have very good teams and the “old timers” are impressed with the “newbies”.

- UNIQUE calendar and Gallery schedules includes lots of variety and collaborative events (calendars attached).
- UNIQUE attendance going very well, large attendance for all events, e.g. Big Hero 6 (movie) over 1100, Kel Mitchell over 1600, Vagina Monologues over 1100.
- Very positive February 4 State Hornet articles on our Black History Month programs, including the current Gallery show and also February 11 Hornet articles on UNIQUE volunteers and program, the Feb 5 Kel Mitchell event, and the nooner; now, if we can just get them to plug upcoming events. UNIQUE participation and enthusiasm high with meetings packed and volunteers very engaged.
- Lots of other promotion on and off campus for our events. As an example, our screening of the Dear White People film was one of 5 area Black History Month programs highlighted in SacTown Magazine.
- New window decals and “look” created and installed by our Design Team for Women’s Resource Center and PRIDE Center.
- Presenting, emphasizing “Give ‘em The Pickle” customer service program to Union employees throughout the Spring. The idea is to give our constituents an extra something special in our service to show our appreciation and keep them coming back.
- New portable dual height staging and portable dance floor have been ordered through campus and will arrive in March.
- New Ballroom curtain ordered and should be installed in March.
- Overall Games Room revenue is more robust this year. Billiards still has the highest usage, but video games and table tennis play are up, the new foosball table receipts and room rentals to groups are significant. Very active tournament schedule and marketing keeping it visible.
- 40th Anniversary of Union planning is in early stages. Related activities will take place throughout the 2015-2016 academic year, with a big celebration day in the Spring.

8. Adjournment: 8:57am

Respectfully submitted:



Authorized Signature

3.18.15

Date