

Union Council Meeting Minutes
12/2/14

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	X	Peter Lipton, Faculty Representative	
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: Lori DeMeuse, Director's Office Executive Assistant, Jian Choi, Director's Office Student Assistant

TOPIC	DISCUSSION	ACTION
Call to Order	The meeting was called to order at 6:02 pm by Sarah Bergman.	
Open Forum	No open forum discussion	
Approval of Minutes	Sarah Bergman made a Motion to Approve the minutes from the 10/10/14 and 11/11/14 meetings. Abby Douglas Seconded the Motion. None opposed. Motion Passed.	Motion Passed
Term Limit Policy	<p>Sarah Bergman briefly explained that this issue had been discussed at the previous meeting and needed to be voted on at this meeting. Before the discussion, she asked if anyone had initial clarifying questions.</p> <p>Bill Mulligan made a Motion to Approve the term limit policy.. Motion Passed 12-0.</p>	Motion Passed
Consumption of Alcohol Policy	<p>Sarah Bergman turned the discussion over to Jenny Knoeppel, Chair of the Facilities Sub-Committee. Ms. Bergman handed out the revised version of the policy, mentioning that one word had been changed from what was emailed earlier.</p> <p>Ms. Knoeppel said that the policy sent out via e-mail was the one approved by the Union Council Executive Committee. She reported that the Facilities Committee met last night to discuss where alcohol can be carried in the Union. They concluded that carrying alcohol around the Union (that has been purchased at the Union) is not really an issue. Through the discussion they revised the first sentence and "the piers" were removed from the areas from which alcohol was excluded. The Committee felt very passionate about their decision.</p> <p>Annie Paul asked why this was an issue. Ms. Knoeppel answered that it is a safety issue.</p> <p>Lori Berquam pointed out that the policy may contradict the policy of the Division of Student Life which prohibits serving alcoholic beverage at their events. She expressed concerns about students walking into the event space with a beer, mentioning that this contradicts the "alcohol-free" provision. Ms. Berquam asked if meeting sponsors could still restrict alcohol from their meetings and, if so, who would be responsible for enforcing this. Mark Guthier clarified that the sponsor can call a building manager if she witnesses somebody carrying a beer into an alcohol free event/meeting. Ms. Berquam still would like to make the sentence more accurate so that it would address responsibility more</p>	

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Budget Report Treasurer	<p>Ms. Bergman seconded the motion to Approve. All in favor. Motion passed.</p> <p>Hank Walter, Treasurer, reported that the news we are hearing from campus regarding the budget is not positive. It sounds like there will be a significant increase in the amount of campus assessments. He is assuming that we will keep an increase in student fees as small as possible. The Union will need to look at ways to reduce spending. Sarah Bergman stated that the budget for programming could be protected for students even if it may not seem so vital. Juli Aulik stated that it is very important for everyone to be knowledgeable about details of the budget. Mr. Walter said that he would be happy to answer any questions, but he would not be deep in the budget process until January.</p> <p>Ms. Bergman asked if there are were any specific questions or suggestions about the financial statement. Mr. Walter added that we budgeted revenue pretty aggressively this year based on the rollout of the one-account Wiscard. While we were ‘in the black’ in October, we did not see the anticipated growth in revenue. November figures will influence our budgeting.</p> <p>William Lipske noted that he hasn’t seen any marketing information regarding the Wiscard at points of sale. Mr. Walter stated that, because the Union extends a 5% discount to those using Wiscards, the profit per sale decreases. So Wiscard use is only helpful if it increases the amount of sales, and we believe that the one-account Wiscard can help us do that with students, but not as much with faculty-staff. Thus the decision was to made to market to students more than faculty and staff.</p> <p>Annie Paul, ASM Representative, asked about the Penny Promotion campaign. Mr. Walter said that promotion was very successful and increased sales. We did meet our sales goals for September, when the Penny Promotions were happening.</p> <p>Ms. Bergman asked if there are any plans for a Wiscard marketing campaign aimed at older students. Mr. Walter answered that the Penny deal was targeted at all students and promoted via social media. Mr. Walter responded that he would like to talk more about marketing strategies to increase Wiscard revenue.</p> <p>Ms. Bergman met with Lori Berquam who showed her potential budget cuts of 2, 4 and 6%. Regardless of the percentage it will impact the Division of Student Life.</p>	Motion Passed
Reports: President	<p>They are looking to make Revelry more sustainable in terms of funding and we’re waiting for the University for the language to request segregated fees.</p>	
Treasurer	<p>Mr. Walter reported that campus budget cuts would be between 2 and 6% but given that we are anticipating a 1% increase in the campus assessment, he needs to look into it again. One advantage we have is that when the renovation is done in 2 or 3 years we should see an increase our revenue to offset some of the cuts.</p> <p>Derek Field reported that UW System Director Ray Cross is going to ask the Board of Regents to freeze or cap segregated fees.</p>	

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ASM	<p>ASM is creating a food pantry. They are working on the budget for staffing, supplies and advertising. He said that they are excited about the project, including publicity on Ch.27.</p> <p>They are working on a language certificates campaign and getting a lot of positive feedback from campus.</p> <p>Mark Guthier reported that he submitted the Employee Engagement, Inclusion and Diversity plan to Vice Chancellor Darrell Bazzell yesterday. Leadership Team made a decision to have each one of the five areas bring forth an item from the EID plan to focus on this year.</p>	Meeting Adjourned
Secretary	<p>An interesting program idea came out of New York fundraising meeting: a potential donor is interested in funding an endowment to encourage dialogue outside of the classroom between faculty and students.</p> <p>Daniel Bahn reported that they are continuing to work on their goals of diversity on campus: diversity itself and measurement of diversity.</p> <p>Re governance, they are collecting information for Global Connections, working on a survey with directors and Directorate.</p>	
VP-Leadership Development	<p>Jenny Knoepfel reported that she has been working on WUD branding. She said that logos of committees are all over the place so they had a conversation with Marketing to find a way to help people to recognize student organizations more easily.</p>	
VP-Public Relations	<p>She is working on a project with the Film Committee looking at University Archives.</p> <p>Facilities Committee has had good attendance at their meetings.</p> <p>Bill Mulligan, VP- Program Administration, reported that he is working on building budgets.</p> <p>CPC is looking at doing a pilot for Dining Services. Also reviewing proposals on how programming and dining services can work together.</p>	
VP-Program Administration	<p>Next year the East Wing will be closed, but the Rath still open. Should we still have music programming?</p> <p>Abby Douglas said it was decided to cancel the 12/3 meeting because they felt unprepared. Instead, they got a small assignment over the winter break to look into details of their favorite loyalty programs. They will discuss this at January's meeting.</p>	
VP-External Relations	<p>Ms. Bergman made a motion to adjourn the meeting. Mr. Guthier seconded. None Opposed. The meeting was Adjourned at 7:45 p.m.</p>	