

**Union Council**  
**2013-2014 Minutes**

Meeting Date: November 14, 2013

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

Guests: Nathalie McFadden, Director's Office Assistant

<b>TOPIC</b>	<b>DISCUSSION</b>	<b>ACTION</b>
<b>Call to Order</b>	Mr. Damron called the meeting to order at 6:03 p.m.	
<b>Approval of Minutes</b>	Mr. Mulligan made a <b>motion</b> to approve the 10/3/13 meeting minutes. Mr. Lipske <b>seconded</b> . All in favor.	<b>Motion Passed</b>
<b>Recognition Plan Update</b>	<p>Ms. Paul presented the newly structured Recognition Plan for the 2013-14 academic year. She noted that recognition has been disproportionate across the different WUD committees. There have been instances of non-use of funds and funds not being used in an effective manner. There will now be a monthly recognition plan, which Directorate has approved.</p> <p>Monthly recognition opportunities are as follows:  <i>October:</i> Ice cream coupons for committee members  <i>November and January:</i> Officers and committees are given cards to be able to treat people  <i>December:</i> WUD water bottles  <i>February:</i> Pizza party  <i>March:</i> WUD baseball hats will be distributed</p> <p>The goal is to ensure that these funds are being used and the committees maintain retention throughout the year.</p>	
<b>Budget Considerations</b>	<p>Mr. Damron stated that Mr. Filipp will present on budget considerations to prepare council members for possible decision items at the next meeting. Mr. Filipp asked everyone to think about priorities relating to the budget. He then went over the timeline:</p> <ul style="list-style-type: none"> <li>• Information from committees will be gathered to see what is needed this year and next year.</li> <li>• The actual items will be approved later in April.</li> </ul> <p>The following will be included in the budget considerations:</p> <ol style="list-style-type: none"> <li>1. WUD's total estimated cost</li> <li>2. Any changes to positions and descriptions</li> <li>3. Evaluating the structure for next year</li> <li>4. Looking at other priorities</li> </ol> <p>Mr. Lipton asked what information will be given to Union Council prior to the next meeting; he noted the need for a well spelled-out description of each item in order to do a proper evaluation. Mr. Filipp stated that background information will be included. Mr. Haupt asked if voting will take place at the next meeting. Mr. Filipp noted that only officer position</p>	

<p><b>Decision Items: Goals Presentation</b></p>	<p>descriptions will be voted on at the next meeting. Mr. Walter stated that this is an overall budget preparation for the following year. The Union will receive instructions from the campus regarding assumptions and guidelines that should be used. He went on to say that the budget process is done bottom up.</p> <p>Mr. Walter discussed the budget process that is performed by himself and Mr. Guthier over winter break. He and Mr. Guthier will meet with every department over a two and a half day span. Each department will present their budget needs. Mr. Guthier and Mr. Walter will then decide whether or not they approve of the department's budgetary needs. The goal of this budget consideration process is to give Mr. Guthier and Mr. Walter direction prior to their budget approval process. Mr. Filipp stated that background information will be shared before the meeting.</p> <p>The following goals WUD goals were developed during the summer WUD Retreat</p> <ol style="list-style-type: none"> <li>1. Accessibility: provide programs that appeal to a diverse population of students and Union members.       <ol style="list-style-type: none"> <li>a. We have tried to evaluate how much is spent on accessibility. They found that 100% of our audience would recommend programs to a friend and return in the future. Once people get their foot in the door they enjoy their experience. Currently, 60% of events are guided at improving accessibility.</li> <li>b. Limitations: schedules, not enough time. Also interests don't always match with programming.</li> <li>c. A continued effort will be made to make all students feel welcome. Demographic information is currently being collected through student ID numbers. These numbers include information regarding ethnicity, college, major and hometown. They are trying to discover if there is a group that is currently underserved.</li> </ol> </li> <li>2. Collaboration: collaborating and making connections with other student organizations, faculty and administrators on campus.       <ol style="list-style-type: none"> <li>a. Make better use of the resources on campus and put on better events. Make WUD an organization that people looks to for collaboration. They have already started moving towards this internally and externally. So far this semester, 40% of events have been collaborations. There is also potential for community outreach. The WUD Brain Trust was highlighted, which brought student leaders together for a day of collaboration and networking to discuss major issues on campus and the resources to solve them. Mr. Lipton asked if this would mean more or better events. Mr. Damron stated the goal is to reach more students with what they do; this does not necessarily mean more events.</li> </ol> </li> <li>3. Visibility and presence on campus       <ol style="list-style-type: none"> <li>a. Many students who attend events don't even know we exist. WUD is trying to remedy this by developing a collective WUD brand. An awareness motto was created which will be an announcement before every WUD event; every attendee will know who put it on</li> </ol> </li> </ol>	
--	--	--

<p><b>MUR Enumeration</b></p> <p><b>Union Council Selection Policy</b></p>	<p>and how they can get involved. This allows the community to create their own brand while still including WUD as an entity. This will be an ongoing and ever-improving process.</p> <ol style="list-style-type: none"> <li>4. The expansion and improvement of ways to provide new and unique programs to campus       <ol style="list-style-type: none"> <li>a. Develop new ways to serve campus; this will focus more on quality than quantity. WUD will look at programs relevant to students' needs and the purpose of events.</li> </ol> </li> </ol> <p>Discussion: Mr. Haupt stated this theme tends to carry on year to year. He suggested permanent branding of programming spaces. Ms. Paul said that this would be possible. Mr. Filipp stated that Directorate is working on creating a space to highlight the work of WUD in both Unions. Mr. Lipton noted the need to define the differences between WUD and the Union. Mr. Damron stated that WUD is a challenge to define. Ms. Paul noted the need to stress student involvement. Mr. Haupt asked if the goals should be more specifically attainable. Mr. Damron stated that each committee and all of the officers made specific tangible goals in relation to the above goals.</p> <p>Mr. Haupt stated that another goal should be to ensure that everyone feels good about what they accomplished. Mr. Mulligan stated the goals will be reviewed in the middle of the year to ensure they are being met. Mr. Filipp said more specific goals will be brought to next meeting. He went on to say that there is a large variety of metrics from a variety of sources to create tangible goals.</p> <p>Mr. Mulligan made a <b>motion</b> to approve the goals as presented. Mr. McNally <b>seconded</b>. All <b>approved</b>.</p> <p>Mr. Walter noted the information on the MUR enumeration is being presented to prepare council members for a possible decision item at the next meeting. Mr. Walter stated that every capital project must be enumerated and approved by the State Building Commission. Union Council must approve the enumeration before it is presented to the SBC. The amount enumerated at the start of the process may not be the same as the enumeration at the end. The enumeration for Phase II was done several years ago, and was based on what we thought would be left over following Phase I from segregated fees, fundraising, and the operating budget.</p> <p>During this past month, the Phase II 35% designs have been approved; however they may not fit into the original \$33 million enumeration. More budget information will be available after the last design workshop. Mr. Guthier stated that he is talking with campus leadership and the UW Foundation for approval. Whatever the amount is, it will be a number that campus leadership and the Foundation feel comfortable supporting. The percentage increase and the returns on that increase will be considered. Mr. Haupt stated that the east side of the building is the revenue generating side; this is about maximizing opportunity.</p> <p>Ms. Paul presented the Union Council's Programming and Leadership Development Subcommittee's recommendations for the nomination</p>	<p><b>Motion Passed</b></p>
--	--	-----------------------------

<p><b>Seeking approval of changes to Policy SE3-9 and procedures SE3-9a &amp; SE3-9b</b></p>	<p>process. She noted that the policy and procedures have been approved by the sub-committee.</p> <p>Larger Changes:</p> <ul style="list-style-type: none"> <li>• Implement an information session for the officer position applicants.</li> <li>• Add the requirement of a reference letter.</li> <li>• Focus on the Nominating Committee’s abilities - trust the committee to make well-informed decisions.</li> <li>• The VP-Leadership Development will be involved in this process rather than the VP-Public Relations.</li> <li>• A dinner with the candidates will not be held which will remove awkwardness; however, an informal reception will take place.</li> <li>• Remove the case study because it is not important for making a decision. This time will be dedicated to working on prepared statements.</li> <li>• Study abroad and Skype interviews will be allowed.</li> <li>• There will be a break for council refreshments and for the Nominating Committee to review and revise their recommendations before moving into deliberations.</li> <li>• Ms. Paul noted the SE3-9b policy is new.</li> </ul> <p>Ms. Paul went on to say that the committee does not feel that the process is broken, however it can be improved. Ms. Dibbell stated that there is only a slight change in policy 3-9. We feel like this is relevant so did not make significant changes. She also noted that se3-9a is just reworded. The focus is that the nominating committee does the work of Union Council.</p> <p>Mr. McNally asked about the letters of recommendation request. In his experience, interviews with references have played a larger role. Ms. Paul stated that a letter of recommendation gives more information immediately. Ms. Dibbell stated that typically reference letters are structured to address certain skills. Mr. Haupt noted that it is troubling when a student speaks very positively or negatively about a certain candidate. This is covered by Se3-9a, but will take some time to smooth out. Ms. Dibbell noted that the list of candidates will be sent out ahead of time. Additionally, members will be required to share their personal history with the candidates so no one is blind-sided. This will be a large focus during officer training.</p> <p>Ms. Aulik made a <b>motion</b> to approve the recommendations. Mr. Haupt <b>seconded</b>. All in favor.</p>	<p><b>Motion Passed</b></p>
<p><b>Reports: Secretary</b></p>	<p>Mr. Guthier stated that he recently travelled to both Los Angeles and New York for development visits. He then discussed the PBS Visionaries series that features the work of non-profits. Last year, ACUI chose to highlight four schools, including UW-Madison for one of the Visionaries episodes. The editing was wrapped last month, and will be available sometime in January. The Union will host a premiere at the Marquee, to which Union Council will be invited. Mr. Guthier finished by saying that MUBA was impressed by all the work done by the Union.</p>	
<p><b>Treasurer</b></p>	<p>Mr. Walter stated that the lead architect gave a presentation on Phase II to MUBA last week. Mr. Walter presented this 3D walk-through to the Council. He went on to say that a lot of work has been done on the</p>	

<p><b>Adjournment</b></p>	<p>renovation. There are currently 29 existing air-handling systems, some of which are 73 years old. The plumbing and electrical systems are antiquated. Additionally, there are four fire alarm systems, but no automatic fire sprinklers. Elevators are also not code compliant. The historic aspect makes this project very complex. Currently, LEED Silver is attainable, and LEED Gold is within reach, which was not expected. He went on to say that the staff has been working a lot on the building project.</p> <p>There has been continued conversations with the School of Nursing regarding developing a coffee shop in their new space. In the facilities area, a new hotel manager has been hired, who was the owner and president of the Edgewater. The facilities team has also been working hard on Badger Bash. The staff has been very focused on how we will operate when the east and central part of the Union are closed. More information will be available as the plans continue to develop. They are looking at putting in a temporary coffee operation in the west wing. There are, of course, budget concerns with this. However, some money has been put aside. Currently, this is all based on assumptions, so it is an interesting puzzle to put together.</p> <p>Mr. Walter stated that he believes the Union is in good shape, but there is still a lot to figure out. Realistically, with all of the interim plans, there should not be expense increases in ongoing operations. He noted that the Stiftskeller is under renovations until, tentatively, February third.</p> <p>Mr. Lipske made a <b>motion</b> to adjourn. Mr. McNally <b>seconded</b>. All approved. The Meeting was adjourned at 7:57.</p>	<p><b>Motion Passes</b></p>
---------------------------	--	-----------------------------