Highlander Union Governing Board Meeting

Wednesday, February 7th, 2024
4:00pm-5:00pm, HUB 268

.**Call to Order** at 4:00pm

II. **Approval Of Minutes**

1. Motion to approve

    1. First motion: Tyler Cohen

    2. Second Motion: Tara wu

    3. Vote- 9-0-0

III. **Approval of Agenda**

1. Motion to approve

    1. First Motion: Tara Wu

    2. Second Motion: Sarah Tran

    3. Vote 9-0-0

IV. **Chair's Report**

1. Tabling Schedule

    a. Dwahni will send a when2meet to board

2. Finance Subcommittee

    a. If anyone is interested in joining let Dwahni or Brendan know

    b. Reviews budgets for the current and following years

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

1. Latitude/The Habit Marketing & Renaming Presentation (Steven Saldarriaga, Building Operations Coordinator and John Perez, Events Specialist)

    I. Latitude 55 Rebrand

    II. Has an instagram and tiktok

        1. looking to expand to youtube and podcast

    III. Renamed due to trying to differentiate the Habit and current latitude

        1. Latitude is located within the same building as Habit

IV. Revamping the overall appearance of the space from the Habit to show a distinction

V. The campaign will be launched very soon and goal is to have the names to present to HUB Governing Board by next HUB Governing Board Meeting in March

VI. Contract with Habit is good through 2029

VII. Latitude 55 began to signify the scottish backgrounds of the campus but more building have essentially confused the name with the general area

    1. used to have an art piece near the area but was painted over due to student concerns of the art piece

VIII. Student can participate in contest to submit different names for the gaming space

    1. social media contests

    2. 3 phases

        1. phase 1

            1. Launch a campaign with a social media posts with a deadline for submission in 2 weeks

            2. Utilizing D.S. for promotional outreach

            3. have qr codes at each front/information desk at SSC and HUB

            4. Mass emails to RSOs

            5. Reach out to campus partners for support

        2. Phase 2: survey analysis

            1. Review all names submitted through the survey

            2. Filter out top 3 names

            3. Provide those 3 names to HUB governing board for approval

        3. Voting poll

            1. Will submit top 3 names to general student population to vote on

        2. Email the winner to provide them with the amazon gift card

        3. Will post the new sign on the instagram as an announcement

        4. Will be potentially announced through a Tiktok skit

        5. Updating signage on facilities and on the UCR maps

            1. More signage to separate the area from the Habit to ensure a clear separation between the two

        6. Overall idea is to max out the student experience of the area

        7. General idea after phases is to push the new name out into social media to spread the word about the new name

    3. incentive $50 amazon E-Gift card

IX. Description of L55

    1. create a new vibrant and creative name for the space with new consoles, additional table games, and a cohesive entertainment system.

    2. HIghlights UCR sports teams, popular games, pop culture

    3. The description of presentation will be provided on form that students will fill out for a general idea of the revamped space

2. Universal Reservation System Selection

3. Room Release Delay

    I. Push back the room release to summer/fall to update EMS

    II. Will only really affect space booking during the summer

    III. campus is negotiating through ITS to source a new room reservation software.

1. Two systems are competing between 25 live and EMS, therefore are looking for one universal system to make room reservations more transparent and more efficient
    IV. CHASS and Facilities services have already separated EMS as well.
    V. Collaborating with campus partners to gain their input
    VI. student will not be able to book for fall room reservations by July 1, 2024 under the delay

VI. Food Service Report
1. SipNSave is currently up and running, however looking to spread more word about it
2. Looking to include food waste with trash system at HUB
3. Dining at large
    I. staple grand opening last week
    II. student dining committee starting
        1. february 27 in Glasgow second floor at noon for first meeting

VII. Public Forum
VIII. Subcommittee Report
IX. Old Business
1. Scooters: Rack Updates and Possible Ban Date (Fire Code Update)
    1. Working on getting PO approved for scooter racks
    2. Meeting about general scooter safety
    3. juan ASUCR update
        1. The survey will be releasing next monday
            1. the survey is more focused on scooters overall safety on campus
            2. students wanted to introduce plastic speed bumps
            3. advertising plan is with HUB, libraries, Costco halls, ASUCR representatives, in person marketing by ASUCR Freshman fellows
2. New Furniture Updates

        1. Waiting on PO to be approved

X.   New Business

    1. Advanced Reservation Requests

        A. Motion to approve

            I.   First motion: Tyler Cohen

            II.   Second motion: Tara Wu

            III.   Vote: 9-0-0

XI.   Adjourn

    1. Meeting adjourned at 4:34pm

        1. First motion: Sarah Tran

        2. Second motion: Tara Wu

        3. Vote: 9-0-0