

Western Washington University Associated Students Board of Directors Meeting

Thursday, July 29, 2010

VU 567

AS Board Officers: *Present:* Colin Watrin (President), Benjamin Brockman (VP Bus Ops), Ramon Rinonos-Diaz (VP Academics), Alisha Beck (VP Activities), Bernard Ikegwuoha (VP Diversity), Byron Starkey (VP Governmental Affairs) *Late:* Benjamin Brockman *Absent:* Jamin Agosti (VP Student Life)

Advisor(s): Kevin Majkut, Director of Student Activities

Guest(s): Jim Schuster (Director of VU Facilities)

MOTIONS

ASB-10-SUM-06 Approve the minutes of Wednesday, July 21, 2010. *Passed*

ASB-10-SUM-07 Approve the Project Leadership Charge & Charter as stated in Doc. 2. *Passed*

ASB-10-SUM-08 Approve Consent Item A as stated on the Agenda. *Passed*

Colin Watrin, AS President, called the meeting to order at 3:36 p.m.

I. APPROVAL OF MINUTES

MOTION ASB-10-SUM-06 by Starkey

Approve the minutes of Wednesday, July 21, 2010.

Second: Beck Vote: 5 - 0 - 0 Action: Passed

II. REVISIONS TO THE AGENDA- add Nakama to Other Business.

III. PUBLIC FORUM (*comments from students and the community*)

IV. INFORMATION ITEMS – Guests

A. Viqueen Lodge Request

Brockman Doc. 1

Jim Schuster said that the logical next step to open up the facility for more on campus entities is to include the sanitation and water systems. The way to begin that is to hire a consultant that will look into the permitting processes for the well, septic tank, etc. and then design a system and estimate the cost for the project. Facilities will help the VU figure out what needs to be done and then recommend a consultant. After they get the cost they will bring it back to the Board to ask for funding and then send out a bid. Schuster estimates the consultant cost as between \$5,000 and 2 million. They would like to complete the consultant process by the end of spring quarter if not earlier. Schuster thinks it would be great if they could start the project next summer. Majkut hopes that the AS Board Retreat will include a shower next summer but this is optimistic.

Brockman joined the meeting.

Schuster said after the consultation they will get a report of what permits they need and a design for what needs to be done. Schuster said that some of the permits will be done by Facilities Management and the contractor will complete some as well. He is hoping to use solar power to run the pump and the water tank. Schuster thinks that it might cost around \$125,000 for the complete project but they really need to have the consultant to figure out a real estimate. Majkut said that he thinks funding for this could fit under the Rainy Day Fund Reserves or the Combined Fund Reserve. There is a group of WWU Administrators going out to the property this summer because there are Alumni who are interested in donating money towards possibly a retreat center. Schuster said that currently Viqueen usage is about 50% student use, then departmental, staff and alumni make up the rest of the users. This item will be an Action Item at the next meeting.

V. ACTION ITEMS - Guests

VI. PERSONNEL ITEMS (*subject to immediate action*)

VII. ACTION ITEMS- Board**A. Project Leadership Charge & Charter**

Beck Doc. 2

Beck said that there were no changes to this document since last week.

MOTION ASB-10-SUM-07 by Ikegwuoha

Approve the Project Leadership Charge & Charter as stated in Doc. 2.

Second: Brockman

Vote: 6 - 0 - 0

Action: Passed

VIII. INFORMATION ITEMS – Board**A. Marketing Request**

Beck & Starkey Doc. 3

This is a summary of the findings of the short term Marketing Task Force. This main part of this proposal is for giveaways during the Red Square Info Fair. They are hoping to make the AS more visible. The price per item is without the bulk discount, it is based on the T-Shirts for Training which was only \$120. Starkey said they would like to have a prize wheel that will give everyone a chance of winning a large, medium or small prize. Starkey proposes taking these funds out of Operating Enhancement which has \$12,800. Beck said that they are hoping to have the same design for the t-shirts as for the AS Employees and will be working with them on choosing the design. They are looking at having different colors. Schuster requested that they contact the VU Marketing Coordinator to ensure that they do not give out the same products. Ikegwuoha said that they generated items that they thought students would be interested in and use on a daily basis. They chose the inexpensive, but still quality items. Beck said that Monger contacted a business who was a past participant with a wheel. They estimated 1,500 people visited their table. Monger said that the Board had about 500 visitors to their table last year. There were hopes of passing out leftover items at other events, such as VU Late Night. T-Shirt option A puts has about 100 more t-shirts than the estimated number for the Info Fair, whereas option b would give them a lot of extra prizes to use throughout the year. Brockman suggested giving out binders or notebooks. He also suggested putting the AS Website on the prize items. Majkut supporting giving people stuff to help cement their relationship with the AS, but encouraged making sure that items were used/worn. Majkut wondered about the water bottles and whether they are quality enough for students to actually use because he sees people with fancy water bottles. He suggested the metal water bottles might be better. Rinonos-Diaz suggested looking into coffee mugs. Starkey said that Western Votes shirts are worn often and have become part of the culture of Western Culture. He would like to see AS become part of the culture and give the organization dialogue. Starkey said that having the wheel will allow Board Members to speak with people while they wait in line. Brockman has taken marketing classes and feels that letting people choose an item helps people to have a connection to the prize. An option might be having different designs on t-shirts so that they can choose which one they want. Ikegwuoha said that they did talk about having color options. Majkut said that they could look into having an additional incentive such as on the first Friday of the month have a free fill up with your AS coffee mug. Agosti has been having conversations with Dining Services about having a coupon or deal to include with the prizes. Rinonos-Diaz would like to see coffee mugs as an option, he would also like them to look into how having different colors of items might affect the price and he would like to see a proposal for what will go on the items. Ikegwuoha asked that people review the list of items they had brainstormed and let the committee know if there is anything else they would like to get prices on. Watrin asked people to consider if this amount of funding is appropriate to use for this project and where the money should come from. Watrin has hear talk about trying to use some of the revenue from Info Fair for this. Monger said that the registration forms for Info Fair will not be returned before the next meetings, so they will have no estimate of revenue totals for the Fair. Also if it happens to rain that day then the number of tables available decrease and so does the revenue. Ikegwuoha understood that people felt that Marketing was a priority. Starkey thinks that they should put their money where their mouth is. Rinonos-Diaz suggested looking into the policies for the different funds and figuring out what the total would be for the shirts and a few different options. Watrin dittoed.

Rinonos-Diaz said that they could give out candy as another prize if the Board decides that \$6,500 is too much to spend on these items. Brockman suggested selling the items at a low cost to help cover the initial cost. Ikegwuoha said that he doesn't believe they should sell things until a demand is established. Watrin dittoed. Watrin said that they do need think about how they are spending student funds and he feel that they are hastily spending a lot of money without knowing for sure that this is the best way to market. Starkey feels that figuring out what specific items students love is a bit arbitrary. Starkey thinks that one of the main goals is to get the students to the AS Board table so that they can learn about the AS. Brockman said that he is willing to handle marketing of the T-shirts to sell them. Watrin appreciated the work of the task force because they had very short notice. This item will be an Action Item next week.

B. Late Night Shuttle Redesign

Agosti Doc. 4

Starkey presented in Agosti's absence. The idea is to try to create a mobile marketing plan. By purchasing vinyl wraps for the Late Night Shuttles that would advertise that the buses are run by the AS. There are about 31,000 riders of the shuttle at this point. The estimated cost to cover all buses would be not to exceed \$12,000. The ridership should increase as WTA is not as available. There was a motion approved by the Alternative Transportation Fee Committee to "Use the Student Transportation Fee Funds not too exceed \$50,000 per year to operate a Sunday Daytime Service with the student shuttles contingent upon completed contract amendments with WTA in Winter Quarter. The motion was approved by the committee. Majkut advised that the Alternative Transportation Fee Committee does not need to return to the Board to authorize a response to Sunday Service. Rinonos-Diaz would like to know the design before he votes on it. He wonders if it would be possible to have a banner space on the buses that could be updated with events. He also suggests looking at how many buses are actually in use. Rinonos-Diaz thinks that they should also think of the funds that they are spending on marketing as a whole, even though the proposals should be approved separately. Brockman thinks that they could have the logo, the website and a slogan to keep costs down. Majkut said the fee has to be renewed in two years. Watrin said that this is intriguing and hopes it will be closer to the two thousand dollar estimate. He thinks that it would be good to know the balance of the accounts as well. Starkey would like to reiterate the functionality of the buses in relation to this request. He also thinks that they should be aware of the fact that they travel at night and so the details might not be visible. Rinonos-Diaz would like to see where this money would come from, a more specific estimate, how long the wrap process will take and perhaps pros and cons in full sentences. Ikegwuoha would like to see more price estimates from different people. Rinonos-Diaz thought that they could make it a competition for the art department, or university. Brockman said that it is possible that the increasing rates of tuition might decrease the number of students attending WWU and they need to be fiscally responsible. Watrin, Rinonos-Diaz, and Beck dittoed. Brockman suggested selling ad space on the buses as well. Starkey said that they might only be providing service for one quarter because transportation is on the Bellingham Ballot for November. This item will be an Action Item at the next meeting.

IX. **CONSENT ITEMS** (*subject to immediate action*)

A. Enrollment Planning- Emily Chandler (student admissions representative)

MOTION ASB-10-SUM-08 by Ikegwuoha

Approve Consent Item A as stated on the Agenda.

Second: Rinonos-Diaz

Vote: 6 - 0 - 0

Action: Passed

X. **ACKNOWLEDGEMENT OF AS COMMITTEE MOTIONS**

XI. **STUDENT SENATE REPORT** – The Student Senate does not meet during the summer.

XII. **BOARD REPORTS**

VP for Activities

Alisha Beck reported that she has been meeting with Rinonos-Diaz and Starkey about forming an AS Strategic Plan. As acting Activities Council she has approved five clubs for recognition. There is a welcoming party for the X-Prize Team next Friday at noon in the PAC Plaza. There will also be a larger celebration in October. She has met with Activities Council advisors about changing necessary documents.

VP for Academic Affairs

Ramon Rinonos-Diaz reported that they have developed four main values for the strategic plan of the AS. They will meet with the Directors and Advisors to get input. They have been doing a lot with the Green Fee. Agosti did a really good job facilitating the meeting yesterday, they were able to get through the whole documents. He has been meeting with a few different admins about issues and trying to link service learning and sustainability. Rinonos-Diaz encouraged people to share with him anything they would like passed to Deans or Admins.

VP for Business & Operations

Benjamin Brockman reported that he has been taking finals for summer quarter. Now that finals are over he is going to work with the Business Director on Financial Reports. He has been finishing the book on Strengths Based Training and working on developing Fall Quarter Training. He is starting to look at the Triennial Assessment Process.

VP for Diversity

Bernard Ikegwuoha reported that he has been in meetings about clubs and connections with the Resource and Outreach Programs, including how to market the DisAbility Outreach Center. He has been calling students about the re-purposing of space in the ESC. He is excited to have another meeting with advisors about future planning. Now that trainings are over he will be meeting with over 50 people.

VP for Governmental Affairs

Byron Starkey reported that Alternative Transportation has been talking about the Sunday service cut and then the AS response by making a motion about offering Sunday service with the late night shuttle. The Late Night Shuttle Guest Policy has now been approved as an internal document by Risk Management and the Assistant Attorney; they only need an endorsement from the VP for Business & Financial Affairs. He is working on a Legislative Affairs Strategic Plan, which will be a shorter plan. He gave the Board documents in regards to the Governor's Budget. The Budget now has a 3-4 Billion dollar budgetary deficit. They may decide about a 3-4% cut across the Board. This would affect the Operating Budget, but the university is limited in how much they can increase tuition. Majkut said it would be about a 2% cut to the university because the state funds under 50% at this point.

President

Colin Watrin reported that he has been meeting with administrators in the university. Transitions went well, but they need more volunteers for Summerstart. Watrin said that the logo submitted by the PC was well received and edits are being made. He has been working on Fall Training Planning.

XIII. OTHER BUSINESS-

- A. Nakama: August 27th is the Annual Student Affairs Conference, the Board is encouraged to attend, please RSVP with Ashley Demko.
- B. Majkut thinks that they need to have further conversations about what needs to come to the Board from committees and the motions that come to the Board.
- C. Reminder: people should be attending office hours and working 19 hours a week, when not taking time off. Watrin encourages communication and utilizing emails over the next month.

THE MEETING WAS ADJOURNED BY ACCLAMATION AT 5:11 P.M.