Student Union Advisory Board (SUAB) Meeting
Meeting Minutes
February 19th, 2014

2013-14 Committee Membership
Steven Calhoun, Committee Chair
Ming Chung, ASUN Representative
Derek Dolence, ASUN Representative
Alex Trillo, ASUN Representative (absent)
Helal Uddin, GSA Representative
Narayan Adhikari, GSA Representative
Abby Feenstra, Joe Crowley Student Union – Student Employee Representative
Katie Strickland, Joe Crowley Student Union – Student Employee Representative
Mahsa Ahmadi, OISS Representative
Jorge Esteban Chali, OISS Representative
TBA, Fraternity and Sorority Life Representative
Addison Bogardus, RHA Representative
TBA, Center for Student Cultural Diversity Representative
James Cox, Joe Crowley Student Union Liaison

Meeting Agenda
I. Welcome – Steve Calhoun
II. Approval of Minutes – Steve Calhoun
   a. The minutes from December 9th, 2013 were approved.
III. Center for Student Cultural Diversity Expansion/Construction Drawing – Kyle Zive (CSU Operations Manager)
   a. Kyle Zive provided updates on the proposed expansion and construction for the Center for Student Cultural Diversity.
      i. Architects are in formal design phase for the Center expansion.
         1. Will have drawings on paper by next meeting.
         2. Will enter an “informally formal” bid process to find a contractor.
      ii. Computer stations/lounge space
         1. No space will be lost through this construction.
         2. As of now there is no defined location for the computers in the lounge, but they will be kept on the third floor.
      iii. Expected demolition
         1. The Sierra Wall and the rock fireplace will stay intact.
         2. Glass will go in opening above fireplace.
         3. The new door will be on the south side of the fireplace.
            a. Architects are considering the financial impact of moving the GSA doors to the north side of the fireplace so the GSA will have a better storefront.
   iv. Timeline
1. Bidding starts in mid-March and will be open for a month for contractors to do a “bid walk.”
   a. If one contractor asks a question, an answer needs to be sent out to all interested contractors.
2. Bid will be awarded in mid-April and paperwork processing will take about a month.
3. Demolition will start in mid-May.
4. The ambitious deadline for completion is July 1st, which would give the Center two weeks to move in and four weeks to get settled before the fall semester begins.

v. New Center layout
1. The addition to the Center will feature three offices and a silent study area with four or five computer stations and a couch.

IV. Technology Updates and Presentation – Jeremy Wright (Coordinator, CSU Technology Services)
   a. Jeremy Wright provided updates on technology initiatives in the student union, with a presentation on information learned at the recent Digital Signage Exposition in Las Vegas.
   i. Currently the Joe utilizes 10% of our digital signage capacity, for clubs & orgs, events, and campus promotions; for vendor hours; and for the Lawlor marquee.
      1. This is run through CMS (content management systems).
         a. Issues with CMS include wordiness and not always having control of the signs.
   ii. Desired new content system would be cohesive, coherent, and concise.
   iii. How to increase the amount of time people spend looking at a sign?
      1. Dynamic content (moving images).
      2. A style that doesn’t replace print signage, but enhances it.
      4. Interactivity is preferred.
         a. Interactive wayfinding signage would be optimal.
   iv. It would be difficult to find a platform that accomplishes all of the above yet still meets the needs of an educational space.
      1. Needs to be cost-effective.
      2. Needs CAP compliance; i.e. if alert is triggered by police, needs to show that alert within seconds.
   v. Four Winds is the front-runner for a new system choice.
      1. Cost-effective, to a point (would not be able to make it campus-wide).
      2. The software is a development kit, so it can be customized to the students’ needs.
      3. Users can save content to their emails, and bring their own devices and send content to a big screen.
   vi. James mentioned that we would need a less sophisticated version of this to use in meeting rooms.
vii. Derek asked if the money for the new signage would come out of the $40,000 technology grant from the Office of the President. The answer was no.

viii. An idea for games/ads for the lines by Starbucks and Panda was suggested.
1. Two projects are already underway for this; one to put a projector in by Panda/Port of Subs, and one for a downward-facing projector to put content on the floor in Starbucks.
2. At this point, another idea was suggested to have these projectors display core curriculum questions, with correct answers being rewarded by coupons. It was decided that we would need to collaborate with departments for that to happen.

ix. We have brought several companies in and will probably be bringing more to determine the best way to implement the new technology.

x. Four Winds is $6,000-$7,000 a panel, as well as paying for licensing.

V. Retail Update — James Cox
a. James Cox provided updates on current retail spaces in the student union.
   i. On March 7th, the Board of Regents will finalize everything.
   ii. Contracts will be signed in mid-March and construction will begin shortly thereafter.
      1. Ambitious end date for 1st floor vendor: July.
      2. Ambitious end date for 2nd floor vendor: September.
   iii. There is still one vacant space on the 1st floor.
      1. Plans to use the space in the meantime were discussed, but dismissed because once people get in the space, it’s hard to get them out.
   iv. Questions were raised about how much vendors pay to the university.
      1. Vendors pay a monthly rental fee/square foot, which is public information.

VI. Future Spring 2014 Meetings
a. The meeting during Spring Break will be moved to the week after.

VII. Meeting Adjourned.