The meeting was called to order at 2:10 p.m.
1. Chair’s Report (Katie Brennan)
   a. ASI Facility Master Plan Focus Group Review
      i. Katie shared the Brailsford & Dunlavey presentation on the focus group findings.
      ii. Katie asked if members heard anything else at the focus groups they attended that wasn’t listed in the B & D presentation.
         1. Lack of study space
         2. The Kennedy Library came up in many focus groups. It is serving as a pseudo union on the other side of campus.
         3. The Sports Complex lighting is bad. The lights aren’t always working, even for intramurals. It is too dark up there.
      iii. Joel stated that campus is working with an architecture firm to do a master plan for the library. They are looking at expanding the library significantly, but this has not been decided yet. They are in the middle of the study. They are looking at providing more space for students in the library and a better atmosphere.
      iv. There is another campus study which is looking at study space all over campus to see if there is enough.
      v. The next step of the master plan is the student survey. This will take place April 8 – 20. This will require a lot of work from UUAB members. We want to get as many students as possible to fill out the survey. The last survey that was done used different outlets such as the portal, and
a button on the ASI website. ASI surveys usually get a really good response rate.

vi. Everyone agreed that the focus groups went very smoothly and that a lot of good input was received.

vii. Katie will be sending an email out and asked members to respond to her with the top 3-5 areas of marketing that they would like to be involved in, and take the lead on. She asked members to respond by Friday so she can get the groups set.

b. ASI Student Government Winter 2014 Action Plans

i. Katie passed out a list of the action plans that were discussed at the winter kickoff.

ii. She stated that there are a lot of project based actions that UUAB can be involved in this year.

iii. One project is the club recognition wall. This project was brought up last year, and UUAB needs to look into it further.

iv. Katie stated that all of Student Government should be involved in the ASI Facility Master Plan.

v. Ask Katie or Ashley if you have any questions about the action plans. A lot are project based and would be appropriate for UUAB to be involved in.

c. UUAB Initiatives

i. UU Art

1. Daren Connor asked for group of UUAB members that are interested in looking into the art that is in the UU.

ii. Club Recognition

1. At the end of last year, UUAB discussed using one of the new digital signs to recognize clubs and Rose Float. Members will be working with Michelle Crawford on this. We first need to determine if clubs even want this. Then we will need to determine how it would work.

2. Dwayne reported that he has talked with Michelle about this. He said this came about because the sports clubs have trophies that they would like to display in the UU, and other clubs don’t have anything.

3. There are some concerns that need to be addressed:
   
   a. Will the content be professional enough to be on our screens?
   
   b. This will take a significant amount of work for ASI staff. Will IT need to manage this? Who will update the club information on the screen?
   
   c. There are about 300 clubs. How many would want to display a message? How long would it stay up? Who will change it? Who will create the artwork? Would ASI staff need to do manage it? ASI’s budget is tight so this could be challenging.

4. Do we want to move forward on this? If clubs want this, we will have to work out all these details.

5. Katie assigned groups to work on these initiatives and stated that she or Ashley will meet with the groups to discuss further.

2. Executive Director’s Representative Report (Dwayne Brummett)

a. Dwayne thanked members for working so hard on the focus groups last week.
b. Staff are now engaged in mid-year coaching. The results are tied into merit compensation. The higher the score, the higher the merit. Area managers will submit their budgets this week. Dwayne will compile them and review with Marcy. He will then bring the budget to UUAB to start the review process.

c. The ASI Leadership Forum will be held February 15-16.

3. Staff Liaison Reports
   
a. UU Staff Representative Update (Dom & John)
      
i. Clubs
         1. 256 Chartered
         2. 38 ISOs
         3. Working on Club Spotlight Program which will acknowledge Clubs National Recognitions and community service accomplishments

   ii. Craft Center
       1. Classes remain successful with good attendance
       2. Excited to be collaborating with different entities on campus; ASI Events, Robert E. Kennedy Library, and DRC
       3. Preparing for Craft sale in spring. Still have questions about alumni being vendors

   iii. ASI Events
       1. Upcoming Events:
          a. Knit Knack, Jan. 30, 12-2pm, San Luis Lounge
          b. Winter White Concert featuring Steve Aoki, Jan. 31, 6pm, Rec Center Main Gym
          c. Late Night Casino, Feb. 1, 9pm-Midnight, Rec Center MAC
          d. Super Bowl, Feb. 2, 3:30-7pm, Chumash Auditorium
          e. Meet a Mustang, Feb. 7, 9pm-Midnight, San Luis Lounge
          f. Valentine’s Day Candle Making, Feb. 12, 12pm, UU Craft Center
          g. Acoustic Series featuring Kevin Hegyi, Feb. 19, 12-2pm, Downstairs UU under staircase

   b. Rec Sports Staff Representative Update (Rebecca, Brady & Jake)
      
i. Aquatics
         1. Scuba Classes are Full
            a. Class Cost is $240

   ii. Fitness
       1. Personal Training classes are very popular with 115 people signed up

   iii. Intramurals
       1. 3rd week was the first game for IM
          a. Basketball
          b. Indoor Soccer
          c. Volleyball
          d. Soccer
          e. Flag Football
iv. Memberships
   1. Staff has made a goal to reach 1000 outside/non-campus members, we currently are at 900

v. Rec Center Happenings
   1. Leisure Pool is open, Thursday through Sunday, 12-4. Will be open at two-week increments.

c. Operations Staff Representative Update (Amy & Jeff)
i. Leisure Pool
   1. Usually closed for Winter Quarter
   2. Reopening because of warm weather (as of 1/23)
   3. Only open Thursday through Sunday for the next two weekends
   4. Will determine to keep it open on a week-by-week basis

ii. Budget Season
   1. Prepare two budgets: Rec Center and UU

iii. Three Big Events Coming up
   1. Career Fair @ Recreation Center (Wednesday/Thursday)
      a. 180 employers per day
   2. Steve Aoki Concert (Friday night)
      a. Expected full house ~ 4,000
   3. Casino Night in MAC (Saturday night)

4. University President’s Representative Update (Joel Neel)
   a. Construction of new student housing on Grand Avenue will begin January 2016 and will take about two years to complete. This will provide 1400 additional beds for first year students.
      i. A parking structure with 366 spaces will be part of the project. There are two parking structures at Poly Canyon that also have additional available parking spaces.
   b. A feasibility study will be done for an event conference center & hotel on campus.
   c. Cal Poly Corporation bought the 4 houses at the entrance to campus. The campus was concerned about the negative signage that was being displayed at the beginning of each year as new students and their families arrived on campus. They have not yet decided what they will do with these properties.

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

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

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

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

9. Announcements
   a. Let Katie know if any of the meetings she put on your calendar won’t work for you.