The meeting was called to order at 2:10 p.m.

1. Chair’s Report (Katie Brennan)
   a. Line Monitor Project
      i. Michael and George gave a presentation on their Line Monitor Project. This is a senior project which would allow people to use their smartphones to see how long the coffee line is. They are requesting to install a web cam near the Starbuck’s line. If they can install the camera they can continue to work on their project. They reported that the camera feed is never stored or recorded and that their end user would only be able to see numerical data, not people or faces.
      
      ii. Marcy informed the students that they would need to meet with other campus entities before they bring this request to UUAB. They will need to talk with Cal Poly Corporation first, as they are responsible for Starbucks. There are privacy issues on campus that would need to be addressed first. There would also be a cost to install a camera.
      
      iii. Katie will provide contact information for Cal Poly Corporation.
   
   b. KCPR Update
      i. The trial period for KCPR has been extended to the end of January because there were technical difficulties at the beginning of the trial period.
      
      ii. KCPR created a survey which is located upstairs in the UU. At the end of the trial period, UUAB will review all the feedback.
iii. UUAB will vote at the end of January on whether or not to keep KCPR playing in the UU.

iv. Facility Master Plan Team Updates
   1. UUAB members reached out to Executive Staff to ask what they value in the vision statement for the University Union. They have researched the mission, vision and values of other universities.
   2. The Intel. group is looking at what the goals were from the last facility master plan. They reviewed what has been completed and what the current status is. They will be researching what the main purpose of a university union is. They will review the reports from UUAB’s fall trip. The top 25 unions will be compared.
   3. It was recommended that members look at the drawings and questionnaires from the last facility master plan. Would students today say the same thing?
   4. The focus group team reported they are gathering names to fill six groups. They asked members to each invite one person they know to be part of a focus group. The invitations are ready to go out.

v. Facility Master Plan Marketing Campaign
   1. Michelle Broom will be holding two marketing workshops for UUAB members. The timeline is short to get a marketing plan completed.
   2. All members should start brainstorming on what the marketing plan will look like. Michelle will need direction from UUAB so graphics can create the materials.
   3. Katie reminded members that school should always be your first priority. If you are feeling overwhelmed or need help, please let her know.
   4. Katie stated that there should be a UUAB member present at every focus group. She also reminded members that Tuesday is a Monday schedule.

2. Executive Director’s Report (Marcy Maloney)
   a. Marcy thanked UUAB members for their commitment to this project. She stated that they will be very busy from now until June.
   b. Marcy stated that it is budget season for staff, and also UUAB. It will be beneficial for members to understand how the budget is built. She said that ASI does a zero based budget every year and it takes staff about a full month to put together their budgets.

3. Staff Liaison Reports
   a. UU Staff Representative Update (Rebecca, Brady & Jake)
      i. No report.
      ii. Katie stated that the staff liaisons are switched every quarter. Tracy will be placing the new meetings on your calendars.
   b. Operations Staff Representative Update (Dominic & John)
   c. Rec Sports Staff Representative Update (Amy & Jeff)
      i. Aquatics
      ii. The scuba classes have filled eight of ten spots available. Masters has begun.
      iii. Fitness
1. TRX sold out and martial arts are in motion. Fitness schedules are posted and in motion.

iv. Intramurals
   1. Registration sold out on the first day as expected. The sports offered include: basketball, outdoor soccer, indoor volleyball, futsal, and flag football. Intramural games begin Monday the 20th. Hiring officials will begin next week. Tournaments for the quarter include: badminton, dodge ball and ping-pong.

v. Memberships
   1. Over 250 memberships were sold during week 1 (includes monthly, quarterly, annual). Over 200 day passes were sold from January 1st - 10th. Free Fitness Fridays were very successful during break as well.

vi. Poly Escapes
   1. There are 25 trips planned this quarter.

vii. Rec Center Happenings
   1. The career fair will take place January 29th-30th.
   2. The XXXYYY DJ concert had an approximate attendance of 1200.
   3. Steve Aoki is a concert that will take place in the MAC on January 31st.

viii. Other
   1. Traditional maintenance was done during the break.
   2. The reduced hours and stats over the break proved to be a good decision.

4. University President’s Representative Update (Joel Neel)
   a. Joel reported that President Armstrong will be conducting spring listening sessions with students, faculty and staff. There will be at least three student listening sessions. UUAB might find this interesting.
   b. The university is updating CAP policies pertaining to special events, catering and alcohol. We are forming an alcohol policy task force, and Jason Colombini and another two students will be asked to participate.
   c. Facility Master Plan Background
      i. Joel gave a presentation regarding the ASI Facility Master Plan.
         1. He stated that we will be reviewing the existing facilities, and looking at how Cal Poly stacks up to its peer institutions. We will be looking at the campus needs, based on enrollment projections.
         2. The last master plan was done in 2003-04. Projects were proposed at that time, and some have been completed, including: Rec. Center expansion, UU Plaza renovation, and installation of artificial turf fields.
         3. A big piece of the master plan will be the student survey. The master plan will be completed before the end of spring quarter.
      ii. Joel reported that the campus master plan is also coming up. The timing of the ASI master plan will allow it to feed right into the campus master plan. ASI’s master plan will be presented to the campus planning committee. The ASI master plan is really focused on what the students want.
iii. The campus master plan will show how and where the campus will grow over the next 20 years. It will take a little over 2 years to complete. It will include an environmental impact report.

5. Yogurt Creations Update (John Bolton)
   a. Katie introduced John Bolton, the owner of Yogurt Creations. John reported that there are six other stores, and the Cal Poly location is very unique to them. He said the ASI support has been really great.
   b. He stated that the revenue has been very satisfactory, and they would like to see it grow. A social media person has been hired, and she is a Cal Poly grad who is familiar with the campus. She will be working on making the website more mobile friendly and also on doing more promotions.
   c. They are being bombarded by requests for fundraisers, about 20 per day. They are working on some guidelines to put on their website for the campus.
   d. He stated that they are setting up a second terminal to speed up the checkout process. About 60% of their business is coming from Polycards.
   e. Katie will forward information to him regarding the coupon books that come out on campus.

6. Standing Committee Reports
   a. Members gave their reports.

7. College Club Council Reports
   a. Members gave their reports.

8. BOD/ASI President’s Designee Reports
   a. Members gave their reports.

9. University Wide Committee/Academic Senate Updates
   a. Members gave their reports.

10. Announcements
    a. RSVP for leadership if you haven’t yet done so.
    b. Katie asked members if they would you be interested in attending an overnight retreat beginning of March. This would be for all student government members. This could happen possibly the beginning of next year. The majority of members were interested in this.