**Memorial Union Reinvestment**  
**Design Committee Meeting #3**  
**Meeting Minutes 2011-2012**  
**Langdon Room – Memorial Union**

### Members

<table>
<thead>
<tr>
<th>Members</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katie Fischer, Union President</td>
<td>John Staley, UW Faculty/Staff Rep</td>
</tr>
<tr>
<td>Colin Plunkett, Student Project Manager</td>
<td>Mark Haebig, UW Alumni Rep (MUBA)</td>
</tr>
<tr>
<td>Kathryn Von Below, Project Manager, Ex-Officio</td>
<td>Tom Smith, UW Alumni Rep (MUBA)</td>
</tr>
<tr>
<td>John Skic, Student Appointee</td>
<td>Kelli Kruschke, ASM Chair Designee</td>
</tr>
<tr>
<td>Brigid Hogan, Student Appointee</td>
<td>Rachael Smith, ASM Appointee</td>
</tr>
<tr>
<td>Courtney Severson, Student Appointee</td>
<td>Eleanor Wroblewski, ASM Appointee</td>
</tr>
<tr>
<td>Mark Guthier, Union Director</td>
<td>Kate Ruocco, ASM Appointee</td>
</tr>
<tr>
<td>Hank Walter, Union Associate Director</td>
<td>Ted Crabb, Emeritus Director, Ex-Officio</td>
</tr>
<tr>
<td>John Sharpless, UW Faculty/Staff Rep</td>
<td>Kiley Groose, Summer Student Appointee</td>
</tr>
<tr>
<td>Martin Feehan, Summer Student Appointee</td>
<td>Allie Gardner, Summer Student Appointee</td>
</tr>
</tbody>
</table>

**Guests:** Dierk Polzin, Senior Research Specialist, College of Letters & Sciences, Jake Immel, Office Associate, Director’s Office.

### TOPIC | DISCUSSION | ACTION
--- | --- | ---
**Call to Order** | Mr. Plunkett called the meeting to order on July 12, 2011 at 6:30p.m. |  
**Open Forum** | Mr. Dierk Polzin was present to comment on terrace space lost due to the new lobby space for the Union Theater. Dierk state that it is critical that students, faculty, and community members realize how much the project affects the terrace. He also made a point to state that the terrace has important history, and that it impacts the overall Union, and city life. An urge to revisit and note a 2004 proposal for a banquet hall to be constructed, extending outward from the Theater, resulting in a lack of revenue and was turned down by the student body. |  
**Approval of Minutes** | Ms. Fischer presented the minutes from the June 23 meeting, where she made a MOTION to accept them as submitted. Ms. Groose noted Interest Groups had been updated since the meeting and asked if the minutes needed to reflect the action. Mr. Plunkett noted that the minutes only needed to reflect the actions taken during the meeting. Mr. Smith SECONDED the motion, where the MOTION PASSED without objection. | MOTION APPROVED  
|  |  |  
**ETC Tour Overview** | Ms. von Below reported on a recent trip taken by Ralph Russo (WU Theater Director), Jeff Micheel (WU Theater Production Manager), Michael DiBlasi (Shuler Shook Theater Consultant), Colin and herself to Electronic Theater |  

---
Controls in Middleton, Wisconsin. The 325,000 square foot headquarters facility offers nationally known, world-renowned factory, office, and lobby space. The tour focused on design and factory make-up components, mainly rig consoles and modern/contemporary lighting methods, which are being researched for the Theater and Play Circle. Wendy explained that rigging includes stage backdrops, curtains, lighting truss, projections screens, etc. Consoles contain the fundamentals of lighting control.

The concern of lighting fixtures was studied; whether to use LED (Light Emitting Diode) or Traditional fixtures.

- Traditional fixtures produce a more vibrant white light, focusing on shading/coloring techniques, however are not energy efficient
- LED alternatives are very energy efficient and produce a more colorful light and more numerous color possibilities. The Theater consultant made the recommendation to the group of having mixture of LED vs. Traditional lighting fixtures.

Wendy asked for discussion or comments from the committee:

Mr. Smith noted that during his student tenure in the Theater, actors were never accented with white light and asked if this was still the normality. Ms. Groose confirmed the Theater does not use solely white light often, usually only for concert series events.

Mr. Haebig inquired as to why ETC was chosen for lighting, where Ms. von Below responded that ETC was the number one leader in their industry, the company has may awards, and the convenient location.

Ms. Fischer made a **MOTION** to approve the direction of Theater lighting components, as **SECONDED** by Ms. Groose.

Mr. Plunkett opened the floor for discussion.

Mr. Haebig asked for a definition of the word “direction,” where Katie answered “it is a good idea to move forward and look into Traditional and LED as a combination of Theater lighting.”

Mr. Haebig followed-up by addressing the idea of approving the direction of Theater lighting was not necessary, Ms. Wroblewski added her approval.
| Percent for Art Update | Mr. Sharpless added that a consultant may be necessary to determine the appropriate combination of lighting and as well as bringing it up to modern standards. Mr. Smith added agreement that no formal action needed to take place. Mr. Plunkett tabled the topic of Theater lighting, and Ms. Fischer withdrew her motion. Mr. Walter explained the State of Wisconsin historically requires Capital Campaigns to make an allocation of 0.25% (one-fourth percent) to be spent on art-related additions. This totals to $132,000 of the Memorial Union Reinvestment. Hank explained this item no longer exists as of July 1, 2011. The Division of State Facilities gives the project the flexibility of where to spend the allocation, either on art or to be placed back into the project in another area. Ms. Smith asked what spending the allocated funds on art meant and what the project would use the amount for; where Mr. Haebig suggested his interest in seeing the amount specifically used on art sculptures in the Theater Lobby/Terrace area. Mr. Sharpless noted the possibility of a competition to see what kind of proposals would come through as far as utilizing the funds. Mr. Feehan requested consideration of art ideas that make the building environment structural, noting the example of Prairie Fire at Union South. Hank made a MOTION that the Union be directed to pursue allocating the money (0.25% or $132,000) for art, where Mr. Feehan SECONDED. Mr. Plunkett opened the floor for discussion. Hank made mention that Union staff, Art Committee, places where art interests lie will be looked to for opinion and reference in order to be deliberate with the fund allocation before reporting back to Design Committee. Mr. Plunkett ended discussion and CALLED THE QUESTION, where the MOTION PASSED without objection. | NO ACTION TAKEN |
| VIP/Bus Stop (Indoor) Configuration | Mr. Plunkett presented renderings of the Box Office and VIP (Visitor Information Program)/Bus Stop s as well as five options for review as submitted from the architects. The main suggestion is to combine the Box Office/VIP area or | MOTION | APPROVED |
leave them separate.

Ms. von Below made note of the restroom, Box Office, and VIP desk locations in each option as they are the variable spaces within this area. Wendy also pointed out Luggage Storage for the Hotel Guest Rooms will be stored in this area.

Ms. Wroblewski noted Memorial Union needs an area where people can go to ask questions about anything that is Union-related, and be provided with a sufficient and comprehensive answer.

Mr. Smith added a potential location issue, pointing out where the Essentials desk’s is currently located in the building and asking if it was foreseeable to have the VIP/Box Office area as a “hub” of information or a visitor’s center.

Ms. Fischer responded as Alumni Park is created, the east entrance will not create as much traffic as it currently does, and the project is looking to the VIP/Box Office building entrance as a new main entrance to the building.

Design Committee noted positive interest in Options two and three:

**Option 2 Discussion:**

Ms. Wroblewski asked about indoor seating options and bus stop visibility, where Mr. Plunkett answered the desire is to have people walk directly into seating area, where there will be Fire Department and safety requirements. Ms. Fischer also responded real-time monitors will be in place displaying bus arrival and departure.

Ms. von Below added the lounge area will look to have some bench or seating availability, however the current sketches are just a rough idea of design.

Colin made reference to the location of restrooms directly inside the door area, that it could be an undesired location for them.

**Option 3 Discussion:**

Mr. Sharpless asked what the purposed seating areas were, where Ms. Groose answered that people could be waiting for a tour in the area as well as potential bus overflow.

Mr. Sharpless suggested a design change to save space and construction of unneeded wall area. Ms. von Below noted a suggestion to change the door location of the Campus Info. Office.
### Overall discussion:

Mr. Walter noted design needs to be careful that Campus Information and the bus stop area do not draw customers away from the bus stop line of sight.

Mr. Staley raised concern of asking Madison Metro about bus stop locations and changing relevant bus stop locations. Mr. Walter addressed that Campus Transportation Information is currently discussing the matter with Madison Metro. The routes that would be affected would be Routes 80 and 85.

Mr. Plunkett noted two information staff meetings – this will be the Union staff’s opportunity to meet with the Design Team and voice thoughts on Design Development. He asked for a good representation of the Design Committee at this meeting and active involvement.

### MU/US Bash

Ms. Fischer described the Memorial Union Bash, an annual get-together for first-year freshman and transfer students to display what is offered at the Union. An idea to expand the event to Union South to show off both buildings is in the works. Colin wants to brainstorm an eye-catching idea to get attendees involved with information on the Building Project. The Memorial Union Bash will be on Thursday, September 8, from 7:00 to 11:00p.m. The Union South Bash will take place Friday, September 9, 8:00 to midnight. Ideas for advertising the Building Project at the bash can be communicated to Colin and Katie.

Colin and Wendy will present information on the Memorial Union Reinvestment, focusing on floor plan drafts and a Phase I overview at the Union Summer Chautauqua event. This will be another opportunity for Union staff to provide feedback and give opinions on the project.

Mr. Staley voiced interest in having more recent/up-to-date drafts available for the next Design Meeting, Colin and Wendy confirmed this will occur.

### Adjournment

With no further items for discussion, Ms. Fischer adjourned the meeting at 7:59p.m. without objection.