

**Highlander Union Governing Board Meeting
Meeting Minutes #3
Thursday, March 9th, 2023
12:30 PM-1:30 PM, HUB 367**

- I. Call to Order**
 - A. Call to order at 12:33 PM**
 - B. Roll Call**
 - 1. Present**
 - a) **Aram Ayra**
 - b) **Jeanine Nassar**
 - c) **Sarah Tran**
 - d) **Mufida Assaf**
 - e) **Angelina Chavez**
 - f) **Orlando Cabalo**
 - g) **Ivett Gabriella**
 - h) **Dhwani Patel**
 - i) **Gerardo Medina**
 - j) **Dr. Kerry Mauck**
 - k) **Brendan O'Brien**
 - l) **Marina Murillo**
 - m) **Vanessa Gomez-Alvarado**
 - 2. Absent/Excused**
 - a) **Sean Nguyen**
 - b)
 - c)
- II. Approval of Previous Meeting Minutes**
 - A. https://docs.google.com/document/d/18OqfLHwxdT8muLkcBVUYWR_RH MmVeQ1S2vk6U9RTk2M/edit?usp=sharing**
 1. Motion to approve previous meeting minutes (Jeanine Nassar), second (Ivett Gabriella), motion passes 10-0-0
- III. Approval of Agenda**
 - A. https://docs.google.com/document/d/1cHU8zplG3nqoMVtP-X0CZG3mg_pd5_WC/edit?usp=sharing&oid=103026998881986133541&rtpof=true&sd=true**
 1. Motion to approve current meeting agenda (Sarah Tran), second (Mufida Assaf), motion passes 10-0-0
- IV. Chair's Report (Aram Ayra)**
 - A. HUB Marketing Update**

1. One of the first things we wanted to make sure we did was get a logo for the HUB Board.
 - a) We do have some limitations to campus design logo standards.
 - b) Design done by VCSA.
 - c) We have the logos on white and black backgrounds. This is what the logos will look like on our marketing material, polos, canopies, tables, etc.
 - d) The idea is that we have the logos and other outreach materials good to go in the first couple of weeks during Spring Quarter when we start tabling. We want to be mindful of the capacity we have to table. My idea is to have 3-4 people tabling.
2. For the outreach materials, Brendan and his team have put in really great content for the pamphlets and other materials.
 - a) Pamphlet content: “How To’s” (e.g. reserve a room, access the HUB, and what are the resources available).
 - (1) Orlando Cabalo enters at 12:38 PM.
3. Science fair tri-folds with information about the HUB and the governing board. Have engaging material like leaving comments for the HUB or information about it
4. Jeanine: once we table in the spring, is that when you want to release the grant information? Because I think it would be a great idea to include it on the trifold
 - a) Brendan: Yes, the staff is coming up with ideas on how we will be distributing the money and how it will be handled. Anything with money during tabling will really attract people
 - (1) We have to be very mindful about how we frame this so people don't get the wrong idea that they will be receiving 10k for just anything.
 - (2) Any initiative and programming that the HUB has will also be included
 - (a) Committees and how they can join
5. Social media: expanding to have a HUB Governing Board social media and HUB (general) social media (working on how staff will handle that).
 - a) Great to have our own designated social media
 - b) Already one for the HUB programs
 - c) Brendan and I discussed limitations and policies on how we reach out to students and contact them

- d) If we want to put together a mailing list that people can choose to opt into this would be a good chance for people to know and sign up for something they also want

B. HUB Sustainability Update

1. Had a chance to meet with Markus Van Fleet who is now Executive Director of Dining Services
2. Jennet from Dining Services is here as well
3. Look at exploring with Coffee Bean at the management level if they can institute the 20% discount for reusable cups
4. Jennette: Coffee Bean and Tea Leaf has resumed the use of reusable cups for everything but blended and latte drinks
 - a) Ivan's, Bites, and Starbucks are also doing it for all types of drinks
 - b) Question: Is there any marketing material that we can put out for students to know?
 - (1) Yes, I will work on getting that out to you.

C. Other Updates:

1. Rolling out committees and getting a way to send it out to students; also open to people here on the board

V. HUB Report: Brendan O'Brien, HUB Director

A. HUB Furniture Updates

1. Two color palettes that we talked about during training have been implemented (altitude and rustic)
2. They included the gold, burgundy, and blue palettes for us as an idea
3. Since they sent us three unique palettes, what did they want from us as feedback?
 - a) They will send him swatches and will ask folks to stop by and feel the material and look at the colors in real-time
 - b) Will blend them into a pattern based on your preferences
4. We are getting to a point where what they are showing us is exactly what we get
 - a) We are moving beyond the suggestions and narrowing down the type of furniture before we get into the discussion on the colors
5. More homey feeling and less corporate office space. Page 7, will not include the top left octagon-shaped chairs
 - a) Ken will send new options
6. The high table will not include outlets directly on the table, however, there are some options:
 - a) Outlets next to the fireplace

- b) Copying over some of the booth's layouts and bringing it to the high table
- c) They will take a look at more options for us
- 7. The second-floor lounge area has not changed much
- 8. The third floor between 302 South and the far end of the building (page 15) will be an area where we have couches currently and replace it with tables since there are outlets there
 - a) Ken has a map of all the outlets and will now choose where to put tables best depending on that
- 9. Blue Space will send out another round of floor space plans for feedback

B. Budget Prep

- 1. As we get into the Spring Quarter, we start plotting out the HUB budget (working with Denise)
 - a) Staffing utilities, adding pro-staff for administration, and helping with the volume of student events
 - b) Process in hiring admin assistant for the HUB
 - c) Presentation to all of us in May, vote on the budget in June, look at information, meet with subcommittees, and address it without too many questions

C. Looking for new staff rep

- 1. Jerry (new job) is no longer on our board and Brendan is working with Dr. Haynes for VCSA staff rep
- 2. Offices that have the ability to utilize existing card access and take away physical keys

D. Food Service Report

- 1. The updates that I have is the extension of HUB hours (Monday-Thursday)
- 2. Panda Express will be open until 8 PM, Subway open until 9 PM.
- 3. Scotty's Convenience Store open until 8 PM
- 4. Subway is getting remodeled, project will be done by the end of summer, start of August
- 5. About extended HUB hours: If there are suggestions to having it open to Friday they are open (3rd parties) to having that conversation, they just want to see the actual physical traffic (which has not been displayed in the research they have gathered)
- 6. Start of the Spring Quarter, the HUB will be opening on Sundays as well
- 7. Question: Is there anything the Board can do or incentives to have (discounts) so that we can get people out and aware of these new changes?

- a) People don't know that it's open for later
 - b) They are planning for a lot of marketing and social media posters out on the HUB and in the HUB
 - c) Only starting with Panda Express at the HUB and if we feel the traffic is good, Chronic Tacos will agree to open as well
8. It would be really cool to include athletics for discounts (watch parties, free drinks 20% off for wins in games, etc.)
 9. Happy to set up an extra conversation as well with dining about these ideas

E. Public Forum

1. N/A

F. Sub-Committee Reports:

1. In place next quarter

G. Old Business

1. Scooter policy: date and storage options
 - a) Still researching the best and most appropriate dock to keep the scooters
 - b) Having ones that are inexpensive and not too fancy (does the job)
 - c) The facilities manager should have answers for next week
 - d) Next month about incentives for locking scooters and having giveaways for free locks
 - e) Egress issues, especially for R'Pantry because it blocks the exits and the back
 - f) Fully supportive of people who use scooters but trying to work with campus partners and develop campus messaging
 - g) The Board is finding creative ways to market the new policy

H. New Business

1. Advanced Reservation Requests
 - a) Special request for donuts with the Dean of Students
 - (1) Study spaces from 9 AM-11 AM
 - (2) Meet and greet with UCR students
2. Motion to approve the Advanced Reservation Requests (Mufida Assaf), second (Sarah Tran), motion passes 10-0-0

I. Adjournment

1. Motion to adjourn the meeting at 1:09 PM (Mufida Assaf), second (Sarah Tran), motion passes 10-0-0