UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE POPP MARTIN
STUDENT UNION ADVISORY BOARD
November 9, 2018

Board Members Present: Anindita Ghosh, At-Large Voting Lauren Helms, At-Large Non-Voting Cheyenne Gest, Leadership and Community Engagement Rachel Walstead, Vice-Chair, Student Activities Fee Commission Sri Yeswantha Tadimalla, Graduate & Professional Student Government Adrea Gladney, sub for Chandler Crean, Student Government Association Cierra Moffett, Office of Identity, Equity and Engagement Michelle Guobadia, Student Affairs Representative Ryan Miller, Faculty Senate Appointment Josh Englund, Alumni Association Ken Fields, Business Affairs Morgan Meehan, Director, Popp Martin Student Union

Absent: Manny Osagie, Chair, At-Large Voting Terriana Singleterry, Campus Activities Board Erin Bentrim, Student Affairs Janae Carroll, At-Large Voting Emily Schnier, Secretary

Guests: Karen Shaffer, Student Affairs Sujit Chemburkar, Student Affairs

Meeting called to order:
10:09am

Approval of Agenda

- Agenda was sent prior to meeting, agenda approved by consent

Approval of Minutes
Minutes from October meeting sent prior to meeting, minutes approved by consent

**Items of Information**

- Introduction of Associate Vice Chancellor for Student Affairs, Sujit Chemburkar. Sujit began at UNC Charlotte on November 5 and is coming from University of South Florida. He oversees Student Engagement and Venues departments.
- Introductions from Ken Fields, Ryan Miller, and Anindita Ghosh

**Report from the Union Director**

- Notable Events from October:
  - Board of Trustees Meeting, October 2
  - Chancellor’s Reception, October 3
  - Homecoming Comedy Show, October 10
  - 2018 Stroll Competition, October 12
  - Chancellors Speakers Series, October 16
  - Common Reading Speaker, October 18
  - Carolina Conference on Queer Youth, October 19
  - Explore UNC Charlotte, October 20
  - Haunted Union, October 25
- 575 unique meetings were held in October
- 918 recurring events were held in October
- AV Upgrades: We are in the process of upgrading 340 AV. Projectors are being updated as the event schedule allows. Starting in 340 G
- 126: Veteran’s Lounge moving out to permanent location; Based on survey sent to students last Spring we are exploring an RFP with a Creative Arts type space.
- Upcoming Hour Changes:
  - Thanksgiving Hours:
    - Wednesday, November 21: 7am - 7pm
    - Thursday, November 22: CLOSED
    - Friday, November 23: CLOSED
    - Saturday, November 24: CLOSED
    - Sunday, November 25: Resume Regular Hours (9am - 1am)
- Branding Presentation:
  - The Student Union hired Cannon Design to produce a branding/graphics package for the Student Union. Cannon met with various student representatives and union staff over a series of meetings to discuss the branding needs in the Student Union.
The presentation was shared with the advisory board and feedback gathered. Major themes include:

- There is a need for wayfinding across the board in the union including interactive options and options showing “what’s happening today” in the union
- Add technology as much as possible where appropriate, specifically around the theater
- Concerns with activating the stairwell if it will cause people to look up more often, recommendation to add film or other protective treatment on glass
- Concerns with ‘close up’ student photos, prefer larger group shots
- Consider adding university photos or Charlotte skyline where appropriate
- The general consensus was that the location for space activation were appropriate and needed. The biggests concerns were under the stairwell and if Norm’s will retain the entertainment stage. Wayfinding, stairwell graphics, alumni wall, dining/Crown updates were all received very well
- No decisions were made during this presentation, this will transfer to a special committee to continue to explore, Morgan took specific notes based on the design page numbers to retain for this group

Reports from Standing Committees

- No standing committees have been formed so there are no reports

Reports from Special Committees

- No special committees have been formed so there are no reports

Old Business

- No old business to discuss

New Business

- Vice-Chair announced special committees for the year: Constitution Review and Aesthetic Upgrades, 10-Year Celebration
  - Discussion on 10-year Celebration committee. Students are appreciative when
these events happen and there was much discuss on drop-by events or a series of events, including passive marketing opportunities. As such the 10-year Celebration will also be a special committee
  ○ Board members should email Manny and Rachel if they have a specific preference on the special committees, appointments will be made at the next board meeting

Comments
  ● There were no comments

Announcements
  ● There were no announcements

Meeting adjourned at 11:57am by consent