Present: Voting Members by category were students Daniel O’Brien, Aurora Driscoll, Stephanie Van Veen; non-students Matt Hill

Non-voting members: Jana Ammon, Rowland Hughes, Kelli Mutchler

Absence Excused: LeAnn Crist, Ashlie Franz, Eric Immel, Dr. Sally O’Neill, Sam Pierre, Eric Yarwood

Absent: one voting student member, to be appointed by CSU

Audience Guests: Giovanni Barrios, intern for the SSC, from St. Peter Claver Ray Catholic High School.

Welcome: Rowland Hughes called the Board to order at 3:34 p.m.

- Hughes called for a review of the Oct. 14th meeting minutes; Jana Ammon requested changes: under Housekeeping Topics, Jana’s comments on the Grand Opening of Billy Blues Alumni Bar & Grill were edited to read “11:00 am to close” and “a performance by the pep band”. Seeing no objections to this change, the minutes were accepted on Houston’s Rules of Order.

Housekeeping Topics:

The following items were reviewed:

- Hughes announced one art displays presently on the SSC’s walls:
  - A Native American art exhibition by senior LeRoy Janis, whose opening event on Mon. Nov. 10 was well-attended.

- Citing a handout printed e-mail from President Schlegel regarding financial changes to the University budget process, Hughes explained that this budget enhancement plan is a nicer term for “budget cutting.”
  - Reading the 3-fold proposal, Hughes outlined how the b.e.p. was being taken seriously by the Creighton Budget Committee, Controller’s Office and President’s Cabinet.
  - Referring to the handout, Hughes said that the first point, “Hiring Freeze” went into effect Oct. 27th, unless a department was previously in the process of hiring or had extended a position to an applicant. For all other hiring situations, departments must apply for special approval.
    - This affects the Skutt Student Center because the Operations Manager, Michelle Ferestad, was in the process of hiring for two open positions: Full Time Day Event Management Coordinator and ¾ Time Housekeeping Staff.
    - Ferestad had already conducted interviews for these positions but had not extended an offer; Hughes said he is in the process of submitting the paperwork to Dr. Cernich for approval.
Hughes said the department would do everything possible to keep all employees on staff.

Addressing the second point, “Capital Projects”, Hughes explained that these are projects that require $50,000 or more.

- The SSC has none for the remainder of this fiscal year. Two are planned for the 09-10 fiscal year and one is planned for the 10-11 fiscal year. Hughes expressed hope that by the end of this fiscal year, the b.e.p. would be over and these projects could proceed.
  - Dan O’Brien asked what those capital projects were.
  - Hughes said the 09-10 projects were: 1) redoing/ renovating the restrooms off of the ballroom; 2) enhancing the ballroom AV equipment with ceiling projectors. The 10-11 project is the replacement of the large common patio on the 2nd level.
  - Hughes said the SSC has one current project that borders on being a capital project: new carpet in the ballroom, fireplace lounge and drawing room areas, estimated at $47,000. These costs will be set aside from the Operational Budget.

Hughes cited financial difficulties in the medical school and the staggering economy as two reasons behind Schlegel’s b.e.p.

- Retention and enrollment rates are uncertain; Hughes said the enrollment for the 2008 class was 925, less than the expected 1,000 students. Also, costs have skyrocketed in medical insurance, but the University has not increased costs for the individual employees. Hughes predicted this would change in Jan.

Citing point three, “Financial Enhancement Plans”, Hughes explained that each Vice President has been asked to cut 10% from the current fiscal year, and 10% for the 09-10 fiscal year. The current cuts have been reduced to 7%, due to the amount of time it would take for these changes to enter into effect. The 09-10 cuts are intended to be permanent.

- Hughes emphasized that these enhancement plans would require much tweaking.
- For the SSC, Hughes said the 10% reduction meant redirecting $1,616,652.
  - The 7% = $111,000 for the remainder of this fiscal year.
  - The 10% permanent reductions = $158,572 for the 09-10 fiscal year.
  - Hughes said eliminating positions would be a last resort; he was also unsure of salary increases for the year.
  - If the 2 job positions open since July, Hughes said the department has already saved $13,000 but will want those positions filled by Jan.

Hughes hoped these cuts will have no reflection on services. Yet one of the plan’s proposals is to reduce the spring hours of Wareham Court and Jack and Eds; on Sundays- Thursdays, the University Dining outlet would close at 12:00 am, not 2:00 am.

- Traffic studies have shown that the average number of student traffic through the SSC past 12:00 am is 9-15 people; Hughes said they could not close at 11:00 pm as this would interfere with Late Night, which was very popular.
- Hughes said the average sales at Jack & Ed’s during this time was roughly $30, which barely covered the benefits and pay for the member of staff on duty at that time.
- Hughes asked the board for thoughts on this proposal.
  - O’Brien asked what type of savings this change would make.
Hughes said that it was hard to narrow down and that the SSC already has a staff member from 11:00 pm – 7:30 am, so the savings would only be on utilities. Because the building isn’t metered but charged based on the square foot (overseen by Facilities Management), there would be some savings but not a lot.

- The main costs of this proposal would be saved in University Dining Services- i.e. their wages, because they won’t struggle to find students to cook for.

Stephanie Van Veen said she was one of those 9-15 students who came a lot and would personally be affected by the change, but she did not think the general student body would. Though it would definitely be a change, she said that saving money would be a positive result.

- She pointed out that any student wishing to study between 10:00 pm and 2:00 am could find a different spot, such as the library commons.
- She also pointed out that the Late Nite meal pushes students to come to the SSC earlier.
  - Aurora Driscoll asked what time the library was open until.
  - O’Brien answered that it was open by card swipe from 7:00-1:00, after which time students either had to already be in the building or be let in by someone inside.
  - A general discussion ensued as to what time the actual library actually closed at, with indecision between 10:00 pm or 12:00 am.

Hughes explained that this change in hours would have no effect on the finals week schedule of staying open 24/5.

O’Brien expressed the fear that those 9-15 people could be very vocal if the change in hours occurred.

Van Veen said it was convenient to know she could get coffee, etc. from Jack & Ed’s if she was staying up late, but it might not be convenient for other students.

Driscoll confirmed that if it made even a small change in benefits, it was worth it.

- Van Veen echoed this, saying there was a change either way. Emphasize needed to be made on which was a greater loss/profit.

- Hughes explained that the SSC was an Auxiliary Service, which means that a lot depends on how much income the building and services generate. Verses departments that rely on a GSF fund, the SSC can spend its own income.
  - With current budget cuts, Hughes said that there may be less catering, and because the SSC receives a commission on catering, this may mean a reduction in income.
- He hoped that by the spring 09 semester, the SSC is not hit as heavily as projections indicated, and things could be reinstated by the Fall 09 semester.
- He also said that in the long run, the general auxiliary services model protects the things the SSC underwrites with its budget.
  - But one change for the 09-10 year is that there will be no student staff posted at the Welcome Center after 5:00 pm.
  - Hughes said other current cuts would come out of fixture and furniture; purchases would have to be scrutinized and prioritized closer.
  - Hughes promised more information by the Dec. 9th meeting.
- Matt Hill expressed concern, as an employee working in the SSC, for the increased food prices in Wareham Court.
- Hughes said in order to properly address that, he needed more information in front of him. But he did say he was surprised by the recent increases because usually price increases are requested by June of the previous year, so that they may be approved. This year, there was no price increase requested.
- Hughes explained that much negotiating occurred over the prices, and these decisions weren’t agreed upon till fall break. He said that Dr. Cernich is against changing things mid-stream, and the increases weren’t expected till Jan. but instead were implemented over Fall Break.
  - O’Brien said many students were concerned with this.
  - Hughes replied that something in the wind could bring prices back down. He will have more information in December.
- A general uproar ensued, regarding current soup prices and the cost of campus living.
  - Calling the meeting back to attention, Hughes explained the next handout, the Association of College Unions International newsletter for Region 11, which includes Kansas, Nebraska, Oklahoma and Michigan.
    - ACUI sponsored the regional conference mentioned by Hughes at the previous Oct. meeting, to which all board members were invited to attend. Hughes said there were no takers, and though Kelli Mutchler volunteered, the conference was cut as part of the SSC’s greater budget changes.
  - Jana Ammon discussed recent and planned changes to the SSC Web site. As of that morning, the Web site contained a new page for the Advisory Board, with a listing of meeting dates and times. As the minutes are completed and edited, Ammon said they will be linked to this page. Currently, September’s minutes are posted.
    - Other changes will include a blurb about what the Advisory Board is, who its members are, ways to contact the board, etc.
    - Ammon said this is just one more way for the board to get its name out to the general student body.
  - Hughes mentioned the next handout, the SSC Newsletter, which he said is published once a month and usually distributed to staff.
    - Noticing the newsletter’s birthday list, Hill wished Hughes a happy birthday, which was seconded by other board members.
Old Business: None

- Hughes ran through a list of ideas offered thus far for the purpose of making the SSC more “student-friendly” in the spring 09 semester. Hughes made special comment on the fact that all ideas had come for non-board members, and asked board members to put their thinking caps on.
  - The list of ideas included:
    - A Wii; soft seating on the grand stairway; get the gaming stations connected in Jack & Ed’s; digital projector and monitor for art wall; better pool cues
    - Ammon mentioned a meeting on Thurs. Nov. 13th with SAO members to brainstorm other ideas.
    - Van Veen asked if a projector on the current art wall would take out the seating at the top of the stairs.
      - Hughes said the projector would be placed in a recession in the wall and would not affect seating.
    - Driscoll asked how often the pianos were tuned.
      - Hughes said they were tuned twice a year: once in the spring, before graduation; once in mid-fall
      - Driscoll asked why they were tuned in May, before students left for the summer.
      - Hill insisted that many people still played the piano in the summer.
      - Hughes explained that each tuning costs $75. He said signage was needed to explain when the pianos could and couldn’t be play (i.e. during meetings in 104/105).
    - Hill applauded the soft-seating idea.
      - Van Veen seconded, saying that students sat there during any type of SSC event.
    - Driscoll asked if members could speak with constituents and bring other ideas to the next meeting.
      - Hughes said it was a continual topic, and ideas could definitely be brought to the next meeting.
    - O’Brien said the drawing room could use something
      - Van Veen suggested more seating.
      - Driscoll agreed, saying the room felt restricted.
      - Hughes said this was the opposite of the intended effect. When the building was remodeled 4 years ago, the drawing room was built to increase seating capacity; but, Hughes said that after watching traffic over the last few years, he agreed that it was not utilized enough to be considered for the same purpose. He asked if it should be upgraded with more casual furniture.
      - O’Brien suggested foosball, but corrected the idea saying it could not be used during any events in the ballroom.
        - He also said the Wii could be put in the drawing room with a projector. Other gaming options could be Guitar Hero.
        - O’Brien said the drawing room was not a “wasted space” but an “unused” space.
Mutchler agreed, saying that anything that brought more students into the drawing room would also better highlight the artwork there.

- Driscoll said it wasn’t as accessible to students because it wasn’t by a main door.
- Van Veen said unless it was given a purpose, there was no reason for students to go back to the drawing room.
  - She also hinted that having both a Wii and gaming systems in Jack & Ed’s might be too much ‘gaming’.
- Hughes asked for a board preference.
  - Van Veen said Wii.
  - O’Brien said it depends on the system. He asked if the suggested gaming system would be hooked up to the televisions.
  - Hughes said they would be put on the tables between the computers, and students would have the option of checking out an Xbox/other gaming system.
  - O’Brien asked if it was possible to put more computers on those tables.
  - Driscoll suggested putting all the gaming in the drawing room and making it a gaming room.
  - Hughes asked if anyone remembered the old gaming room, which had four billiards tables. (Hill remembered).
  - Van Veen asked if the gaming room was successful.
  - Hughes replied that it was, as one of the few smoking places on campus; but, once it was voted to a non-smoking area, it lost a lot of students.
  - Van Veen said that because the entire campus is now non-smoking, it would be a problem with a new gaming room.
  - O’Brien seconded that, saying an entire undergraduate population had moved through the University since then.

Hughes addressed the second piece of Old Business, saying that single stream recycling would start in the SSC in Jan.

- O’Brien asked if the implementation of that process would come out of the SSC budget.
- Hughes said they would find the money, even if it meant not getting the Wii this year.
  - A general discussion ensued about the merriment and athletic merit of the Wii gaming system.

Hughes reminded the board that beside gaming, seating, etc., they were invited to consider educational programs and projects that would also make the building more ‘student friendly’.

- Hill interjected that the Federal Credit Union was looking at a new marketing piece geared towards students, called Brass Media.
The marketing campaign feature non-cheesy ads, written by college students/graduates and were incorporated into magazines, a Web site, and the new flatscreen tv that will hang behind the FCU desks.

- Hughes said this brought up a good discussion topic: an advertising idea, to be implemented in 09-10, to try to increase revenue by selling advertisement banners.
  - Like the 5 blue CU banners that hung above the fireplace area, these would be sold to various companies and business for $1,000 for 6-month periods. (From Jan- June, and July- Dec.)
  - Banners would need to meet the size and specifications regimented by the SSC.
  - Van Veen asked who would be responsible for creating these banners.
  - O’Brien thought the cost was too inexpensive.
  - Van Veen expressed concern that student organizations would not be able to afford the costs, and would make their own in the SAO.
    - Ammon explained that this was geared toward off-campus businesses, not student organizations.
  - Hill suggested that the Federal Credit Union would be interested in purchasing an advertising banner, and therefore the price was perfect.
  - Hughes emphasized that he was not asking the board for permission, but was interested in ideas of businesses to sell the idea to, i.e. financial institutions.
  - Hughes said they would try not to sell to competing groups, and could also visit the bookstore for more ideas.
    - O’Brien suggested the Up Stream Brewery, which has a long tradition of helping Creighton students.

New Business: Because there were not enough voting members present to reach quorum, new business was passed over until the Dec. meeting, where it will again be on the agenda.

Open Session:

- O’Brien brought up an old issue, asking if dining dollars could be used at Billy Blues Alumni Bar & Grill.
  - Hughes replied that only cash and jaybucks can be used.
  - O’Brien said many people were strongly in favor of having pitchers at Billy Blues. To his knowledge, they could not currently get regulation-sized pitchers.
    - Hughes said he would have to research that more. He explained that when Dining Services applied for the liquor license, they indicated they would serve no pitchers and no shots. Therefore, he said it may be a while before pitchers are sold.
    - Hughes also said there were other issues noted since last meeting, one of those being that many students believed the BlueZone guidelines were actual rules. This is not the case.
  - Several members asked where the BlueZone guidelines were located, and expressed similar myths about the real rules of Billy Blues. Hughes confirmed that there was no 3-drink limit per visit.
Hughes mentioned that last week, a consultant from Sodexo Inc. visited campus to review the operations of Billy Blues; a summary of observations was created to help Dining Services override current stigmas.

- Hughes said one of the main points was simply to give things more time.
  - O’Brien suggested that the use of dining dollars would help this.
  - Hughes reminded the board that the non-use of dining dollars was part of the package for acquiring a liquor license.
    - Hill asked if drinks and food could be separated on the individual tickets.
    - Hughes said that the Sodexo consultant did know of a way to do this.
- O’Brien asked if there would be a Billy Blues sign outside the Harper Center once 20th street opens up. Hughes agreed.
  - Driscoll suggested playing “stereotypical street signs” around campus pointing out the directions for various buildings.
  - O’Brien asked if there was a “no sign” rule.
- Hill said the food at Billy Blues was good.
- Hughes concluded the topic by saying there were still many changes necessary, including new receivers, signs, etc.
  - Introducing a new topic, Van Veen asked if it was possibly to expand the hours for Late Night at Jack & Eds. She suggested starting Late Night before 10:30 pm.
    - O’Brien suggested serving meals from 8:00-11:00 pm.
    - Driscoll suggested 8:00 pm-12:00 am.
    - Van Veen said this would bring in more revenue.
    - O’Brien thought Dr. Rossi would approve of a change because there is no meal exchange anywhere on campus between 8:00-10:30 pm.
    - Driscoll pointed out that during that time, the only way to eat is to use Jaybucks.
    - Hughes said this falls under the Dining Board, Residence Life and Dr. Rossi; but it was a topic that hadn’t been addressed before.
      - O’Brien reminded the board that it was a topic for another day, because meal plans are currently being reviewed.
      - Hughes said that, based on the use of meal plan usage in Wareham Court, it would be beneficial.
      - O’Brien said this popularity was hurting dining halls. Hughes thought part of this was the cause of too many dining outlets on campus (16 total).

**Drawing:** Representatives were allowed to draw numbers. Dan O’Brien won. Once Van Veen pointed out that O’Brien had previously won the drawing, Hughes instituted a new rule that no board member could win more than 3 times.

**Adjournment:** The meeting ended at 5:00 p.m.