These minutes represent a summary of the content and character of each meeting and are not meant to be an exhaustive list of the comments made. Also, these notes are an initial attempt to understand the student life, academic support, and external issues that affect UWM; we will return to gather additional information as necessary.

ATTENDEES
Fran Jasper, Union
Tom Viel, Union
Scott Gore, Union
Mike Schmit, Union
Alice Y. Jackson, Union
Kate Sullivan, UW System
Linda Hausladen, Union
Jeff Kosloske, UW System
Lora Strigens, HGA
Kathryn Madden, Sasaki team

SUMMARY
A. General Description and Operations

1) 330,000 asf; 27,500 visits daily or 5 million per year; 100,000 people per year at events; replacement value $90 to 180 million

2) Operates from 7 am to midnight, seven days a week with two shifts of custodial and maintenance staff; peak usage is October, April, and May

3) Phased Construction
   • 1956 first union phase (replacing 1948 barracks)
   • 1963 – fireside room and ballroom added
• 1972 – doubled size with addition on east and 2nd and 3rd floors
• 1987 – finished atrium and expanded the bookstore

4) Program managers are responsible for sponsoring events
5) Program Budgeting: each event has a business pro forma – where, when, how, what is the feasibility, cost/benefit assessment; is it self sustaining, is it a service to students; they are analyzing a ticketing operation to handle arena, Zelazo, and the Union programs; could use the security/information desk or create a walk-up kiosk (like ATM); information desk serves as assistance, navigating events, student organizations.

6) Scheduling – they are working on a comprehensive electronic schedule; marketing is now done with banners and other promotional materials. The use of technology would move students to action, linking all information from campus and displaying in one place.

B. Program Goals

1) Goal for performances – bring different level of performance (dance, theatrical, with lighting) such as Alvin Alley; solicit programs to make them more accessible for students
2) Goal to match programs and venues: programmed events compete with student organizations and departments; need more meeting space
3) Goal is to work more with academic departments to offer programs that provide supplemental instruction
4) Proposal three years ago to renovate Union based on experience audit and visioning workshop facilitated by Kahler Slater Architects. Series of drivers include openness, wayfinding, bringing in the outside, traffic flow, unity, and eliminating dead ends. They are finalizing a conceptual planning document now; the program is revenue driven; endorsed by the System as a priority; Chancellor supports project – needs funding; use of student fees is sensitive issue to Board of Regents and constituents ability to pay; support bonding.
5) Manage bookings – use outdoor spaces and events spilling outdoors; music, sales

C. Current Program

1) The Union is the living room of the University: featured in tours; used for special events and hosts Board of Regents; Union is the point of arrival for guests and others: every bus stops outside Union except Riverview shuttle
2) During academic year, outside groups aren’t able to use it. Departments don’t pay rent for use but must cover cost of maintenance and labor.
3) Multipurpose in function – ballroom, fireside lounge, and small break out rooms, but also has specialized facilities such as theater, art galleries, recreation center/game room, Outing Center, and Studio Arts and Crafts Center.
4) Student organizations: 80 in Union out of 300 on campus; great demand for organizations; should use more common/shared space
5) Spaights Plaza – sense of spirit, gathering point, some programs happen out there; micro climate creates a wind tunnel on plaza; used to be a green before parking was built in 1972; structural support for construction equipment is an issue
6) Event sizes
   • 20 meeting rooms with mostly 20-30 seats but one with 90 seats and one with 45 seats; training sessions
   • Union Wisconsin Room 800 seats lecture style; 450 seats in banquet set up
• Zelazo auditorium approximately 850 seats
• Bader Theater at Peck 850 seats but no wings either; also serves for academic teaching space
• Klotsche Center requires conversion of about $18,000

D. Physical Implications and Space Needs
1) Greatest opportunity: improvements to South and West sides of building where there is sunlight, room to connect to the outside, and the brutalist architecture is most unfriendly – the front door of the campus could really be transformed by such improvements
2) Opportunity: create relationships between the open spaces inside; utilize movement and integrate it with programming; seek to connect diverse groups on campus, which now tend to congregate as separate groups
3) Do not recommend another Union on remote campuses but rather design some multipurpose function rooms and offer web casting to “take a smaller show on the road”
4) No place for real theater or concerts since no wing space or sufficient back of house; some events such as the Distance-lecture series needs a larger room
5) Infrastructure: building systems are over forty years old and with four phases of construction are not seamless; energy costs are high – exoskeleton has single pane windows, no outside light in many rooms, need motion detector lights, Johnson Control system doesn’t allow integration; technology networking is nonexistent.

E. Next Steps
1. Document meeting minutes.
2. Perform data and site analysis throughout the summer.
3. Present initial analysis findings in the Fall.

The information above will stand as recorded unless Sasaki receives written comments within five days of the distribution date from a recipient requesting an amendment.