

**Union Council
2013-2014 Minutes**

Meeting Date: January 30, 2014

MEMBERS			
		Nick Checker, ASM Rep	X
Neil Damron, President	X	Devan 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	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: Jacob Heyka, Director-Alternative Breaks; Nathalie McFadden, Director's Office Assistant

TOPIC	DISCUSSION	ACTION
Call to Order	Mr. Damron called the meeting to order at 6:01 p.m.	
Approval of Minutes	Ms. Aulik noted that Ms. Giannopoulos was in attendance at the 11-14-14 meeting. Mr. Bulovsky made a Motion to Approve the minutes with the change. Mr. Lipske seconded. None opposed. Motion passed.	Motion Passed
Updates and Discussion Items:		
Wisconsin Experience Bus Trip	<p>Mr. Heyka, Alternative Breaks Director, presented a new program called the Wisconsin Experience Bus Trip. This trip will allow 30-40 UW student leaders from all over Wisconsin to meet with state leaders and participate in volunteer activities. Following the trip these individuals will meet with Jones Leadership Center staff to discuss their experiences.</p> <p>Mr. Heyka stated that he has been involved in planning this trip since October. His goal is to get students involved from various campus entities who would not normally be brought together. Mr. Lipske asked if this will become an annual event. Mr. Heyka stated that it will depend on how this year goes, but the goal is to make it an annual event. Mr. Lipton asked what the ideal outcome of this trip is. Mr. Heyka stated that the goal is to get individuals from different walks of life to develop relationships with each other, volunteer, and learn to be better leaders. These individuals will form one cohesive group and learn about the culture of Wisconsin. Mr. Lipton asked if one week is enough of an immersion experience. Mr. Heyka stated that it is geared at student leaders. Mr. Bulovsky asked how student leaders will be identified. Mr. Heyka stated that the brain trust list will be used.</p>	
Selection Training	<p>Mr. Bulovsky explained the role of the Nominating Committee and the selection process. The Nominating Committee will be made up of one student member of Council, one non-student member of Council, the VP of Public Relations (non-voting) and Susan Dibbell (non-voting). He then outlined the expectations for this committee. Committee members must take the process seriously, acknowledge that participation requires a time commitment, and exact questions must be asked in an exact way to ensure that everyone gets the same opportunities.</p> <p>The selections will be presented at the February 19th meeting. Each candidate will have an opportunity to speak and then be interviewed. Union Council must work together as a cohesive and confidential group.</p>	

<p>Nominations Interest</p> <p>Decision Items:</p> <p>Wisconsin Union Budget</p>	<p>Mr. Haupt asked if recommendations from the Program Committee on the process were being considered. Mr. Bulovsky said that the Nominating Committee will consider these recommendations in addition to Union Council’s recommendations. He noted that this meeting is to select officers. Director selection information will be shared in the near future.</p> <p>Mr. Damron asked that any individual interested in serving on the Nominations speak to him as soon as possible.</p> <p><u>Approval of 2014-2015 Budget Proposal:</u></p> <p>Mr. Walter suggested that Union Council members talk at an upcoming meeting about the budget process and any suggestions for how it can be improved. Mr. Damron stated that he will be happy to add that conversation to a future meeting agenda. Mr. Walter noted that past budget reviews and conversations have taken anywhere from ½ hour to three hours. He is happy to spend as much time as necessary.</p> <p>Mr. Walter touched on highlights of the budget. The accompanying narrative document is used for a variety of audiences, and is helpful in helpful to remind readers of the breadth of everything that the Union does. For instance:</p> <ul style="list-style-type: none"> • The Union makes more than 30,000 campus room reservations annually. • More than 1,400 students are employed by the Union. This year, the Union budgeted to spend \$4.9 million on student wages; next year the budget is \$4.6 million. The Union takes pride in the fact that students are trusted and trained to take on roles that might be done by full time staff, and frequently are in other departments and at other unions. • 23% of the budget comes from segregated fee funding • 16% comes from the segregated fee dedicated to the Union Building Project • 0% comes from GPR revenue (state funds) • 55% comes from operating revenue generated by the Union • The remaining 6% comes from other sources of revenue • A majority of expenses are paid by sources other than segregated fees. <p>Mr. Walter then described factors that will have budget impact for the coming year.</p> <ul style="list-style-type: none"> • The Union will continue to work on securing sponsorships from the private sector for programming. • A new coffee shop will open in the School of Nursing building at the beginning of next year. • The biggest challenge is the timing of Phase II, which is dependent upon the State Building Commission decision at its March meeting. We hope to begin construction next summer, but could be delayed by one year. Currently, we are not sure if major revenue units will be open next year. If construction begins, the Phase II sections of Memorial Union would close at the end of the summer. <p>There is a lot more uncertainty in this budget than in a normal budget year. The State Building Commission will meet on March 5th and their</p>	
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	<p>decisions will have a huge impact on the Phase 2 construction schedule.</p> <p>Mr. Haupt asked what parts of the Union we are planning to close during Phase II. Mr. Walter stated that the assumption is that the east and central wings will close in September. This includes all revenue units that are currently open except for Outdoor UW, as well as meeting rooms. There will be temporary plans for some units. For example, Peet's may move into a space in the west wing for a year. Essentials will be moved to the Paul Bunyan Room for ice cream and grab and go snacks. The current plan is to provide lunch and dinner service at the Stiftskeller and we hope there is an option to keep the Rathskeller seating area open.</p> <p>Mr. Walter went on to say that we are budgeting a deficit of \$197,000 for next fiscal year. He noted that the Union has been holding back on some expenditures knowing that we would need the money for next year. The Union will be requesting a 1.5% increase in segregated fees for next year. Some losses in revenue are being projected; however we are assuming that the Terrace will be open May 15 through September 15. While this is all based on assumptions, it is believed that this budget is feasible.</p> <p>Additionally the Union is expecting an increase in revenue because of changes to the Wiscard program next year. Starting in the fall, there will only be one Wiscard account, and students will be able to use it anywhere Wiscards are accepted, regardless of whether they live in the residence halls or not. The Union will also be investing in a couple of areas that need improvement. This includes information technology and marketing.</p> <p>Mr. Walter stated that another significant impact on the budget is there have been a mandated cost increases from the campus of \$172,000.</p> <p>Ms. Berquam inquired about the budgeted decrease in student wages. Mr. Walter stated that there will be fewer student jobs when the building closes, however the Union will help interested student employees find jobs in other units. Mr. Checker asked how the numbers regarding unit revenues were predicted. Mr. Walter stated that these numbers were aggregated from each individual unit's predictions for the next year. Mr. Checker stated that the revenue numbers looked ambitious and asked if Mr. Walter thought this was a fair projection, and if there was a contingency plan. Mr. Walter stated this included all the major food operations-including the ones in Union South which continue to do well and grow. This number also includes the Capital Café in Grainger Hall, which is also expected to continue to grow.</p> <p>The Stiftskeller will be opening in late January or early February and will sell food during Phase 2, in addition to the new and very successful Brat Stand and the Gazebo on the Terrace. The losses from Lakefront on Langdon and the Rathskeller will be balanced by these units. Mr. Checker noted that this budget format makes it difficult to analyze because all of the units are bundled. He asked if these documents could go to SSFC earlier in the process so it is not so rushed at the end. Mr. Walter stated he would love for Union Council, as the Union's governing body, to be more involved. However, he is unsure about how to do this. He noted that committees may be a good way to implement this. Mr. Guthier stated that he would be open to increase the amount of time between the draft of the budget and the deadline for presentation to the</p>	
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	<p>chancellor. It is unrealistic to build the budget before December, because the Union is not even half-way through its fiscal year. The budget also needs to go to SSFC in February. Mr. Guthier suggested exploring the flexibility of the deadline date in order to allow more time for review. Mr. Damron encouraged individuals who feel this way to participate in subcommittees.</p> <p>Mr. Haupt stated that Mr. Guthier and Mr. Walter are very open and transparent about the budget process. Additionally, he noted that this budget is a 10,000 foot view – the big picture. Mr. McNally asked why segregated fees-building ready for use-are being increased when the building is not open. Mr. Walter noted that it is important to remember that this budget is based on the assumption that we are shutting down one-half of the building, but also opening and maintaining another. Additionally, Union Council made a commitment that no permanent staff member would lose their job due to the renovation. Mr. Guthier noted that even though a part of the building will be closed there are still expenses that remain the same. He also noted the \$172,000 campus mandated increases as a contributing factor to the building ready-to-use increase.</p> <p>Mr. Walter then gave an overview of the various departments within the Union Budget.</p> <p><u>Restaurants:</u> Mr. Walter stated that he had already talked about projections for the major restaurants: Union South expects continued growth; Capital Café and the Terrace expect moderate improvement, and Memorial Union is budgeted to be closed for most of the year.</p> <p><u>Markets and Cafes:</u> Predicted continued growth at Union South and an additional café opening in the new School of Nursing. The cafes are also expecting increased revenue because of the new Wiscard account.</p> <p><u>Catering:</u> There will be a drop in catering related to the closing of Memorial Union; however catering jobs will continue as much as possible. Conference catering has remained somewhat flat based on projections.</p> <p><u>Retail and Recreation:</u> This is made up of the hotel at Union South and the guest rooms at Memorial Union. The Memorial Union guest rooms will go off line; however the hotel at Union South is expected to maintain high occupancy. It currently has one of the highest occupancy rates in the city.</p> <p><u>Programs:</u> This is made up of the Theater, Outdoor UW, paid programs, boat rentals, etc.</p> <p>Mr. Haupt asked about the new Wiscard program. Mr. Walter explained that it will make things more convenient for students, because residence hall students will not be limited to spending their money in the residence halls. In order to predict the Union’s increase in revenue, they looked unit by unit where they would expect to see residence hall students throughout the day. He went on to say that the new Wiscard could also present some challenges for restaurants like Ginger Root which does not have much capacity for additional traffic during lunchtime.</p> <p>The Union and Housing plan to offer a 5% discount for Wiscard users.</p>	
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	<p>This will make putting money on the Wiscard more appealing. Mr. Haupt stated that when it is simpler and easier to spend the money, people will spend the money. Mr. Lipton asked if this will encourage students to eat more food, and should we be doing this. Mr. Haupt stated that when parents put money on a Wiscard, there is no debate about where it went. This program will also encourage students to make healthier choices. If they are using other forms of payment they may make unhealthier choices in order to conserve their own funds, but many Wiscard deposits come from parents. Mr. Walter noted that Union operations strive to provide a healthy blend of options - making it better than going to a fast food chain restaurant.</p> <p>Mr. Walter then went over various other items in the budget.</p> <ul style="list-style-type: none"> • He noted that the Segregated Fee total revenue appears on the budget as a 2.2% increase. This is because of expected increased enrollment. • Depreciation is increasing significantly. Depreciation will begin on new equipment once possession is turned over to the Union. • Building project debt service is increasing. • He then mentioned several other miscellaneous items such as building opening costs and contingency. • Salary dollars are budgeted to increase by 2% and the Union was instructed to budget it centrally. Really, there will be a 3% salary increase on specific budget lines because of a current 1% salary increase in the central budget. <p>Mr. Checker asked about the student staffing issue in terms of relocating employees who are displaced, and the Union's stated commitment to assist every current student employee with finding another job within the Union, if they want one. Mr. Walter stated that attrition will be significant in food service and custodial, which will make up for much of the budget decrease. He noted that there are students who only want to work at the Memorial Union and are not excited by other locations, so they may not pursue other Union options. Mr. Checker asked if any units will be overstaffed. Mr. Walter said no. Students will be required to follow up if they would like to be relocated. Additionally, there will be significant natural attrition.</p> <p>If the State Building Commission does not approve the design on March 5, none of the closures will happen during the next budget year. If the design is not approved the Union has made a commitment not to request Segregated Fee increases. However, there will be major changes to the budget, which will be brought back to Union Council.</p> <p>Mr. Haupt made a Motion to Approve the budget. Mr. Bulovsky seconded. Mr. Haupt asked if parking Lot 1 will re-open and the construction trailer be moved if nothing is closed down in the fall. Mr. Walter stated that he assumes the parking lot will open and the trailer will move unless Boldt has a continuing role. Mr. Checker abstained. Motion Passed.</p> <p>Annie Paul presented director position description changes, which were previously brought to WUD and approved. The biggest changes are as follows:</p> <p>Alternative Breaks: Scope was changed from national to international, there will be additional fundraising points, and the director will have the</p>	<p>Motion Passed</p>
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<p>WUD Positions Description Changes</p>	<p>ability to troubleshoot and communicate with other campus groups.</p> <p>WUD Entertainment: There will now be two associate directors, one will focus on the new Play Circle, and the other will focus on Revelry. The associate directors will serve managerial roles, and will also need to recruit and fundraise, especially for Revelry. The director will also be given the autonomy to decide if they want to take on additional special events.</p> <p>Union South Summer Arts Coordinator: This individual will focus on Summer Gallery 1308 shows and Sett Social Hour, as well as additional summer programs in the Sett.</p> <p>Mr. Guthier asked what the total number of committees would be if the changes are approved. Ms. Paul stated that there would be ten committees, plus Hoofers and four officers. Therefore there would be a total of 15. Ms. Dibbell noted that they would like to hire a graduate student. Additionally, less programming will be occurring at the Memorial Union, therefore this will be a pilot program.</p> <p>Mr. Checker asked how directors are compensated, and how the compensation is approved. Mr. Filipp stated that the amount will be voted on in April by Union Council and there is generally a 2% increase every year. Compensation is based on the amount of time and work load and is distributed in a lump sum at the beginning of every semester, which is how all stipend positions on campus are run. Mr. Damron noted that Directors are accountable to Union Council, not Union staff.</p> <p>Mr. Haupt asked what kind of programming will occur in the Play Circle. Ms. Paul stated that her subcommittee has been discussing possibilities, which include talent shows, professional theater, comedy or other entertainment, and of course students. Mr. Haupt asked if the person running Revelry will also run the Play Circle. Mr. Damron stated that this individual will run the committee that looks over both, however there will be managing coordinators for both the Play Circle and Revelry. Mr. Haupt noted that the Play Circle seems more related to the Theater and Revelry seems more connected to Music.</p> <p>Mr. McNally asked if there should be an accountability process for directors. Mr. Damron stated that it is very obvious if someone is not doing their job. Ms. Dibbell stated that individuals understand that if they do not do their work, they will not receive a stipend. She went on to say that she could only remember one time in her 25 years when this happened, and that student resigned. The distribution of a stipend has not been an issue.</p> <p>Mr. Guthier made a Motion to Approve the three position descriptions as presented. Mr. Bulovsky seconded. All approved.</p> <p>Those individuals who sent out their reports in advance did not give an oral report, however they did welcome questions.</p> <p>Mr. Haupt asked about Revelry. Mr. Damron stated that \$157,000 has been raised for Revelry so far. A number of acts have been booked, and they are continuing to approach artists. A planning structure and marketing plan have been implemented. There is a possibility that the event will occur on Langdon St. Mr. Damron concluded by stating that</p>	
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<p>Reports: President</p> <p>Secretary</p> <p>Treasurer</p>	<p>the event will take place on May 3.</p> <p>Mr. Haupt asked about WUD’s dinner with Chancellor Blank. Mr. Damron stated that it went well and they gave the chancellor some WUD swag.</p> <p>Mr. Guthier stated that the PBS Visionaries episode featuring the Wisconsin Union was shown to staff and key stakeholders on January 23. The Union will be able to show the episode after February 15. He then presented the fundraising update. \$1.2 million was brought in during the last month of the year. Everyone will continue to work on fundraising. The newly renovated Stiftskeller will open around February 10th. It has been closed since homecoming. He noted that all murals have been put back on the walls and services have been added. This will be the first in a long series of grand openings.</p> <p>Mr. Checker asked when the budget would be presented to SSFC. He noted it would helpful to illustrate where the aggregate numbers came from. He stated that the line-by-line review of the budget tonight was very useful. Mr. Walter stated that it is Union Council’s role to look at the overall budget. It is difficult to look at detailed numbers because there are so many business operations. Mr. Guthier stated that the entire budget is an open record; however there is too much data to send electronically. Mr. Walter added that background information is needed to know how to interpret the data. He went on to say that it is a complex, \$45 million budget.</p> <p>Mr. Damron noted that outreach to SSFC on the part of the Union has not been reciprocated. Mr. Walter stated that Union Council is the governing body for the Union as a whole and the entire budget. The information presented here will get forwarded to SSFC, whose job it is to review requests for segregated fees. After reviewing the budgets, SSFC then sends recommendations to the Chancellor, who then makes recommendations to the Board of Regents.</p> <p>Mr. Haupt noted that so much work goes into these budgets, which is why there are ASM positions on Union Council. Mr. Filipp suggested that the Administration Subcommittee create some sort of plan of action for looking at the budget next year - what went well and what didn’t go so well.</p> <p>Mr. McNally asked what Student Shared Governance’s role is at the Union. Mr. Filipp stated that the Administration Subcommittee has gone out of their way to engage ASM and SSFC, however they have not responded. Mr. Walter noted that he thinks both sides are trying to respond to each other, but have not found the right answer yet. He went onto say that a lot of the budget work happens over winter break because of timing. The Union has tried different things. It is all a matter of implementation through constraints.</p> <p>Mr. Lipske asked the ASM members present if what is provided from the Union is adequate or if there are other models that should be looked at. Mr. Maier stated that the Union is on a very different scale than what is usually looked at. This can create some frustration because SSFC is used to getting very specific budgets from other units. He noted that he would like to see more information such as line-by-line breakdowns. He went on to say that he would like to work together for next year, and it has improved over the time. All of these groups have the same agenda, same</p>	<p>Motion Passed</p>
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Adjournment	<p>goals and similar view points; they simply need to figure out a way to work together.</p> <p>Mr. Damron noted that everyone should plan for a longer meeting on February 19th during which officer selection will take place.</p> <p>Mr. Lipske Made a Motion to adjourn the meeting. Mr. Bulovsky seconded. None Opposed. The meeting was Adjourned at 8:06 p.m.</p>	Motion Passed
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