

Union Council
2013-2014 Minutes

Meeting Date: September 12, 2013

MEMBERS			
		Nick Checker, ASM Rep	X
Neil Damron, President	X	Maria Giannopolus, 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	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	X	Susan Dibbell, Asst Director-Social Ed	X

Guests: Katie Cary, Student Project Manager; Nat Stein, Architect, Uihlein/Wilson; Bill Patek, JJR

TOPIC	DISCUSSION	ACTION
Call to Order	Neil Damron called the meeting to order at 6:02 PM.	
Union Council Orientation	Mr. Damron explained that the purpose of this meeting is largely about orientation.	
Role of the College Union	<p>Mark Guthier reviewed the Role of the College Union document. This statement was written by the Association of College Unions International. He highlighted the following three points:</p> <ol style="list-style-type: none"> 1. The college union is the community center of a campus where everyone on campus belongs. 2. The union is a student-centered organization. 3. The college union is responsible for the development of persons as well as intellects - it brings the whole person to fruition. 	
Structure of Union Council	<p>Mr. Guthier reviewed the campus administrative structure. He noted that the Union is the Division of Social Education and has a dual reporting relationship to the Vice Chancellor for Finance and Administration and the Provost.</p> <p>There are four divisions of the Union:</p> <ol style="list-style-type: none"> 1. Administration - back of the house operations. Marketing, personnel, information technology, etc. 2. Dining Services - catering, restaurant operations, markets and cafes sprinkled around campus, Badger Markets, etc. 3. Facilities - maintenance and upkeep, custodial housekeeping, CESO, meeting & conference planning, hotel operations. 4. Programs and Leadership - this is the division that created the Union- it has existed longer than the other three areas, and is the foundation upon which the Union is based. It was founded in 1907 by men who wanted an opportunity to have a common place to come together and socialize - a place to have events and welcome people and allow leadership to occur. This area now includes Directorate, Jones Leadership Center, Craftshop, theater, etc. 	
Wisconsin Union History	<p>Mr. Guthier presented a document that was prepared for the new chancellor. He noted several items that make the Wisconsin Union unique.</p> <ul style="list-style-type: none"> • It is a place for all members of the campus community. • We are the last college union to have an active membership program - other schools have discontinued this. Everyone is encouraged to be a 	

<p>Purpose and Structure of Union Council</p> <p>Shared Governance</p> <p>Subcommittees</p> <p>Union Finances Introduction</p>	<p>lifetime member.</p> <ul style="list-style-type: none"> • Governance structure – the majority of the votes in this body are students, which is the way it was developed in 1928. <p>He then went over major points in history, including:</p> <ul style="list-style-type: none"> • 1907 founding of the Wisconsin Union • 1928 building of Memorial Union • 1939 theater addition • 1971 the original Union South constructed <p>Mr. Guthier noted that the renovation/reconstruction of facilities is occurring in the reverse order.</p> <p>The Wisconsin Union Vision and Mission statements were reviewed.</p> <p>Mr. Guthier highlighted the types of issues that will be weighed on by this committee:</p> <ul style="list-style-type: none"> • Programs and services • Facilities • Dining Services <p>Mr. Guthier described the Memorial Union Building Association, which is unique to the Wisconsin Union. MUBA is comprised of mostly alumni (a few non-alumni are members) who represent the interests of 80,000 lifetime members. They meet twice per year and have their own committee structure that supports the Union.</p> <p>Mr. Damron explained the purpose and structure of Union Council. The Union Council is the big picture policy making body of the Union. The policies that come out of this body effect daily operations and anyone who uses our building. It is responsible to the Board of Regents, Chancellor, and Vice Chancellor. Union Council is one of the oldest shared governance structures on campus and is made up of a student majority, staff, alumni, and faculty representation. There are 4 Union officers, 4 ASM appointees, 2 alumni (chosen by WAA and the chancellor), the director and associate director, and two faculty members.</p> <p>Andrew Bulovsky explained the shared governance system. He stated that the Wisconsin Union originally had a student majority. It is our job and duty to be active participants in this government. He noted that there is also a student majority on sub-committees on Union Council.</p> <p>Gary Filipp stated that sub-committee meetings are where work takes place. These four sub-committees reflect the divisions of the Union.</p> <ol style="list-style-type: none"> 1. Administration 2. Facilities 3. Dining Services 4. Programs and Social Education <p>He noted that everyone is expected to serve on one of these sub-committees.</p> <p>Hank Walter reviewed the financial aspect of Union Council. He will report on finances at each meeting.</p> <ul style="list-style-type: none"> • Two versions of the income statement will be distributed each month - a detailed version and a snapshot. Individuals may request other reports if they want more information. • The top section of each report is about revenue - most revenue is self-generated. It comes from dining, catering, facilities, and programs. Also a portion of the budget comes from student segregated fees. 	
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	<ul style="list-style-type: none"> • There are two line items for segregated fees. One line of is our operating dollars and the other is for the building project. • The Board of Regents has limited the operating fees for “building ready for use” expenses-clean functioning building every day, fire safety etc, as well as some business needs of the organization. • The membership line item is annual memberships. Lifetime memberships are deposited with MUBA. • Cost of goods sold is the cost of items we purchase and re-sell. • Direct operating expenses are other expenses that go towards things we sell, staff etc. • Support Services is the administration section of the organization chart. • The Union does not receive any funding from the state but does pay fees to the state. We are assessed for campus services used on a percentage basis. • Segregated fees related to the building project are kept in a separate account. 	
Expectations of Union Council Members	<p>Annie Paul reviewed the expectations handout:</p> <ul style="list-style-type: none"> • Come prepared and be on time • Read all materials in advance • Bring copies of materials for reference • Be present and engaged at the meetings • Maintain a level of respect • Notify Mr. Damron of any absences • Be respectful of the past • All are required to serve on a subcommittee • Raise placard to speak • Robert’s Rules of Order will be used at Mr. Damron’s discretion • Ask Mr. Damron any questions regarding parliamentary procedure 	
Approval of Minutes	<p>Andrew Bulovsky made a motion to APPROVE the minutes from the 4/18/13 meeting. Maria Giannopoulos seconded the motion. All APPROVED</p>	APPROVED
Memorial Union Reinvestment Briefing	<p>Neil Damron stated that the Design Committee for MUR Phase II will make recommendations to this body, which will have a chance to discuss and approve. The information shared today is to prepare us to make a decision at the next meeting. He asked everyone to take advantage of what the architect and student project manager have to present.</p> <p>Katie Cary gave a brief history of Memorial Union and the Design Committee. Design Committee is made up of 17 individuals, nine of which are students. The MUR project began in 2002 with a master plan approved by MUBA. Over time, Memorial Union has gone through numerous small renovations and many big picture items have been overlooked, such as accessibility. Accessibility is especially important in this MUR project. Union South is completed and Phase I of the Memorial Union portion of the project is underway. Ms. Cary stated that by November 3 she hopes the designs for Phase II will be approved. The whole building was designed to the 15% level during Phase I. We are trying to hit a pretty aggressive construction schedule to start Phase II.</p> <p>Ms Cary then highlighted the following planning and design principles:</p> <ol style="list-style-type: none"> 1. The buildings are people magnets 2. The buildings advance programming 	

3. The architecture is timeless and enduring
4. The building processes are “green” and future operations are sustainable. We are targeting LEED silver certification
5. The facilities are student focused but welcoming to all
6. The buildings are a draw for the entire campus while reflecting the interests and the needs of its local area
7. The buildings are complementary to each other
8. The facilities tell the Union story

Quality of design principles

1. Enhancing the people magnet effect the building and the site should be.
2. Green space will create a people friendly oasis
3. Back of house functions are omni-present but invisible
4. Human factors are emphasized
5. Every space in the building advances the mission, vision and values of the Wisconsin Union as the university’s cross campus community builder
6. Connection between indoors and outdoors is emphasized
7. Building is much more impressive in person than in photos

Architect Nat Stein reported gave an update on the progress of Phase II design. The plans on view are at 15% design phase. The lower level plan has not changed much, except there will no longer be an addition in the southeast corner. The underground loading facility has been updated over the past few weeks of workshops. The loading dock is a neighborhood dock and an underground tunnel connects to the Red Gym and Pyle Center.

First floor:

Design is continuing and important preservation places are being identified. The Rathskeller and Trophy Rooms both require updates. Lakefront on Langdon, Essentials and the Daily Scoop will be completely renovated and will place an emphasis on connections to Alumni Park. A new passageway that is currently the Rathskeller servery will allow a corridor straight to the Terrace. The first floor will feature Peet’s Coffee, Badger Market, the Rathskeller, and Italian, Asian and Fresh Express restaurant concepts.

Second floor:

The preservation spaces are Main Lounge, Porter Butts Gallery and Tripp Commons. The east side staircase will be moved to the far-east side of the building, bathrooms will be expanded, and the serving kitchen at Tripp Commons will be updated.

Third floor:

Mr. Stein stated that these plans are much unchanged since 15% design. A mechanical room needs to be installed on this floor. Meeting rooms will be moved to where there are windows. There will be both men’s and women’s restrooms.

Fourth Floor:

The preservation spaces on this floor are Great Hall, the Great Hall Foyer and Capitol View Room, which will be restored back to its historic condition. The six hotel rooms will be made more accessible, improving exiting on the north side. A Great Hall serving kitchen and meeting rooms will be in south east corner.

Fifth Floor:

Mr. Stein stated that this floor was designed in Phase I. It features the Directorate offices and Director’s Suite. The east side will be completed in Phase II to save

money. The attic space of fifth floor east wing will be dedicated to mechanical spaces.

Exterior:

Mr. Stein noted that the grade of the Terrace will be raised to the first floor level. There is a proposed addition on the east side which will pull out storefront to include the stair and allow circulation.

Alumni Park:

Mr. Patek reviewed the footprint of Alumni Park. These designs are being taken to the WAA Board 9/13/13. Our next meeting will feature full Alumni Park plans. The seam between Alumni Park and the Union will be an 18-20 foot sidewalk that will go along the east side of the building.

Terrace:

Mr. Patek noted that there are issues with raising up the area around Lakefront on Langdon, especially in regards to providing accessibility into and out of the building. However, this does allow them to add grade space down to the lake. Another terrace level will be added to the Terrace to accommodate ADA accessibility. The stage will be located slightly west of where it is now, and will be 1.5-1.75 x larger than its current size.

The Historic Terrace will remain largely unchanged; pavement will have to be changed and the stairs will be repaired. The stairs and ramps will also be prominent on the east side. The historic canopy of trees is made up of six trees and is very important to the feel, so they are looking for places to replace the canopy and plant new trees. He noted they were able to incorporate access directly into the underground loading dock. Mr. Patek stated that there is potential for an additional brat stand like servery in the northeast corner.

Ms. Giannopoulos asked about congestion regarding the gateway to the Terrace during busy hours. Mr. Stein stated that the Rathskeller will work relatively the same as it does now; however, they have yet to study lines and how that will work. Ms. Giannopoulos went on to ask about seating at Lakefront on Langdon. Mr. Stein stated that there will be a mix of seating, and they are still working on number of tables. He noted that initial studies show similar numbers slightly less. She went on to ask how individuals will get to the second level from the Brat Stand. Mr. Patek showed her the various ways to get there. He went on to say that the ADA accessible areas will be on the far sides of the Terrace.

Mr. Haupt asked if other positions for the stage that were studied. Mr. Patek stated that they did study the entire edge where the stage could be, focusing on accessibility for viewing, taking advantage of seating on the upper Terrace, and creating the most visible seats. He also noted that the northeast corner is the most constricted and they wanted the most room in front of the stage for dancing. Mr. Haupt asked if it will be a more permanent stage than there is currently. Mr. Patek stated that it will have more accoutrements than it does today, and we are looking at how movies can be shown. Mr. Stein noted that the sound and lighting infrastructure will be improved. Mr. Haupt asked if it will be a functional stage for performance. Mr. Stein stated that they are trying to make it functional for both performances and times when there are no performances.

Mr. Haupt noted the Rathskeller design changes the feel. Mr. Stein said they are still exploring the social aspect of the Rathskeller and eliminating its use as a thoroughfare. It will remain dark and cozy. Mr. Haupt noted that many undergrads are not here during the summer, so they need to think about the functionality of

<p>Reports</p>	<p>the building. Ms. Cary noted this will still be a servery, and there will be tables there in the winter. Mr. Stein noted that the winter Terrace experience is still being explored and there is a desire to interact with the Terrace more in the winter. Mr. Haupt asked what LOL seating will be like in the winter. Mr. Stein stated that there will be an interior glass wall that will allow views through. Mr. Haupt asked how wide the yellow seating area is. Mr. Stein stated that it is 12 feet. Mr. Haupt asked the Design Team to be mindful of what happens during the academic year.</p> <p>Mr. Stein stated that over the course of the spring a comprehensive food service study was done that looked at the success of the Union South restaurants, and these are the kind of restaurants that rose to the top in terms of popularity. Mr. Stein noted that they are currently figuring out how much square footage all of these spaces need. Mr. Walter noted that a food service consultant has been hired to conduct research. The consultant found that the model at LOL is not efficient and does not connect with students. The format of the restaurants at Union South seems to be working well. Memorial Union needs to hit the mark better with quick service dining which is both high quality and fresh.</p> <p>Lori Berquam stated that it seems like there is a whole lot of hallway that will not be usable space. She also asked if the number of meeting rooms will remain the same. Mr. Walter said the number of meeting rooms will increase. Ms Berquam asked if there will also be access to the Terrace from the right side or just through the Rathskeller. Mr. Stein stated that this design is very conceptual regarding how it will actually work. Ms. Berquam asked which entrance will be the welcome spot. Mr. Stein stated the southeast corner will still be a main entrance; there have been discussions indicating that there should be a person there for initial contact, however the VIP desk will be in the southwest corner. Mr. Guthier noted that we do not want the first floor to feel like corridor space; however these will not all be right angles and the seating choices will play a big role as well. The market research is out there and we have been blown away by what has been done with Union South. It is proven if individuals come to eat; they stay for programs and vice versa. The more people spend, the lower we can keep segregated fees. He noted that they highly debated the amount of food concepts and decided this was the right number. Ms. Cary noted there will be some difficult choices to make.</p> <p>Mr. Lipske asked about the third floor gender neutral restroom. Mr. Stein stated there are several on the west wing but will be none on the east wing. Mr. Lipton noted that it is nice to be able to get coffee at the restaurants. Mr. Stein stated that this will fit into the menus. Mr. Lipton asked if they could create a walk through to see what it is going to look like. Mr. Stein stated that they will do this although it will take some time. Mr. Lipton asked how long Phase II is going to take and what the dislocation level will be like. Mr. Stein noted that this is a very complicated infrastructure of the building; portions will turnover as they become completed. There will be a lot of work on the east side elevators and stairs which will make it difficult to keep that part of the building open. It will be a two year process from start to finish. This part of the building is largely interior, which will be easier than the first phase. Shovels will hit the ground in June. Ms. Cary noted the Terrace will be open every summer. Mr. Haupt asked about the gender neutral bathrooms, and if there was a way to create a family bathroom of some sort. He also suggested that Directorate should look at dining and programming on the first floor. Mr. Damron stated that the Design Committee will offer recaps on workshops and Union Council members are invited to attend these workshops.</p> <p><u>Neil Damron: President</u> Mr. Damron stated that Directors are in the midst of recruitment. Next week is kick-off which will set them up for future success. The last Directorate meeting</p>	
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presented committee specific goals, which are grounded in the themes that WUD labeled for the year: accessibility, improving what was done last year, and expanding visibility. They also spent a lot of time looking critically at the Revelry Arts and Music Festival. Directorate is committed to Revelry in 2014 and is looking at how to find a more sustainable funding and planning structure.

He reported that the Design Committee for Phase II has met fairly frequently. Workshops with the architects are at a fairly fast pace to ensure students are involved. A lot of this information will be presented at the next meeting. He is looking forward to critical decisions being made at the September 30th Design Committee meeting. Recommendations will come to this body at the October 3 meeting. Mr. Damron stated that Student Project Manager Katie Cary has been working on outreach. The Facilities Committee has talked about potential topics including space allotment in the finishing portions of Phase I and also sustainability.

He noted that they would like to populate the Union Council subcommittees and have more discussions with ASM to get more people involved.

Gary Filipp: VP Program Administration

Mr. Filipp noted that the big project for the year is approving the analytics for the programs that WUD puts on every day. This includes who is coming to our events, budget requests, card reader scanners and other surveys. A lot of these studies have been done at Sett events. Each committee will receive goals for that year in October. In late October an executive report will be distributed to Leadership Team and Union Council. He expects to give a monthly update regarding who is attending our events. There is also a proposal plan to make the Late Night Grant more accessible to students. Many people don't know that this grant exists or how to apply to it. The committee will also be connecting more with MUBA. Mr. Filipp stated that there will also be a Cooperative Planning Committee and an Administration Sub-Committee. He stated that the ultimate goal is to engage students.

Andrew Bulovsky: VP Public Relations

Mr. Bulovsky stated that they have been tabling at various events and many students signed up at the student org fair. The goal is to promote WUD as a brand on campus; however there is a hard question to answer: What is WUD? He noted a need to figure out how to distinctly answer that question. Mr. Bulovsky went over the current projects: analytics, looking at demographics and turn out, looking at URL and Google tracking to see how people turn up at events. He noted that visibility through large events is a good way to promote WUD. He is setting up a time to meet with ASM.

Annie Paul: VP Leadership

Ms. Paul reported that the WUD retreat was successful. She is currently looking at structuring the upcoming year and creating networking and social events. Ms. Paul is also looking at how to use the recognition money in a more effective and meaningful way. She discussed the All Campus Brain Trust which is scheduled for November 17th, and will feature student leaders learning from one another. Ms. Paul also stated that she is working with David Gardner from ASM to create breakout sessions hosted by ASM, CFLY and hopefully WASB. The goal is to connect with other entities on campus and honor the college union promise. She went on to discuss the following projects currently being discussed by the Leadership and Development Sub-Committee:

- Selection process
- Mini Courses and Craftshop

<p>Adjournment</p>	<ul style="list-style-type: none"> • Hoofers recognition • Discussing use of the play circle • Programming at the Rathskeller • Structure of the music committee • Late night programming in general <p><u>Mark Guthier: Secretary</u> Mr. Guthier stated that there is a MUBA meeting in November which will feature the 5 year strategic plan. He reported this year student employees that report to departments under the Vice Chancellor for Finance and Administration will participate in WiGrow which gives them opportunity to talk about how their job has educated and engaged them. He then presented a fundraising update: there is a \$25 million dollar private fundraising goal. Currently, there is \$10.7 million yet to be raised. We need to make some significant progress in order to feel good about going to State Building Commission in January. He noted that he will be travelling a lot to close that gap over the next couple of months. Mr. Guthier stated that Union Council and MUBA have created a committee to regulate the donor recognition naming process.</p> <p><u>Hank Walter, Treasurer</u> Mr. Walter reported that Phase I is on schedule to be turned over in June or July 2014, with grand openings scheduled when students return in fall. A lot of work is being done to plan for Mini Courses and the Craftshop.</p> <p>Mr. Walter stated that the design process for Phase II is underway and there will be a time period of operating without the east wing. Our project manager recently left the position and we are currently recruiting.</p> <p>The utility project on Langdon Street and the State Historical Society projects are significantly behind schedule and will hopefully be completed in early November. Park St. will open, traffic will return, buses will go down Langdon and Library Mall may be in non-construction zone, all of which have an impact on revenue.</p> <p>Mr. Walter noted that a new café has opened in the SoHE building and it seems to be doing well. Ginger Root began weekday dinner service. Outdoor UW has moved into its new space on the lakeshore; the rental program, education and mooring have all been strengthened.</p> <p><u>Financial report:</u> Mr. Walter stated that this has been a difficult fiscal year because of the construction; however Union South is doing well and is heavily used. Memorial Union has been surrounded by construction and saw a significant drop in traffic which translated into many cutbacks including the freezing of vacant positions, reduced travel and professional development. As a result, we looked at new ways to use the Terrace. By the end of the summer finances returned close to normal. The Brat Stand re-opened and did very well. Mr. Walter also stated that the weather was great this summer which brings in traffic. The Union is still surrounded by construction, but we are in a better place than we were last year.</p> <p>Mr. Bulovsky moved to adjourn the meeting Mr. McNally seconded Mr. Damron adjourned the meeting at 8:41 pm.</p>	
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