

Union Council Meeting Minutes 11-11-14

MEMBERS			
		Derek Field, ASM Representative	x
Juli Aulik, Alumni Rep	x	Mark Guthier, Secretary	x
Daniel Bahn, VP- Leadership Development	x	Jenny Knoeppel, VP- Public Relations	x
Sarah Bergman, President	x	William Lipske, Academic Staff	x
Lori Berquam, Ex- Officio		Peter Lipton, Faculty Representative	x
George Cutlip, Alumni Rep (WAA)	x	Devon Maier, ASM Representative	x
Susan Dibbell, Ex- Officio	x	Bill Mulligan, VP- Program Administration	x
Abby Douglas, WUD Representative	x	Annie Paul, ASM Representative	x
Brett Ducharme, ASM Representative	x	Hank Walter, Treasurer	x

Guests: Naiya Patel, Director's Office Assistant; Jay Ekleberry, Director of Wheelhouse Studio; WUD Directors Max Shaw, Ann Elise Trafford, Katie Van Dam and Jordan Foster

TOPIC	DISCUSSION	ACTION
Call to Order	Sarah Bergman called the meeting to order at 6:00 pm.	
Approval of Minutes	The meeting minutes from 10/14/14 were not presented for approval. They will be presented at the 12/2/14 meeting.	
Open Forum	No open forum discussion	
WUD Director's Reports	WUD Directors that didn't give a report on their committee at the previous meeting did so this evening.	
Memorial Union Entertainment Committee	<p>Max Shaw, Director of the Memorial Union Entertainment Committee, reported that his committee is working on bringing new music and entertainment to Memorial Union. This committee is putting on entertainment that normally WUD can't, while creating content that is meaningful and entertaining. They also desires to be more involved with Revelry. These new and unique events will gain publicity and popularity among incoming freshman. This will entice new students to take advantage of the Union facilities throughout their 4 years on campus.</p> <p>Mark Guthier asked what has and hasn't been successful in the past. Mr. Shaw stated that these spaces have a lot of foot traffic, but it is a challenge to draw students in to participate, not just glance when they're walking through the space. Also marketing and awareness need to be improved. Brett Ducharme asked if they've gotten any dorms involved. Mr. Shaw responded that fliers were distributed to dorms at the beginning of the semester. Current RAs and other residence directors have been helpful.</p>	
Alternative Breaks	<p>Ann Elise Trafford, Director of the Alternative Breaks program, gave an overview of the program. It was formed in 1991 and is still going strong. The purpose is to get students involved outside of the classroom. Most universities have staff run break programs, but our program is student run; students plan the trips every year. To maximize the uniqueness of each trip they are capped at 10 students. This year they hope to have 44 trips planned allowing for 440 students to participate in these alternative breaks. They are hoping to have a campus wide AltBreaks event to market the program. She gave some examples of the relationships that she has formed with other students because of these trips. Many of them return with a better sense of purpose in life and how they want to give back to the community.</p> <p>Brett Ducharme asked when the day of service will be held. The service day will be used to advertise the summer trips as well as bring an end to the spring break trips.</p> <p>Juli Aulik asked if committee members are involved in the service day or if</p>	

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<p>Publications Committee</p>	<p>it's only for the AltBreak participants. Nothing has been planned completely, but Ms. Trafford is hoping to get involvement from everyone.</p> <p>Hank Walter asked if the students organizing the trip go through any type of pre-trip training. Ms. Trafford went on to discuss the training workshops with the leaders, the scholarships they give to participants, donations, and fundraising.</p> <p>Katie Van Dam, Publications Committee Director, stated that her main goals are to create a cohesive committee, produce student run magazines, and get WUD's name out through marketing. The committee is working on streamlining the student application process. She discussed how a GoogleDoc has been created to help communication. Also a Leadership tab has been added to WUD's website. Trello, a new software program, is being used by the Publications Committee to keep everyone organized and increase communication between committee members.</p> <p>Ms. Van Dam also spoke about the Yule Ball, which will be held next week. Tickets went on sale today and are selling well. In addition the committee is working on putting up magazine racks around the Union to increase circulation.</p>	
<p>Performing Arts Committee</p>	<p>Jordan Foster, Performing Arts Committee Director, stated that the committee is programming for the recently renovated Play Circle and the year is off to a great start. The committee's four goals are as follows:</p> <ol style="list-style-type: none"> 1. Increase membership participation and retention 2. Increase student attendance at events 3. Create relationships with other committees and organizations on campus 4. Program events that increase variety and diversity 	
<p>Wheelhouse Studios Presentation</p>	<p>Director of Wheelhouse Studios Jay Ekleberry presented next. He conducted an exercise with the council called Complete the Doodle. Next he gave a short history of how Wheelhouse Studios was founded and its expansion to present day. He discussed the symbolism of Wheelhouse and the relationship it has with the Union.</p> <p>Last Friday was the 10-year anniversary of the Free Art Friday program. Although there hasn't been very much outreach they have a lot of interest and get many emails each week from people hoping to get involved on some sort of level. There are many DIY projects offered which are gaining popularity among students. Mr. Ekleberry also gave a summary of Wheelhouse Studio's upcoming events.</p> <p>Brett Ducharme asked how much groups/students have to pay. Usually students and Registered Student Organizations do not have to pay however they may have to pay for certain classes. Students are given a discounted price on certain items. Mr. Ekleberry stated that Wheelhouse wants to give its participants a variety of opportunities to get involved. He also wants to offer more learning opportunities for students and other community members.</p>	
<p>Union Council Subcommittee Reports Dining Services Committee</p>	<p>Sarah Bergman, Dining Services Chair, reported that the committee is getting Dining Services student employees involved. She also stated that the rooftop garden plan was declined previously, but they are going to keep pursuing it to see if there is any way it can be successful.</p> <p>Chair Bill Mulligan reported the term limit bylaw change was brought up</p>	

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Administration Committee	<p>and discussed at the last meeting. The committee wanted to look into allowing Wiscards to be refilled automatically when funds for an individual are running low. However, this is not possible because the University would have to hold onto account information and if there is a security breach that would not be good. He updated the policy about the subcommittees, and said that he will be talking about it later in this meeting.</p>	
Programming and Leadership Committee	<p>Chair Daniel Banh reported that he is looking at forming a subcommittee that will collect data on the Rathskeller and is interested in looking into analyzing Wheelhouse Studios data. The committee also wants to address WUD diversity goals and get involved with Hoofers.</p>	
Facilities Committee	<p>Jenny Knoepfel, chair stated the first two meetings were very basic and introductory. At the third meeting last night they discussed three different things: the Hoofers plan for sailing docks, a meditation room, and carry-in alcohol policy.</p>	
External Relations Committee	<p>Chair Abby Douglas stated that they will be holding their second meeting next week. Currently there are 4-5 interested members; they are still trying to recruit additional participants. The committee needs to grow external relationships and gain publicity among students. Committee advisor Mary Kay Dadisman is also going to give a presentation about the options students have after graduation.</p> <p>Sarah Bergman stated that all Union Council members must sit on a committee. She requested that directors present so everyone has a summary of what each committee's responsibilities are.</p>	
Wisconsin Union Strategic Plan	<p>Mark Guthier stated that the Union is currently in the second year of a 5-year plan. The themes change every five years. He highlighted the goals and strategic objectives of the plan.</p> <p>Sarah Bergman asked if previous Union Councils have approved the strategic plan. Mr. Guthier stated that he didn't think Union Council approved strategic plans. Juli Aulik replied that she thought it was odd that UC is being given Strategic Plan as information but not the opportunity for input. Mark Guthier agreed that it is a good discussion topic. The amount of detail to the content of the Strategic Plan was also brought to everyone's attention. The information in the Strategic Plan would have to be condensed into terms that Union Council could follow. It was then decided that the involvement of Union Council in the strategic plan process should be discussed at the next meeting for the sake of time.</p>	
Policy WU1-1 Term Limits	<p>The WU1-1 Policy change was presented. Mr. Mulligan stated that the word "approximately" in paragraph 7c should be deleted because a member should serve a full term. The policy change will be voted upon at the December meeting.</p>	
Policy WU2-0 Committees of Union Council	<p>George Cutlip brought up that the words "public relations" should be added after the word "marketing" in paragraph 5.</p> <p>Hank Walter stated that the term "student employee union council" should be updated to "student employee council". He made a motion to approve the change, Will Lipske seconded. Motion passed.</p>	
	<p>George Cutlip made a motion to add "public relations" after marketing in paragraph 5a and to correct the spelling of theater from -re to -er in paragraph 4a. Susan Dibbell seconded motion, all in favor. Motion passed.</p>	<p align="center">Motion Passed</p>

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Vice President – Public Relations	working on an email to students, as well as putting together. The committee is also discussing increasing WUD branding throughout the Union.	
ASM Chair	Derek Field stated that ASM has been working on a couple of things. ASM registered many RSO’s this year. As for the election, students were very mixed on the midterm elections. Language certificate options are being looked at. The Federal Perkins loan program is getting a lot of attention. ASM wants to start up a food pantry; they got this idea from UW-Stevens Point.	
Secretary	<p>Mark Guthier reported that we still have \$12 million to raise to complete the capital campaign; we’ve raised about \$28 million so far. He was travelling for development purposes last week and will again next week to work at closing the gap. Union Council approved the MU Phase II design last meeting and those plans went to the architects to create the final design. 5 things that are giving the Design Committee some angst:</p> <ul style="list-style-type: none"> • the desire to increase toilet count • adding accessibility on the second floor • \$60,000 dollars allotted for security cameras will now cost \$360,000 • grease interception problem still not solved • ventilation in the loading docks 	
Vice President- Leadership Development	Daniel Bahn reported that he is getting involved with different student organizations and they have responded very well. He is trying to increase diversity. He is also trying to finish headshots of Directorate members and pairing Directorate with a MUBA member to go over their resume.	
Adjournment	Ms. Bergman adjourned the meeting at 8:19 p.m.	