

**TITAN STUDENT UNION TITAN RECREATION COMMITTEE  
MINUTES  
October 7, 2009**

**CALL TO ORDER**

Amy Ramirez, Chair of the Titan Recreation Committee, called the meeting to order at 1:15 p.m.

**ROLL CALL**

Members Present: Adamos, Kwek, Laguna, Latif, Ramirez, Wilson

Non-Voting Members Present: Solorzano

Ex Officio Present: Willer

Guests: Annora Borden, Scott Taylor

**APPROVAL OF AGENDA**

The agenda was approved as submitted. (Kwek-m/Laguna-s)

**APPROVAL OF MINUTES**

Ramirez stated that she wanted the minutes to reflect that Kwek had an excused absence from the last meeting.

The minutes from the September 9, 2009 meeting were approved as submitted. (Laguna-m/Latif-s)

**NEW BUSINESS**

**Presentation – University  
Affairs Committee**

Scott Taylor from the ASI Board of Directors and on behalf of the University Affairs Committee presented an idea to develop a recommendation to introduce/enhance a sense of CSUF pride in the Student Recreation Center.

Willer stated that she and Deering were invited to the UA Committee meeting and presented the idea of including the idea of Titan pride in the SRC. Willer stated that the proposal would have to go through the Titan Recreation Committee and any recommendation would be forwarded to the TSU Board for review and action.

Taylor stated that there is no Fullerton representation in the SRC. The only ASI logo in the building is on the suggestion box.

Taylor stated that some of the ideas that were color scheme. Changing the color scheme in the building is probably not the best option, but if it's possible, they would like to see the colors change. If not, the next option would be to introduce some branding into the building. There could be an "F" or Tuffy put on the glass entry doors. Another idea would be an "F" or Tuffy on the lobby floor. Another place for some branding would be on the MAC floor.

Taylor stated that no specific ideas had been decided. One of the issues with the Tuffy image is that there are so many representations of Tuffy in existence.

Taylor stated that there is nothing in the building that would

**NEW BUSINESS (cont'd)**  
**Presentation – University**  
**Affairs Committee (cont'd)**

distinguish it from any other fitness facility, like 24-Hour Fitness. The proposal is to label the building. They understand and respect the fact that the SRC is separate from Athletics, but they want to see more ASI/CSUF branding.

Latif liked the idea of having the Tuffy image in the building. Since there are many images of Tuffy, Latif suggested creating a new Tuffy image.

Taylor stated that the idea of a new Tuffy was thought of, but CSUF has a copyright on the Tuffy image. New images of Tuffy cannot be created for use on campus, and it is a difficult process to have a new image approved.

Ramirez stated that if the Committee members were interested in exploring this idea they could give Willer direction to develop plans.

Willer stated that the Committee could take action at the next meeting.

Laguna asked if the idea of branding was an issue when the building was being planned. Laguna stated that she remembered that the plan was to not include any CSUF images in the facility.

Willer stated that the planning committee developed a set of planning principles for the SRC. One of the principles was to not use any logos or school colors in the building. The planning group wanted to separate the building from the campus in order to be different. The TSU and the SRC are not State funded facilities, and the committee wanted the décor to reflect that fact.

Willer stated that there was an issue with a proposed logo to show sustainability in the facility. The proposed logo featured an image of Tuffy. The TSU Board kept sending the recommended image back to the Committee since they were not happy with having the Tuffy image everywhere in the building. The final design used the USGBC logo to show sustainability.

Laguna stated that President Gordon sent out an email that directed the use of a new official logo. The only organization that was allowed to use Tuffy on their logo was Athletics. The campus has basically stopped using the Tuffy image.

Ramirez yielded to Annora Borden.

Borden stated that the TSU Board has been working on identifying the SRC more with the TSU. If the SRC is going to be branded, it needs to be identified more with the TSU and ASI than with the campus itself. The students who were on the planning committee had a clear vision of creating a spa-like feel in the SRC. The rock wall is different from any other rock wall gym. It has a more relaxing, engaging feel. Many students appreciate and enjoy the SRC as an escape from the hectic school life that they face on campus. Borden agreed about associating the building with the ASI, but it needs to be done in a thoughtful way.

**NEW BUSINESS (cont'd)**  
**Presentation – University**  
**Affairs Committee (cont'd)**

Kwek asked if there was a display monitor in the SRC.

Willer answered yes. The display has a slide show that includes the fact that Titan Recreation is a program of ASI.

Solorzano asked who would pay for the branding.

Taylor stated that he was not sure, but he thought that ASI may pay for it.

Willer stated that if the proposal is approved by the TSU Board they would try to find the money in the TSU budget or put funding in next year's budget.

Ramirez stated that they will do some research on possible funding sources.

Taylor stated that he would share some information with Ramirez.

Willer stated that there will be an action item at the next meeting. If the Committee is interested in the proposal, the staff can work on planning principles and possible images.

Ramirez stated that this item was brought up at the next meeting.

Willer distributed copies of the Titan Recreation Playbook. The Playbook gives a comprehensive view of all of the programs. Willer also distributed the participation number comparisons and net revenue numbers for the summer youth programs.

Willer stated that there was not enough time during today's meeting to develop recommendations for programs (future action items). Willer stated that she would present the information about the programs. Any suggestions for action items can be forwarded to Willer and Ramirez to be put on the next meeting's agenda.

Willer went over the Titan Recreation programs.

Willer stated that Titan Recreation offers services including locker rentals, which can be done on a semester or annual basis, and a free fitness towel service. A fitness towel is required for all users. The towel service is free. They try to collect as many of the towels as possible.

Latif asked how many towels are lost in a month.

Willer stated that they lose about 40 towels per day. They view the losses as operational costs. They do purchase the most economical towel.

Latif asked how offering a towel rental program.

Willer stated that there is a problem in finding a manner of collateral. They cannot keep ID cards since there might be TitanTender on the card. They do not take other personal property (drivers license, keys, wallet) since there are risks involved. There are other options. Willer

**Discussion – Titan**  
**Recreation Program**  
**Review**

**NEW BUSINESS (cont'd)**  
**Discussion – Titan**  
**Recreation Program**  
**Review (cont'd)**

**Proposal to Develop/  
Approve a Titan Recreation  
Outdoor Activity Center  
Planning Committee**

can look into them if the Committee is interested.

Laguna stated that the hand scanner seems to be working well. Laguna asked if there was a way to incorporate a hand scan for a towel.

Willer stated that she would look into it.

Ramirez asked if the basketball hoop in the lobby works.

Willer stated that they collect about 40 towels a day from the hoop basket.

Willer went over the year-to-year participation number comparisons.

Kwek asked if the pay and park lot was for non-students who use the SRC.

Willer stated that they have discussed general short-term parking needs with Parking. The current program does not meet the needs of the SRC. It costs more to park than it does for the SRC membership.

Willer went over the youth summer program review. Willer stated that these programs are a way to make revenue to supplement the costs of operations.

Ramirez stated that this item was to approve the Titan Recreation Outdoor Activity Center Planning Committee.

Ramirez stated that the Outdoor Activity Center will be developed on Dumbo Downs. The area is currently being used by the University as a temporary parking lot.

Willer stated that the land will be returned to the ASI in 2013. The Committee will be charged with coming up with a vision for the outdoor activity center. An architect will be contracted to come up with some drawings. The University will have to approve the plan, which has to be consistent with the Master Plan. A budget will have to be developed.

Willer recommended the membership list for the Titan Recreation Outdoor Activity Center Planning Committee as follows:

- ASI President or designee
- TSU Board Chair or designee
- TSU Projects Committee Chair
- Titan Recreation Committee Chair
- Titan Recreation Student Employee
- KHS Faculty Representative
- University Facilities Management Representative
- Titan Student Union Landscape Supervisor
- Titan Recreation Director

Willer stated that the Committee would be put together by the end of the fall semester. The Committee would meet to discuss the purpose

**NEW BUSINESS (cont'd)**  
**Proposal to Develop/  
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Planning Committee  
(cont'd)**

of the charge. In the spring, a list of facilities will be developed, and the Committee members will visit the sites. A similar group was brought together to develop a planning document for the SRC. The group visited a site and discussed what they liked and disliked about the facility. A list was developed and used to develop the planning principles.

**MAIN MOTION**  
**MSC: 5-0-0**

On a motion duly made, seconded and carried, the Titan Recreation Committee approved sending a recommendation to the TSU Board to approve the Titan Recreation Outdoor Activity Center Planning Committee and membership. (Latif-m/Kwek-s)

**CHAIR'S REPORT**

Ramirez asked the members to look over the Titan Recreation Playbook. Any suggested agenda items can be sent to Willer and/or Ramirez prior to the next meeting's agenda is developed.

**MEMBERS' PRIVILEGE**

Wilson asked if there have been any more problems with locker thefts since the number of users of the SRC has increased.

Willer stated that the numbers of thefts has drastically decreased. There are some operational issues with the lockers that they are fine-tuning. There have been three thefts reported. When the lockers were cleared out at the end of the night, as is the practice with the day-use lockers, the reported stolen items have been found. There is a big on-going problem with users forgetting which locker they have used for the day or the code number.

Latif stated that he did forget which locker he had used. He did not report it and was eventually able to find the correct locker. Latif suggested putting paper on the locker to help the user remember the number.

Willer stated that the Titan Recreation staff has thought of this idea. They would need to get Post-It notes printed. It may be costly and may be taken. They brainstorm ideas at every staff meeting.

Adamos asked for the enrollment numbers for the instructional classes.

Willer stated that she could send the information to the members.

**PUBLIC COMMENTS**

None.

**ADJOURNMENT**

The meeting was adjourned at 2:17 p.m.

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Deserita Ohtomo, Recording Secretary

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Amy Ramirez, Committee Chair