

Wisconsin Union Council

Date: September 4, 2012

Time: 6:15 pm

Location: Industry, 3rd Floor, Union South

Members			
Ms. Sarah Mathews, Union President	X	Ms. Sarah Langer, ASM Representative	X
Ms. Tara Centeno, VP - Program Administration	X	Mr. Sam Seering, ASM Representative	X
Mr. Jose Cornejo, VP - Public Relations	X	Mr. William Lipske, Academic Staff Representative	X
Ms. Courtney Severson, VP - Leadership Development	X	Ms. Chelcy Bowles, Faculty Representative	X
Mr. Mark Guthier, Secretary	X	Mr. Jeff Haupt, Alumni Representative	X
Mr. Hank Walter, Treasurer	X	Ms. Teri Venker, Alumni Representative	X
Ms. Heather Heggemeier WUD Representative	X	Ms. Lori Berquam Dean of Students, Non-Voting	
Mr. Andrew Bulovsky, ASM Chair	X	Ms. Susan Dibbell, Assistant Director - Programs, Non-Voting	X
Ms. Alex Rezazadeh, ASM Representative	X		

Staff: Lori DeMeuse, Executive Assistant to the Director

Guests: Mishali Patel, MUR Student Project Manager

Call to Order

President Mathews called the meeting to order at 6:45pm.

Approval of the Minutes

Mr. Walter moved to approve the minute from April 19 and August 14. Ms. Heggemeier seconded.

Motion APPROVED 14:0:0

Major Updates

Orchestra Pit Vote

Ms. Mathews noted the outcome of the email ballot vote after the August 22 meeting. Union Council members had voted unanimously to increase the enumeration of the Memorial Union Renovation to \$53.2 million, as well as to establish the group that would lay out the terms of the MOA.

Recognition Proposal

Ms. Severson presented the Recognition Program Proposal, which was created by the Union officers over the summer. Mr. Haupt asked what the exact line items were for last year's Wiscard

stipends, and what was designated for recognition this year. Ms. Mathews explained that last year's line item for the food stipends was \$14,000. Directorate decided that particular amount took up too much of the budget, while also giving too little to those it was intended to recognize. The new plan will cost approximately \$8,000, both in food stipends and additional amounts that are being pulled from different line items of the budget but are encapsulated in the recognition proposal. These additional items include things like the retreats, socials, and others.

Memorial Union Reinvestment Report

Mr. Walter noted that the Union is at the very start of a long term project, and some things have gone faster and been cheaper than anticipated, while other items have been more expensive and have taken more time than anticipated. It is too soon to tell what that means for the overall timeline of the project. However, we are currently tentatively not on track to allow Hoofers to get back to their regular operations after Memorial Day. The construction manager has communicated to the project team that he is getting nervous about the cost of the project, because the economy is picking up, which would mean that construction costs as a whole would rise. If gas prices go up, so do the cost of all materials. Mr. Walter also noted that renovating a historic building that hasn't been renovated for eighty years and is right next to a water table can easily lead to very unexpected situations.

Mr. Walter noted that Ms. Jacklyn John had taken another job. The Union wishes her well and is thankful for the excellent work that she did as Memorial Union Reinvestment project coordinator.

Mr. Seering asked if members would be receiving a copy of the scheduled dates of the release of the contingency funds. Mr. Walter explained that the project team had asked for this information for the next meeting with the construction team.

Union Council Communication Initiatives

The four officers have taken it upon themselves to initiate a massive communications and awareness push for Union Council. @WIUnionCouncil will be a new twitter account that will be used to promote the activities of Union Council. Some Union entities have been receiving complaints or questions directed towards their accounts, and the hope is that the public will direct them to this account instead. In addition, the officers are starting a blog (<http://wiscunionofficers.wordpress.com/>) to give people a better idea of what the officers do.

Reports

Last year, it was difficult to convey everything that the officers had been working on in the two to three minutes they typically used for reports, so the officers will be providing written reports this year.

President

One of the things Ms. Mathews is most excited about is the creation of Special Events Committee, comprising students from across campus. This will allow for more flexible programming. In tandem with this, there will be a forum online for any student to propose programs. A change from her report is that the Diversity event had been cancelled.

Ms. Venker noted that she was pleased to see President Mathews meeting with Chancellor Ward already, and that it is important to get on the Chancellor's radar early in the year, and perhaps again early next semester. Mr. Haupt asked if the officers hoped to add this Special Events Committee to WUD. Ms. Mathews noted that one problem that has been identified with WUD is that their programming seems to have been dictated by their structure, instead of their structure being dictated by their desired programming. Ms. Mathews noted that she personally is not concerned with adding this committee to WUD, but rather her primary concern is simply creating a body on campus that can respond to changing programming needs. Mr. Haupt said that over that last three years that he has been a part of Council, he's noticed that other programs have found it difficult to work with WUD because of their structure, and this seems like it would be a welcome improvement.

VP Program Administration

Ms. Centeno said that the Craft Shop Study was done in response to a charge from Union Council last year that asked the Craft Shop to do an evaluation of where the program was in the past, what can be improved for the future, and what can be done while the Craft Shop is officially closed for the renovation. A couple of highlights of the results of that study include the need for a leaner and meaner Mini Course program, increasing student involvement, an art cart with mini art projects, doing new programs, collaborating with groups across campus in the new space, and working with Directorate committees more. The Craft Clash is an upcoming event to promote the Craft Shop. Information about the renovation will be available at the event. Another focus of the study was making things more affordable to students. The study group is hoping to offer one-time, low-cost opportunities for students, and stay ahead of the curve in terms of knowing what students want every semester. The Craft Shop will also be rebranded. The study group is waiting to hear back from ZEBRADO, the environmental branding group that has been working with the Wisconsin Union in other capacities.

VP Public Relations

Mr. Cornejo noted the Visual Media Manager and its functions are finally underway. Mr. David Michaels will be assuming that role. Mr. Michaels and Mr. Cornejo will be working to finalize the structure and evaluate the processes that they've set up in order to provide opportunities for WUD committees to utilize their services, such as taking photos for events, providing photos for marketing purposes, and educating WUD members on photography.

Mr. Cornejo is also working to develop a WUD-wide newsletter to spread the WUD brand. He is also working with the Union Marketing Department to begin an overhaul of the WUD presence on the Union website. Ms. Venker noted that University Communications has started a weekly newsletter for students. Mr. Cornejo said that the Union has a standing ad space to be shared with all of the Union departments, including WUD.

VP Leadership Development

Ms. Severson has been working on a leadership plan for the year. One thing that she would really like to do is facilitate Leadership Certificate informational and working sessions. She noted that most WUD students meet the requirements for the certificate, but the time it takes to fill out the paperwork is the real barrier. It is not technically an academic certificate. It is put on the student's leadership and involvement

record, which is sent to the institutions that you request it to go to, but it is not placed on your official academic transcript.

Ms. Severson has also been working on the Riding Club study. They were very close to being finished, but hay prices doubled and now they have to go back and figure out different ways to generate revenue for the Riding Club. The Riding Club has their own stable, which is designed to be self-sustaining. The lessons that they provide pay for all of their upkeep, but currently their overhead is so high that they won't be able to have enough lessons during the time periods that people would want to have lessons to pay for keeping the stable open and taking care of the horse properly. The study group is working to figure out ways for it to be possible for the Riding Club to stay in that space, or possibly an alternative means of operation.

Mr. Bulovsky asked how many students have attempted or completed the Leadership Certificate in a year, and if there was any way to make it an academic certificate. Ms. Severson said that CFLI has tried to make it an academic certificate multiple times, but it has not been approved.

Secretary

The Wisconsin Union was one of the founding members of the Association of College Unions International in 1914. The ACUI applied for a slot on the PBS series "Visionaries" to celebrate their 100th anniversary. Mr. Guthrie shared the good news that not only did the ACUI win their bid for a slot, but they have chosen the Wisconsin Union as one of three Unions from around the nation to be featured in the production. The Union will have access to the 15 min of the production that is our story to use for marketing purposes, etc. after it airs.

Treasurer

Mr. Walter pointed to the income statement snapshot and gave an overview of how the past financial year had gone for the Union. He reminded the group that the goal of the Union is not necessarily to make money, but is certainly not to lose money. However, when the organization is in the middle of a construction project, it's hard to stay in the black. We are expecting to lose some business during construction, especially on the Terrace. However, the Union ended the financial year in pretty good shape, partly due to the early summer weather, and the lack of rain. The Rathskellar itself had a few record days during the spring. This was the first full year of the hotel, during which we averaged above the national average of occupancy. The Union South hotel rates tend to be slightly less expensive than the rates of its Madison comparison group, but it is only open to Union members or campus visitors.

The segregated fee line item in the financial snapshot shows a \$600,000 difference between the original budget and current actual. That budget is based on a model for segregated fee income that the campus puts out based on enrollment and other factors. That model turned out to be wildly inaccurate and put the Union \$600,000 off budget.

One of the exciting things going on right now is the planning for the new brat stand. The current one does not meet code in a lot of ways. Another goal is to create cover for our employees from the hot sun. The project team has been working with the architects, and one thing that is going to be increased will be the amount of lighting that will be a part of the stand, so that employees can see what they're doing, as well

as a be a little bit more visible. The project team is adamant that the stand doesn't need to be ostentatious, but a little bit more visibility would be beneficial.

Mr. Walter gave some updates on the Union's restaurants. The Union is working on some improvements to Ingraham Deli. Mr. Walter also reported that the Union decided to close Rennie's Dairy Bar, because it was losing money. There used to be an old pharmacy on that block, and in order to allow the University to buy that building, the Madison community has asked that we honor that old building in some way. The official contract only said that a lunch area had to be in the building, so the Union could validate keeping Rennie's running. Ginger Root at Union South has done really well, and they are currently looking at putting together a dinner menu in addition to the lunch menu.

Mr. Walter went with a group on some Theater benchmarking trips this summer. The Theater is looking at this time as an opportunity to do new things while their official facility is closed for renovation.

ASM Update

Mr. Bulovsky noted that he is excited to improve the relationship between ASM and the Union this year. ASM is still soliciting applicants for the Chancellor search and screen. ASM will be voting on a potential new constitution that would have to be approved via referendum by the students. The new constitution would restructure ASM, changing to a "presidential system" from more of a "prime ministerial system," essentially meaning direct elections. The constitution would also create more specific committees with more delineated roles within an appropriations branch. ASM is also working on a campus safety, sexual assault prevention campaign, as well as a mental health campaign.

Mr. Haupt inquired as to why ASM got rid of SafeRide. Mr. Seering explained that ASM has an internal body that handles transportation issues. They looked at the ridership of SafeCab and recommend cutting the funding to SSFF, who agreed with them and did so. There was a large outcry from the student body, so SSFF restored the funds within two weeks. However, campus transportation services, the operators for the cab service, decided that the contract was broken and that they didn't want to do it anymore. In short, the money is there, but transportation services won't administer the program anymore, and there's no way for ASM to facilitate the program on their own, though they've explored several options.

Part of the proposed new constitution is the establishment of a President's Council, which will include the ASM President, the Union President, ASM Branch Presidents, and the president of the governing body of CFLI, as well as various other RSO Presidents that students deem necessary. This would serve as both an advisory body and as a communication structure.

Another part of the proposed new constitution would be the establishment, as part of the new appropriations branch, would be a body whose sole purpose is to understand nonallocable funds, e.g. the Union budget.

If passed, the new structure for ASM would go into effect on May 1.

Adjournment

President Mathews adjourned the meeting without dissent at 8:30pm.