

**University Student Union
California State University, Northridge
Facilities & Commercial Services Committee
February 19, 2018
Regular Meeting Minutes**

I. Call to Order

The regular meeting of the Facilities and Commercial Services Committee was called to order at 4:01pm by Chair, Bhernard Tila.

II. Roll Call

| <u>Present</u> | <u>Absent</u> | <u>Staff</u> | <u>Guests</u> |
|-----------------------------------|---------------|----------------|---------------------------------|
| Bhernard Tila (Chair) | Jimmy Francis | Jeremy Hamlett | Michael Niles (4:15pm – 5:00pm) |
| Stephanie Flores Temix (Co-Chair) | | | Steven Wein (4:15pm – 5:00pm) |
| Frank Benkovic | | | Jenny Soto (4:15pm – 5:00pm) |
| Christopher Ordonez | | | |
| Tammy Rassamekiarttisak | | | |
| Paola Suarez | | | |
| Abigail Garcia | | | |
| Catleya Maralit | | | |

*Indicates that member/attendee was not present for the entire meeting. Voting tallies may vary.

III. Open Forum

None.

IV. Approval of Agenda – February 19, 2018

M/S/P (A. Garcia/C. Ordonez) – Move to approve the agenda for February 19, 2018.

Motion passed 5-0-0

V. Approval of Meeting Minutes – January 29, 2018

M/S/P (P. Suarez/T. Rassamekiarttisak) – Move to approve the minutes from January 29, 2018.

Motion passed 5-0-0

VI. Chair’s Report

Chair Tila updated the committee on the BOD meeting earlier in the day.

VII. Co-Chair’s Report

Co-Chair Flores Temix shared with the committee that the Action Item for the SRC Facility Access Policy was passed during the BOD meeting. She also shared that the BOD discussed sustainability related to BOD meetings. Electronic tablets for the BOD members was suggested, with the recommendation that financial and procedural implications be investigated and brought back to the BOD for consideration.

VIII. Action Items

A. Appointment of Catleya Maralit

M/S/P (T. Rassamekiarttisak/ C. Ordonez) – Move to approve Catleya Maralit, to be a committee member for Facilities and Commercial Services Committee.

T. Rassamekiarttisak shared that she has known Catleya for numerous years and that she is dedicated to what she commits to.

Motion passed 5-0-0

B. USU Promotions & Publicity Posting Policy and Procedures

M/S/P (A. Garcia /P. Suarez) – Move to approve the revisions to the USU Promotions & Publicity Posting Policy and Procedures.

B. Tila reminded the committee that these changes were reviewed during the previous meeting. He shared that some of the changes reflect changes in department names.

Motion passed 6-0-0

IX. Discussion Items

A. Marketing of USU's Existing Facilities and Services

B. Tila introduced members of the USU Marketing Department, Michael Niles, Marketing Manager, Steven Wein, Web Designer, and Jenny Soto, Marketing Coordinator, who presented to the committee about marketing in and for the USU. They shared various documents and explained marketing strategies for events and services in the USU across a variety of platforms including print, digital and social media. M. Niles shared the USU Branding Initiative and S. Wein shared the USU Branding Campaign. J. Soto also discussed the process for permission to post marketing materials in individual campus departments and the use of lawn signs on campus.

The committee members asked several questions pertaining to approach to marketing lesser known services, location of maps in the USU, how students can get involved and how can the committee help. M. Nile's main points when answering these questions included:

1. He shared a Pro Tips marketing material which includes information about USU services including study rooms, gender inclusive restrooms, prayer/meditation room and smart device charging stations.
2. He showed where the three maps are located throughout the USU.
3. He encouraged students to engage in the various marketing platforms and share with their friends and classmates.
4. He encouraged committee members to share ideas with the Marketing Department.

Discussion ensued about marketing opportunities within the USU, including the possibility of placing banners on the light poles in the Plaza Del Sol area. M. Niles shared that this could help identify the boundaries of the area and make it more of a destination for students. B. Tila asked the committee if this was something they would like to assist with, and they agreed. B. Tila thanked the members of the Marketing Department for attending the meeting and providing such valuable information.

B. Sol Center Gender Inclusive Restroom

Discussion ensued regarding the possibility of converting a Sol Center Restroom into a Gender Inclusive Restroom. B. Tila asked if this was something that the committee would want to research, and they agreed. F. Benkovic announced that the Diversity & Inclusion Ad Hoc Committee is scheduled to meet with representatives from the Pride Center on March 9, 2018, to discuss the need for a Gender Inclusive Restroom in the Sol Center. He invited members to attend if they were available. B. Tila also encouraged members to attend and he led a discussion about the next steps in the process, to which the committee agreed to:

- Bring this topic back as a Discussion Item at the next meeting
- F. Benkovic will report back the findings from the discussion at the Diversity & Inclusion Ad Hoc Committee meeting
- Committee members will gather feedback from CSUN students regarding the need for Gender Inclusive Restrooms and potential locations, and report back their findings

- B. Tila will follow-up with J. Francis regarding design concept and estimated costs to share with the committee

X. Announcements

A. Garcia shared an invitation from Associated Students to sign a petition to protest the proposed CSU tuition increase.

T. Rassamekiarttisak encouraged everyone to stay updated on scholarships available.

XI. Adjournment

By general consensus, the regular meeting of the Facilities & Commercial Services Committee was adjourned at 5:35p.m. by Chair, Bhernard Tila.

Respectfully submitted by,
Jeremy Hamlett