

**Union Council  
2013-2014 Minutes**

Meeting Date: March 13, 2014

| <b>MEMBERS</b>                        |   |  |   |
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|                                       |   | Grace Bolt, ASM Rep                    |   |
| Neil Damron, President                | X | Devon Maier, ASM Rep                   | X |
| Gary Filipp, VP-Program Admin         | X | Sean McNally, ASM Rep                  | X |
| Andrew Bulovsky, VP-Public Relations  | X | William Lipske, Staff Rep              | X |
| Annie Paul, VP-Leadership Development | X | Peter Lipton, Faculty Rep              | X |
| Mark Guthier, Secretary               | X | Jeff Haupt, Alumni Rep                 |   |
| Hank Walter, Treasurer                | X | Juli Aulik, Alumni Rep                 |   |
| Bill Mulligan, WUD Rep                | X | Lori Berquam, Dean of Students         | X |
| David Gardner, ASM Chair              | X | Susan Dibbell, Asst Director-Social Ed | X |

Guests: Chelsea Anderson, Hoofers President; Jay Ekleberry, Director Mini-Courses and Wheelhouse Studios; Nathalie McFadden, Director's Office Assistant

| <b>TOPIC</b>                      | <b>DISCUSSION</b>  | <b>ACTION</b>        |
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| <b>Call to Order</b>              | Mr. Damron called the meeting to order at 5:40 p.m.  |                      |
| <b>Approval of Minutes</b>        | Mr. Lipske made a <b>motion</b> to approve the minutes from the 1/30/14 meeting. Mr. McNally <b>seconded</b> . All in favor. Motion passed.  | <b>Motion Passed</b> |
| <b>2014-15 Director Selection</b> | <p>Ms. Bergman stated that the interview process for directors is outlined in the distributed materials. Because there were so many applicants this year cuts were made before the interview process, which is different than the selection process in previous years.</p> <p>The recommended 2014-2015 slate of directors is as follows:</p> <ul style="list-style-type: none"> <li>• Alternative Breaks - Anne Elise Trafford</li> <li>• Art - Kelsey Burnham</li> <li>• Distinguished Lecture Series - Alana Khea Yashadhana</li> <li>• Film - Hari Jost</li> <li>• Global Connections - Alessandra Ruenger</li> <li>• Memorial Union Entertainment - Max Scharrer</li> <li>• Music - Victoria Dexter</li> <li>• Performing Arts - Jordan Foster</li> <li>• Publications - Katie Van Dam</li> <li>• Society and Politics - Jackson Comeau</li> </ul> <p>Mr. Bulovsky stated that this year's applicant pool was massive and the incoming officers did an excellent job presenting their slates. He is convinced that these individuals will perform well.</p> <p>Mr. Bulovsky <b>moved to approve the slate</b>.<br/>Mr. Maier <b>seconded</b> the motion.</p> <p>Discussion: Mr. Filipp made a motion for an addendum that would ensure the new officer team consistently follows up with one of the incoming Directors.</p> <p>Mr. Lipske noted that this is a good general practice for all directors.<br/>Mr. Bulovsky seconded the Motion.</p> <p>Mr. Damron noted that the group is now voting on the motion to amend the previous motion. The motion did not pass.</p> <p>Mr. McNally called the question.</p> |                      |

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| <p><b>Open Forum</b></p> <p><b>Updates<br/>New Hoofers<br/>Space and<br/>Involvement</b></p> <p><b>MUR<br/>Construction<br/>Update</b></p> | <p>Motion passed. One abstention (Gardner).</p> <p>2014 Summer Coordinator slate:</p> <ul style="list-style-type: none"> <li>• Art Coordinator - Shireen Mathews</li> <li>• Lakeside Cinema Coordinator - Philip Ostrov</li> <li>• Marquee Coordinator - Austin Wellins</li> <li>• Thursday/Saturday Music Coordinator - Mary Kate Gavigan</li> <li>• Friday/Marketing Coordinator - Joe McAsey</li> <li>• Interim Summer Music Coordinator - Anthony Ward</li> </ul> <p>Mr. McNally asked if the incoming officers are concerned about the age of the summer coordinators. Ms. Knoepfel stated that young age is a positive aspect because the summer positions can act as a stepping stone for a director position. Mr. Bulovsky asked if they wholeheartedly support this slate. The incoming officers said they did. Mr. Filipp asked if contact information and resumes could be sent out.</p> <p>Mr. McNally made a <b>motion</b> to approve the above slate.<br/>Mr. Bulovsky <b>seconded</b></p> <p>Devon Maier stated he had to leave early, however he believed that the Hoofers Budget looks good as does the slate for Directorate.</p> <p>Ms. Anderson stated that a number of efforts have been made to reach out to the student body, specifically keeping membership costs down for the past few years except for sailing and mountaineering. These two increases were decided by Hooper Council. More large scale events are being incorporated to bring people in. Additionally, the Sailing Club recently had a \$40 promotion for new student members who may not have been interested otherwise. Other clubs have also gone out of their way to reach out to more students, including subsidizing more local trips, which requires less of a commitment than the longer trips.</p> <p>The Ski &amp; Snowboard Club recently hosted a benefit for charity. Sailing is working to increase accessibility in their club. Mr. McNally asked what accessible sailing is. Ms. Anderson stated that it is aimed at individuals with disabilities. Ms. Anderson noted that she foresees that the upcoming leaders will use what money is available to make it less expensive for students to get involved. Mr. Damron asked if there are metrics to keep track of usage of the new space. Ms. Anderson stated that usage of the space is currently not being tracked; however it is something that can be done. Mr. Bulovsky thanked Ms. Anderson and Hoofers for everything they have done. Mr. Damron stated that Hoofers will remain open to suggestions.</p> <p>Mr. Walter was happy to announce that the State Building Commission approved plans for Phase II of the Memorial Union Reinvestment Project last week and gave the Union authority to construct using the new preferred method of construction delivery. The main impact is that plans must be finished and put out to bid before anything starts in terms of construction. The next several months will be spent designing everything to the last detail before it goes out to bid. Construction will start in late summer or early fall of 2015 rather than 2014. The hope is to make the major decisions about design by June. The design will come to Union Council for approval.</p> | <p><b>Motion passed</b></p> <p><b>Motion Passed</b></p> |
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| <p><b>Wheelhouse Studios Update</b></p> | <p>Mr. Walter said Union staff will adjust the budget for 2014-15 because the budget was prepared under the idea that construction would start in the fall of 2014. SSFC made a recommendation that the Union’s segregated fee allocation be frozen, which could impact the budget. It may not make sense to bring a revised budget process to Union Council until this is worked out. A majority of the reason for the increase in Segregated Fee Allocable Funds is related to costs being increased that the Union does not have control over.</p> <p>Mr. Walter doesn’t know when Chancellor Blank will make her decision on whether to approve SSFC’s recommend segregated fee freeze; there is a possibility that there will have to be a Union Council meeting in May - the Union needs a new budget before the fiscal year starts on July first.</p> <p>Mr. Lipske asked if it would be helpful to show Chancellor Blank the positive manner in which these funds would be used. Mr. Walter noted that putting a budget together is a laborious process and would rather create two budgets than three. He went on to say that communication between the Union and SSFC needs to improve in the future.</p> <p>Mr. Damron introduced Mr. Ekleberry and Wheelhouse Studios which was formerly known as the Craftshop. Mr. Ekleberry stated that the rebranding has been a multi-year process based on decisions made by an ad-hoc committee of Union Council. This committee looked at the Craftshop’s mission and vision statements and gave some pointed recommendations on how the Craftshop should move forward. There have been numerous experimental programming ideas, some have been successful, and others have not. Many lessons have been learned, and great ideas have emerged. Last fall, a major student market research project was launched, which has produced very reliable statistical information. Follow up on this market research has also been performed.</p> <p>The physical space of Wheelhouse Studios will be very visible. Programming will be much larger than the physical space. It was designed to be dramatically different than the rest of the Union because participants will be doing dramatically different activities. Currently, they are scheduled to start moving in the space during the last week of May and be open to the public starting on September 2nd, the first day of the fall semester. Grand Opening festivities will occur on September 20th.</p> <p>Mr. Lipton asked if individuals can simply go in and use the space. Mr. Ekleberry stated that there are three studios. The hope is that at least one of those studios will be open for use at all times - open studios are part of the programming. He went on to say that Wheelhouse’s student staff will come on board June 2nd. Their learning outcomes have been defined and they will have an opportunity to form what the space does and is. The judgment of success will be centered on engaging students in this multi-layer experience. Wheelhouse is currently working with a student ambassador group who has sold the space incredibly well.</p> <p>Mr. Guthier asked what hours the studio will be open. Mr. Ekleberry stated that the space is budgeted to be open 335 days a year from 12:00 - 11:00 PM seven days a week. The studio will be closed when the Union is closed and during holiday weekends. Mr. Filipp asked if they were</p> |  |
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| <p><b>Hoofers FY15 Budget</b></p> | <p>planning on using student ID numbers to retrieve more student information. Mr. Ekleberry stated that they have not started doing this, but they plan on to. He went on to say that programming ideas are always welcome. There will be course fees, registration fees and an access fee for non-students; additionally, there will be a retail operation. At some point, they hope to come close to the point at which the operation pays for itself.</p> <p>Mr. Damron stated that this is a time for comments and questions on the Hoofers Fiscal Year 2015 budget, which was sent out earlier this week. Mr. Guthier noted that this is a part of the WUD budget, which will be presented at the April meeting. Mr. Walter asked if the Sailing Club has benefited from the renovation as much as was predicted. Ms. Anderson noted that visibility in the new space has been an issue because of the disconnection from the Union due to construction. Membership sales have dropped, however, she is expecting an increase with the 75th Anniversary and reconnection with the Union.</p> <p>Mr. Lipske asked if rentals are included in revenue. Ms. Anderson stated that Hoofers is separate from Outdoor UW, which is in charge of rentals. Mr. Guthier asked if the Ski and Snowboard Club has a plan to utilize their healthy earnings. Ms. Anderson said that she expects that figure to decrease, but they will use the remainder of their earnings on subsidizing trips, and maintaining current membership costs rather than increasing them. Mr. Guthier wanted to note that the Riding Club’s finances have improved over the past four years. Their budget has gone from deficit to surplus! Ms. Anderson stated that this improvement is due to hiring a permanent barn manager and the club has been working with MUBA to decrease their interest rates, therefore putting money in their account.</p> |  |
| <p><b>Reports President</b></p>   | <p>Mr. Lipton asked for an update on the issue with SSFC and the chancellor. Mr. Damron stated that SSFC makes recommendations to the chancellor about segregated fees. A representative from the Union and SSFC will meet with the chancellor about the issue, and then it is up to her judgment to decide. If she decides against the recommendation, the issue is presented to the Board of Regents, who ultimately decide whether to approve the budget or not. He went on to say that representatives from the Union will meet with ASM after spring break to smooth the process for future years. A major problem that was cited this year was a lack of information. He concluded by saying that it is SSFC’s job is to ensure that fees are only being increased for a reason that students want and that these fees are not being wasted.</p>   |  |
| <p><b>Vice President-PR</b></p>   | <p>Mr. McNally asked what the reaction was to the Revelry announcement. Mr. Bulovsky stated that numerous students said that they will “actually go” this year, which illustrates a positive improvement in people being interested in it. Overall, feedback has been very good. There is also excitement surrounding the recognition of performers. Mr. Lipske asked what Varsity Day is. Mr. Bulovsky stated that it is a day for students to have a say over their ceremony. Students can also bring in someone who is a bigger name than the UW commencement ceremony. He went on to say that this event is essentially a student led senior send-off. Mr. Gardner asked who at ASM is involved with this continued contact. Mr. Gardner noted that ASM will be running out of grants soon and would like to know if that money can be used. Mr. Damron asked how this is related to the Union. DLS is sponsoring it.</p>  |  |

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| <p><b>Secretary</b></p> | <p>Mr. Guthier stated that the Campaign Cabinet recently had a successful meeting in Naples, FL in early February. They also hosted a reception for Naples-area alumni to introduce the Lakeshore Gateway Project. The next development event will be held in Chicago on April 15<sup>th</sup> and will be co-hosted by two MUBA members. He went on to say that there is a current search for the University Housing Director with potential opportunities for students to become involved. In April, several members of the Union staff will be attending the ACUI 100th Anniversary Conference.</p> <p>Mr. McNally asked if there were concerns regarding fundraising for the newly approved Recreational Sports facility and overlap with the Union's capital campaign. Mr. Guthier stated that he hopes fundraising for the new Recreational Sports facility will not interfere with the Union's fundraising - in theory it will be handled sequentially so that the Union's capital campaign will be completed before Rec Sports' campaign begins. Mr. Filipp asked if future officers will have the opportunity to attend the ACUI conference. Mr. Guthier stated that all were offered the opportunity and Ms. Knoepfel has chosen to attend.</p>   |  |
| <p><b>Treasurer</b></p> | <p>Mr. Walter asked the group if they would be interested in touring the Memorial Union West Wing at a future meeting. Numerous members expressed interest in this opportunity. Mr. Walter suggested that it could be an optional activity.</p> <p>Finances: Mr. Walter stated that the most recent financial statements went out were in January. He noted that December and January are generally poor months financially because of winter break. This year there were additional challenges including lack of a Rose Bowl viewing, and extreme cold temperatures that cancelled classes for half a day. Markets and Cafes are doing as projected. Prairie Fire and Badger Market are the top two performers, which is impressive given that they did not exist three years ago. Restaurants have also done well.</p> <p>Last year, Recreation broke the bottom line of \$100,000. This year, they are not reaching this volume, and we are uncertain about the reason for the drop. Memorial Union is performing better than last year, but not as well as it was performing before construction began. Hotel operations continue to do very well. The support side is looking better than budgeted. There is a larger number of position vacancies than usual. Facilities is slightly under budget because of some vacancies and additional costs that will come with the new warehouse. Additionally, there are some complications with the remodeling that will be delayed until next year. The Theater is doing very well. Hoofers is always challenging and overall it is coming in generally as expected. Mr. Walter noted that Hoofers' budget always varies month-to-month depending on timing.</p> <p>The large variance from the original budget is due to the increase in assessment fees that has been mandated by campus. This has forced the Union to make some changes to the budget.</p> <p>He then described the big picture changes. The estimated actual projected had a positive bottom line of \$200,000 at the end of June. Currently, the Union is at \$168,000, which leaves a remainder of \$32,000. This is not</p> |  |

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| <p><b>ASM Chair</b></p>   | <p>bad for a \$45 million budget. He went on to say that the Terrace becomes a more integral part of the budget every year. There can be major swings in either direction depending on the weather.</p> <p>Mr. Gardner stated that he wanted to note the following three items:</p> <ol style="list-style-type: none"> <li>1. SSFC decision - Mr. Gardner would like to put together a document encapsulating the opinions of the Union and ASM. There were some disagreements regarding what long term goals should be. He would like to establish a process where ASM and the Union understand each other's concerns. He will be making solid recommendations for next year's process because this year did not go as well as it could have. He pointed out that a group can't be expected to give all available information when that information is not requested.</li> <li>2. Athletics recently passed a resolution on a master plan. ASM is finding ways to balance the fee burden and will be working with multiple other groups on campus. He went on to say that ASM would like to see more support from Athletics.</li> <li>3. ASM recently approved an addendum to UW System Chapter 17. This will give equal rights to a person who brings forward a sexual assault case. The addendum allows both parties to appeal a decision.</li> </ol> <p>Mr. Bulovsky asked about ASM's opinion regarding student control over non-allocable fees. Mr. Gardner stated that SSFC can allocate fees. However the Chancellor has the final say and can overturn the decision made by SSFC.</p> |  |
| <p><b>Adjournment</b></p> | <p>Mr. Bulovsky moved to <b>Adjourn the meeting</b>.<br/> Mr. McNally <b>seconded the motion</b>.<br/> <b>Motion Passed</b>. Mr. Damron adjourned the meeting at 7:46</p>  |  |