

**ASSOCIATED STUDENTS
CALIFORNIA STATE UNIVERSITY FULLERTON, INC.**

Facilities Committee MINUTES January 23rd, 2019

CALL TO ORDER

Chris Evans, Chair, called the meeting to order at 3:00 p.m.

ROLL CALL

Members Present: Aldazabal, Aguilar, Duncan, Evans, Torres, Vanderhook

Members Absent: Gil, Quach

Officers Present: Fehrn, Kurtz, Tapper

Officers Absent: Allen, Martin

*Indicates that the member was in attendance prior to the start of Unfinished Business, but left before the scheduled ending of the meeting. [According to the by-laws, a member of the committee who does not remain until the scheduled ending for the meeting (4:30 p.m.) is considered not to be in attendance.]

**Indicates that the member was in attendance for a portion of the meeting, but not in attendance prior to the announcement of Unfinished Business. [According to the by-laws, a member of the committee who is not in attendance prior to the announcement of Unfinished Business is considered not to be in attendance.]

Aguilar asked for a motion and a second to excuse Gil because he is sick. There were no objections. (Duncan-m/Torres-s)

APPROVAL OF AGENDA

The agenda was approved as presented. (Aguilar-m/Duncan-s)

APPROVAL OF MINUTES

The minutes for the October 31, 2018 meeting were approved as presented (Duncan-m/Aguilar-s).

The minutes for the November 14, 2018 meeting were approved as presented (Duncan-m/Torres-s).

PUBLIC SPEAKERS

None.

UNFINISHED BUSINESS

None.

REPORTS

a. Chair

Evans reported the following:

1) Evans had the opportunity to visit Cal Poly Pomona to see their new building. One of the best features he saw was having glass walls in meeting room spaces and being able to fog the windows/glass walls to create privacy for meetings. This is something that maybe we can incorporate here in the future.

2) Evans stated one Trustee position is vacant and applications are currently being accepted. He asked committee members to please help spread the word for the vacant position.

3) Evans read over the projects that were accomplished this Fall 2018 and the projects that the committee will be working on for the Spring 2019. (Powerpoint attached to the minutes).

**b. Marketing
Liaison/Trustee,
TSCBOT**

Vanderhook reported the following:

- 1) Vanderhook stated that during Intersession, the TBB sign was put up.
- 2) Currently, TSCBOT handbill orders are on hold until we fill the vacant Trustee position so that all trustees can be featured on the handbill.
- 3) Vanderhook stated she is working on promotional items for Discoverfest.

**c. Associate Director,
Titan Student Union**

Fehr reported the following:

- 1) Pieology already had its soft opening.
- 2) Roscoe's construction may be start by the end of next month.
- 3) Project Updates:
 - Meeting Room Doors will begin to be installed little by little.
 - All wall texture has been removed from the meeting rooms, including the Legislative Chambers and Presidents Room.
 - Digital room cards: waiting on the enclosures to be delivered in February.
 - Grandstair area TV: possibly will be installed by the end of February.
 - Colored lights were added to the east walkway area by the ATM's coming from ATM's to the SRC by the TSU.

NEW BUSINESS

**a. Discussion: TSU
Theater Update**

Evans yielded to Aguilar.

Aguilar stated that he did some research on what can be done to improve the TSU Theater space and shared his ideas with a powerpoint presentation. Seating is definitely something that needs to be explored. The seats are old and don't have very many useful features to them. He presented pictures of possible seating options. Overall, there are many things that would need to be redone and upgraded. We would have to repaint the space and upgraded with new TVs and stage. Getting feedback from students and clubs and organizations would be crucial in the process because we want to be able to provide what the students need and would use. Aguilar also recommended being able to use the space to do movie screenings and show films related to culture and heritage.

Evans stated he has also been looking at this meeting room and it needs to be addressed.

Fehr stated it is important to keep this area as a place to screen movies and a place to have guest speakers. Clubs and organizations primary utilize the space for large meetings and guest speaker type of events. Vanderhook agreed and stated she has seen it be used for these purposes primarily as well.

Evans stated that currently, meeting rooms can be booked 14 months in advance so the sooner we decide on what we want to do with the Theater, the better so that we can reserve it for construction.

Fehr stated the seats were changed in 2008 but it definitely needs some upgrades in different areas. Evans stated his idea would be to change the seats, change carpet, paint the room, remove dressing rooms and the control panel closet. Kurtz agreed and also suggested moving back the stage to create more space for seating. Duncan agreed and stated he would like to see new seats with tabletops for note taking. Fehr stated that seating floor is currently slanted so adding seating wouldn't be as easy.

Aldazabal asked how accessible the space was for students with disabilities. Fehr stated it is accessible but more can be done. Duncan suggested removing the right dressing room and adding a ramp to access the stage with a wheelchair.

Evans stated having a better projector to show films is a need but they can be expensive. Duncan suggested reaching out to companies like Sony to get the item donated.

Duncan stated that making the Theater more accessible would also help promote the meeting space. He suggested redoing Theater Island and adding stairs directly to the Theater.

Evans thanked everyone for their ideas and said a plan needs to be developed and pricing needs to be considered. If it is too expensive to do it all at once then we might have to consider doing upgrades in phases.

**ANNOUNCEMENTS/MEMBERS'
PRIVILEGES**

Aldazabal stated she was here to support and willing to collaborate. ASI Vice President position is vacant and applications are currently being accepted and we are starting interviews next week.

Kurtz stated one Trustee position is vacant and applications are currently being accepted. Please help spread the word.

ADJOURNMENT

The meeting adjourned at 3:54 p.m.


Chris Evans, Chair


Deisy S. Hernandez, Recording Secretary



Facilities Committee

1/23/2019





Completed Projects

- New carpet in all meeting rooms and west side corridors
- re-textured many meeting rooms and corridors
- new tvs and built in computers installed in meeting rooms
- lights on east walkway
- Recycle signs
- Door next to elevator sign
- Pieology
- Hibachi-San
- 2019 Spring club office space allocation
- Capital



Upcoming

- Video cameras in TSU and SRC
- Wireless Printing
- TVs at Grand Stair Studio
- Digital room cards
- Digital wayfinding
- Doors on meeting rooms and offices
- Roscoe's construction to begin
- 2019 Fall club office space allocation
- Club office space assessment
- Mammoth decorations/expansion
- Tour Guide Speech
- BOT Video
- SRC Tv's
- SRC Letters
- Theater Renovation
- IM Championship Board
- ASI Student Employee survey
- Food Court
- 2nd Floor remodel

A photograph of a theater stage. The stage is covered with a dark carpet and is framed by heavy, red, pleated curtains. A white railing is visible on the right side of the stage. In the foreground, the backs of several rows of black plastic theater seats are visible. The text "Titan Theater - TSC Board of Trustees Facilities Committee" is overlaid in white, cursive font across the center of the image.

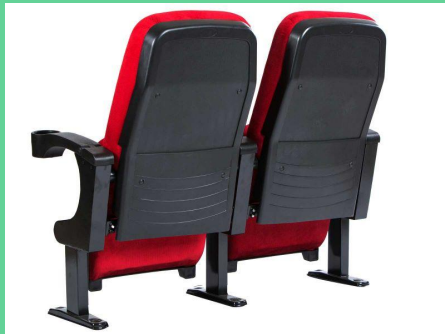
Titan Theater - TSC Board of Trustees Facilities Committee

Seats!

- “The Matinee - SeatUp.com (\$245 [43% off])
 - “The Matinee offers a rocker seat back mechanism with a smaller footprint design. It is extremely comfortable with premium lower lumbar support.”
- Seatcraft Maximus - 4seating.com (\$448[24% off])
 - “The ergonomically sculpted back and high comfort level of the Maximus cinema provides you a relaxed and unique movie experience. These chairs are made from vinyl material that is incredibly durable, fire-retardant, and easy to clean. It provides a strong sense of support that will last, while proving highly resistant to stains and spills. With retractable arms and added cupholder the Maximus covers all aspects and resources of your movie theater.”
- The Garrison - TheaterSeatStore.com (\$489[19% off])
 - The Garrison Movie Seat is a luxurious movie seating model with a wing styled headrest that positions you at the perfect viewing angle when watching movies. It offers a contemporary style that is both incredibly beautiful and comfortable at the same time.

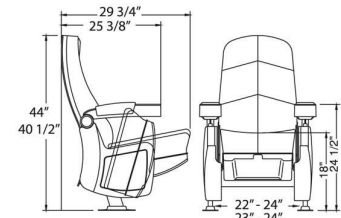
This model offers the choice between a fixed seat back, a rocking seat back and a swing seat back. A fixed back means that the seat back does not move, a rocking seat back means the seat back moves back and forth in an arc movement, and a swing seat back moves back and forth similar to the movement of a pendulum, but extremely smooth and effortless.

The Garrison has an ergonomic design and offers either stationary or flip up arm rests. Cupholders are optional as well as either a self skin or upholstered arm pad.



Fixed, Swing & Rocker Available

- * Wing style headrest.
- * Gravity lift seat bottom mechanism.
- * Self-skin or upholstered armrest pad.
- * Flip up armrest: standard, wide or extra wide.



Survey Questions

- Imagine the signature feature that entices you to visit our Titan Theater. What is it?
 - Which color scheme on the theater walls would you find most exciting?
 - In the past, what has your experience with utilizing the theater revolved around?
-

“We showed several films this year to highlight various cultures, celebrate heritage months and bring to life the struggles some groups have fought to gain equal rights. These sparked student engagement and some of the largest participation at events in several years. We intend to hold similar events in the future.

**- UNIVERSITY OF NEW MEXICO - LOS ALAMOS
LOS ALAMOS**

Swank

- Swank.com
- Swank helps spread the magic of movies and TV shows beyond homes and theaters. How? We license and distribute content to non-theatrical markets like worldwide cruise lines, U.S. colleges and universities, K-12 public schools, and more!
- A perfect resource for a reimagining of the theater!
- Ideas on designs to promote and improve our student body's moviegoing experience!

2 Content Selection

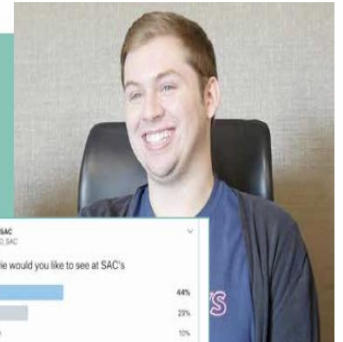
Choosing the right films is a vital component of your film series. New releases are always a hit, but it's also essential to reflect on your campuses' unique needs and interests in order to create an appealing schedule that draws the largest crowds.

Or, go straight to the source and poll students using our free movie ballots.



If we don't have a specific theme we're going with, we put out polls on social media like Twitter and Facebook to try to get a feel for what students want to see.

- RYAN, THE UNIVERSITY OF NEW ORLEANS



3 Promotion

Students are routinely bombarded with advertisements and event opportunities, so it's important to think outside the box with your promotions. Movie programs that deploy unconventional methods of promotion are not only the most popular, but also the most memorable.

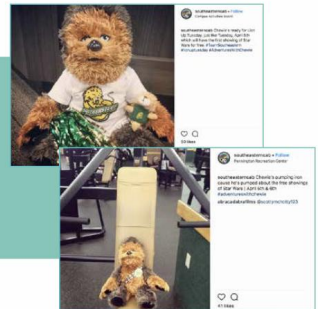


“ We handed out to the first 50 attendees **Limited Edition Popcorn Cups** with a list of the semester's movies on it. Each movie had a different color. To promote the week's movie, we handed out free popcorn with flyers at lunch time one day during that week.

- MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY

“ Our creative marketing for 'Star Wars' this past semester involved the hashtag #AdventuresWithChewie. We had a stuffed Chewbacca the students took around campus and photographed him doing different things. We posted a new photo or video everyday. We did this for the two weeks leading up to our showings.

- SOUTHEASTERN LOUISIANA UNIVERSITY



PROMOTION



“ When we showed 'Jurassic World,' we advertised by putting **blow-up dinosaurs holding signs** around campus. We also handed out gummy dinosaurs.

- WASHINGTON STATE UNIVERSITY SPOKANE



“ The most effective means of promoting our screenings is sending out three emails to those on our contact list during the week of the Friday night screenings. Each email features a tidbit of information relating to the film to be shown that week. This heightens the interest and anticipation of the prospective viewer in seeing the film and plays a major role in high attendance.

- BRIGHAM YOUNG UNIVERSITY





Attract *More* Students WITH A CREATIVE MOVIE EVENT

3 A Star Is Born



Event Idea:

Discover the next Ally at your school by hosting a singing competition before the show, or do a low-key open mic night to spotlight your campus' talent!

Promo Idea:

Write a short, fun original song then turn it into a music video and blast it all over social to promote your movie event.

Attract *More* Students WITH A CREATIVE MOVIE EVENT

6 Bumblebee



Event Idea:

Bumble bees were listed as endangered for the first time in 2017. Help protect this species on your campus – as well as on other environmental causes – by partnering with your campus' sustainability group to educate students before the show!

Promo Idea:

Have a volunteer wear a bumble bee costume and "fly" around campus handing out flyers.

8 Spider-Man: Into the Spider-Verse



Event Idea:

Encourage patrons not to get caught up in a tangled web by partnering with your athletics group to build a cargo net or rope obstacle course! Challenge attendees to complete the course in a limited amount of time, and pass out prizes to those with the best spidey skills.

Promo Idea:

Challenge students to write their own Spider-Man comic story and post it on social so everyone can vote on the winner – which will be revealed at your movie event.

DIVERSITY & INCLUSION

Sort By ▼

Download ▼

Filter Results ▼



BlacKkKlansman

R

Available Now



On the Basis of Sex

PG-13

Pre-Home: 3/13



Green Book

PG-13

Pre-Home: 1/23



Black Panther

PG-13

Available Now



Additional Upgrades!

- Presenter TVs
- Walls
- Curtains
- Stage

Our terrific Titan Theater, with just a few of these upgrades, has the potential to entice more students to check it out for an event than ever before, open up more space for presentations, and brings awareness to our student union in general. Coming soon to a student union near you.

- Data:

Titan Student Union, CSUF		Client Statistics (Summary)							
Reporting Period: 8/20/2018 thru 12/20/2018									
Client Type	Bookings	%	Reserved Hours	%	Event Hours	%	Est Attendance	%	
AFFILIATED STD ORGANIZATION	111	83.45	513.00	75.13	367.75	72.57	9,287	82.58	
CSUF FACULTY/STAFF	18	13.53	145.00	21.23	118.25	23.33	1,720	15.29	
OFF-CAMPUS	2	1.50	12.50	1.83	11.50	2.26	195	1.73	
PRIVATE USE/Std-Alm-Fac-Staff	2	1.50	12.25	1.79	9.25	1.82	44	0.39	
Total	133	100.00	682.75	100.00	506.75	100.00	11,246	100.00	

