

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
FEBRUARY 4, 2019
MINUTES**

I. Call to Order

The Special Meeting of the USU BOD was called to order at 1:03 p.m. by Chair Bhernard Tila.

II. Roll Call

Present	Absent	Staff	Guests
Frank Benkovic	Raquel Cetz Tamayo	Raquel De Ruiz Molinar	Ronnie Veliz
Arrah Ebot-Enaw (<i>arrived at 1:51 p.m.</i>)	Sharon Eichten	Jimmy Francis	
Maria Elizondo	Tonee Sherrill	Augie Garibay	
Stephanie Flores Temix		Jeremy Hamlett	
Marquita Gammage		Joe Illuminate	
Debra Hammond		Chris Jensen	
Beverly Ntagu		Jennifer Kim	
Michael Odinlo		Sharon Kinard	
Amber Perkins		Samantha Liu	
Shelley Ruelas-Bischoff		Audrey Martinez	
Jesus Suarez		Jonathan Navarro	
Bhernard Tila		Michael Niles	
		Tim Rasmussen	
		Freddie Sanchez	
		Steven Wein	

III. Approval of the Special Meeting Agenda

M/S/P (F. Benkovic/A. Perkins) Motion to approve the special meeting agenda dated February 4, 2019.

Motion passed 10-0-0.

IV. Action Item

A. USU Renovation/Construction Project Naming

M/S (F. Benkovic/S. Flores Temix) Motion to choose the Matador Student Center (Option 1) as the branded name of the new USU facility, which will be incorporated in all referendum marketing materials.

M/S/P (M. Gammage/J. Suarez) Motion to amend the motion and choose no name as part of the referendum process, but rather focus on the tagline and scope of the project in all referendum marketing materials (Option 3).

Chair Tila said that the Referendum Development Work Team has held meetings to discuss the possibility of naming the new facility for purposes of the referendum and that the team developed a three-option memo to aid the board in the decision-making process. The team recommended the Matador Student Center as the branded name to the new facility.

Discussion ensued regarding the lack of enthusiasm in the new name. Some directors said the name was not representative of the concept of the project and desired a stronger name that would elicit more passion and attention for the project. It was stated that there has been more focus on the taglines in past referendum campaigns rather than on the names of actual structures. Many felt it was not necessary to name the building for the campaign and did not want to name the facility under the pressure of time constraints. It was suggested that the use of the tagline for the campaign could elicit a more visceral connection to the project. Discussion continued about the desire to give more students the opportunity to take part in the naming of the new facility. The board did see the value and importance of branding the campaign and giving a name to the project for referendum marketing purposes, but did not deem the naming of the building necessary at this time. It was stated that the naming decision was too important and too permanent to be made under the limited time constraints. In past referendums, the buildings were usually named after the project was approved. Concerns

about the strength of the name and the ability to convey the message of the tagline, “The new heart of campus” was expressed. Other concerns included the confusion that could arise from the similarity of the name to existing organizations at the USU, namely the Matador Involvement Center (MIC). Not naming the building until after the results of the referendum would leave more time to be thoughtful about name options and leave more time to consult with other groups that might be impacted. It was stated that more focus needs to be placed on marketing the referendum with the tagline. Marketing Manager Michael Niles agreed with the strength of the tagline and supported the use of the tagline in the referendum campaign. He noted that the name, Matador Student Center, was not created by the marketing department but from a longer process in 2017 that involved 150 people from various groups that decided on the name through brainstorming and strategic creative briefs. It was noted that the focus groups that participated in developing the name at that time were not aware of the prospect of a new facility. From a marketing perspective, the Matador Student Center was an inclusive name that would help connect students to the referendum, but is not 100% necessary for a successful referendum. Niles said the tagline was created after the decision to move forward with the spring 2019 referendum. The process involved brainstorming and a series of votes from the Referendum Development Work Team. The purpose of naming the facility was to capture the project and help engage and inform students about the referendum. It was concluded that the tagline would elicit the aspirational and visceral reactions desired for the campaign. Niles expressed that the Marketing Department would be supportive of the board’s decision regarding the naming.

Amendment passed 8-0-0.

Motion, as amended, passed 8-0-0.

Director Gammage left at 1:46 p.m.

Director Suarez left at 1:48 p.m.

V. Announcements

- Chair Tila reminded the graduating student members of the board to review the commencement calendar and go to Gradfest March 13-14.
- Director Ruelas-Bischoff reminded students to take part in commencement’s “name coach system” where they record the pronunciation of their names. That will ensure that the correct pronunciation of names will be announced during the ceremonies.

Director Ebot Enaw arrived at 1:50 p.m.

VI. Adjournment

The meeting was adjourned by Chair Tila at 1:51 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director