

**MEETING NOTES OF THE
UNIVERSITY FACILITIES PLANNING BOARD
March 1, 2011**

Members Present: Banziger - Vice Chair, Becker, Butler, Fedock, Hansen, LaCrone for McCoy, Lane, Lashaway for Roloff, Mooney, Rimpau, Stump, Thiel – ASMSU, Thull, York

Members Absent: Agre-Kippenhan - Chair, Blunck, Bristol, Everts, Jacobsen, Yarnell

Guests: Victoria Drummond, Facilities Planning, Design & Construction; Robert Putzke, University Police; Duane Morris, Auxiliary Services; Julie Kipfer, Communications and Public Affairs; Melinda Peirce, Breane Huckabone, Student; Jenny Haubenreiser, Health Promo Program

The University Facilities Planning Board met beginning at 3:30 pm to discuss the following:

Members agreed to begin meeting with ITEM No. 4.

ITEM No. 4 – Informational – Campus Beautification Project

Melinda Peirce, a student who had presented this informational item twice before at UFPB, gave the update on littering, because it is still an issue on campus. She officially created the Campus Beautification Project under Student Activities as a club, which allows funding to promote education. NECO is the umbrella the project is under. Breane Huckabone, also a student, assisted in the presentation. The intent, with Facilities Service approval, is as follows:

- Place CBP butt buckets outside building entrances that lack trash cans or butt receptacles for gum and cigarette butts during Earth Week, which will include volunteers to adopt a bucket to help keep them dumped - if this idea works out, it may be continued beyond Earth Week
- Year-round Flowering with a message, which involves members who will design plastic flower arrangements for the MSU flower pots and beds with a message of that place not being an ash tray (group volunteers will adopt a flower pot or bed to keep up the appearance, cleaning and removal in the spring)
- Campus clean-up events, which include members working with certain professors and their classes twice during Earth Week, once at end of the semester and twice during the summer
- Hold tables in the SUB throughout each semester displaying projects and events (the tables will have educational materials to hand out along with goodies, and hopefully pocket ashtrays)

The club would like to work around the campus with signage because many of the existing signs are not visible or in need of repair. The Tobacco Initiative to create a smoke-free campus will cause the signs to go away if the initiative passes, but currently, signage is not working.

Lane suggested wooden flowers be given to different departments on campus to decorate and include a message about smoking to be placed along Centennial Mall.

Butler stated that anything that is being planned that is permanent in nature will affect how things look and should be brought before UFPB; the plan may work, but the process will affect the way things look on campus. Peirce will fill out an outdoor use agreement and meet with Facilities for approval of the Earth Week plans. CBP can then return to UFPB with a request that is permanent in nature. Peirce has a goal to bring litter education to the State of Montana starting at MSU.

Jenny Haubenreiser, Director of Health Promotion Program, addressed the Tobacco Initiative. The purpose of a campus tobacco free policy is to provide a clean and healthy living environment for everyone on campus. There is no safe exposure to tobacco smoke. It is being measured at the DNA level. Second hand smoke is as dangerous outside as it is inside. There are now many smokeless tobacco products targeting students and the tobacco industry is now shooting for dual usage with its mailers sent out to 18 and over.

Tobacco Free Policies have become a national standard. There are 280 campuses nationwide that have gone tobacco free. Five campuses in Montana are or will soon be tobacco free: Tech in Butte, U of M, Fort Peck Community College, Western MT and School of Technology in Helena. The students are holding it up at MSU. ASMSU is going to put this on the ballot for a student vote.

Lashaway warned against the visual clutter that too many signs on campus can create. It comes to a point that people don't notice signs anymore.

Peirce will continue to work with Victoria Drummond and Facilities Services.

ITEM No. 1 – Approval of Meeting Notes

Stump moved to approve the meeting notes from February 15, 2011. Lane seconded the motion. Lane requested that the meeting notes be amended to reflect that Montana Bobcats be replaced with Montana State Bobcats in three places. The meeting notes were approved unanimously.

ITEM No. 2 – Executive Committee Report – No actions to report

ITEM No. 3 – Consent Agenda - None

ITEM No. 5 – Discussion – Signage: Non-traditional signs; Venues off campus; Formalize perimeter locations

Banziger introduced three guests who are consulted by Facilities regarding signage issues on campus and invited to participate in the meeting: Robert Putzke, University Police; Julie Kipfer, Communications and Public Affairs; and Duane Morris, Auxiliary Services.

Victoria Drummond identified two main issues for discussion: pushing the envelope with traditional signage and using the campus boundary to invite people onto campus. A PowerPoint and hard copy examples demonstrating traditional and non-traditional signage on campus was presented.

An example of pushing the envelope is the recent request by Tate Chamberlain to advertise Rail Jam with sky divers and to park a vinyl-covered vehicle on Centennial Mall for two days. MSU partnered with Chamberlain for the off-campus event, but it is a non-MSU venue. Issues include:

- This sets a precedent when who else will want to park a vehicle on campus (associated with MSU or any vendor)
- The Mall is a main pedestrian corridor and emergency vehicle route
- Who drives the vehicle on and off the Mall
- Where are the keys in an emergency
- Open to what types of vehicles
- Maximum duration on the Mall
- A specific location on the Mall
- Radio or amplified music from the vehicle; time of year (Catapalooza is not during exam week)
- Liability to damage to vehicle while on campus

Putzke stated that Centennial Mall has mixed pedestrian and bicycle traffic and occasionally the usage of Facilities Services and emergency vehicles, which are legitimate reasons to be on the Mall. The Rail Jam vehicle would solely be on the Mall for advertising and is not considered to be a legitimate reason by the University Police. The request to advertise Rail Jam with sky divers landing on Centennial Mall was denied because of safety issues.

Kipfer asked what the relationship is between MSU and Rail Jam, and are we paying them money.

Drummond explained that the request came through on the Outdoor Event Agreement which identifies MSU as a sponsor but does not elaborate on the sponsorship.

Morris explained that ASMSU and Chamberlain Productions partnered up for the Rail Jam event and when that happened, certain avenues opened up for Chamberlain to advertise. He involves students in graphic design which gives some of our students educational experience, but Morris does not believe ASMSU shares the gate proceeds. Chamberlain has their logo on a poster and in return for that they have some promotional opportunities that open up for them to advertise. It is easy to say no on this campus; the SUB tries to work out how to say yes and be creative. The SUB recently allowed banners on the pillars, which was an advertisement, but Morris believes we cross a line when we allow vehicles to be parked on campus with an advertising message and he would then expect to have opportunities to advertise using vehicles on the Mall in the future if this is allowed.

Banziger stated that the vinyl advertising creates visual clutter, and all of the vinyl used for advertisement on campus ends up in the landfill, which does not promote sustainability.

Stump believes the real issue is what we want the Mall, the interior to campus, to look like.

Butler pointed out that UFPB is reviewing this for a recommendation on this type of advertising, not the specific car itself, so those receiving Outdoor Event Agreement requests (Butler, Stump, Putzke) have guidance.

Banziger suggested to the group that they may continue to discuss the issue or make a motion to change it from a discussion item to a recommendation item.

Lashaway said we are not against all innovative advertising. This is a specific request for a vinyl covered vehicle on the Mall that we feel is not appropriate for this kind of event off MSU campus and we need the direction from the group.

Lane made the motion to recommend not allowing vehicles on campus for advertising purposes unless it's directly related to an event that is held on campus.

Stump remarked that every advertisement that we would put on campus would have some kind of tie to us.

York stated that it should be case-by-case.

The motion died.

Butler moved to reject Rail Jam's request to advertise using a vehicle on the Mall for this 2011 event. York seconded the motion.

There was a discussion comparing this request to an ROTC request. It was decided that ROTC has a direct affiliation to MSU academia and its Land Grant Institution Mission and has never advertised for an event that was off campus.

The motion was approved unanimously.

Drummond proceeded with the second part of the discussion regarding the use of the campus perimeter for sign displays targeting vehicle traffic in promoting on-campus events.

1. Does MSU want to put signs up at campus perimeter and do these signs promote MSU's desired image?
2. If we allow them, should the signs be better controlled and meet a set standard? We have no control over the type or size of the sign or how it is mounted or attached. Should we formalize the process and have specific locations?

Drummond again distributed pictures to UFPB members demonstrating traditional and non-traditional signage on the campus perimeter. The locations include Kagy and 7th, Lincoln and 11th, Grant and 7th, and Grant and 11th. If we want to reach out to the public to bring them into the events that are happening, do we want to formalize that and should we have specific locations for that and develop a program? Dropping banners off the side of Shroyer Gym would get the message out, or something hanging off a lamppost, or a panel and post scenario would serve the purpose. We can train the traveling public – this is where you will see a sign; this is the type of sign; this is where it will be safely attached. That location would be managed by an entity and you would schedule and arrange for your opportunity to advertise.

Banziger said we have a standing agreement with the City of Bozeman Planning Office, particularly on the perimeter of the campus where the campus joins the local neighborhood, and that we will try to follow the city's zoning ordinance, even though we are not required to. The sign ordinance is a part of the zoning ordinance.

Putzke worried that signs on the perimeter obscures views and creates a significant safety issue because the speed limits are higher there than on campus.

Morris believes the food bizarre signage is an ugly representation of our campus and feels there are inconsistencies regarding signage. There have been times when the SUB would like to have welcomed guests to campus with banners which are more attractive than plywood signs on the corner. There are marketing and directional signage in purpose, and they both need to be factored into an event.

Drummond was hoping to get some direction regarding designated locations good for advertising and events, and believed a committee should be established.

Banziger suggested that before any action is taken, MSU should take a look at other campuses first, then act on permanent signage.

Thull liked the idea of forming a committee to look at marketing signs on the perimeter of campus and then report back to UFPB after taking a look at other universities. There are many issues that a smaller group could look at in depth.

Kipfer sees the importance to have a positive campus atmosphere for our student groups who work hard on the events they put on. Also, she would support the marketing signs of the SUB because they support student groups. In twenty or thirty years, the perimeter may be the center of campus.

Stump believed the food bazaar group should have done their marketing ahead of time, and not rely on directional signage to work at the last minute.

Lashaway suggested that the idea evolve with further presentation and discussion at UFPB and to not form a task committee.

It was decided that FPDC could bounce ideas off Morris and Kipfer and report to UFPB at a future meeting.

ITEM No. 6 – Recommendation – Public Art Committee’s proposed Public Art Fund

To be rescheduled due to time constraints.

The March 15th meeting, at this point, is still cancelled unless there is an emergency item. The next meeting is March 29th. This meeting was adjourned at 5:00 p.m.

VCD/da

PC:

President Cruzado
ASMSU President
Jody Barney, College of Agriculture
Pat Chansley, Provost Office
Victoria Drummond, Facilities PDC
Heidi Gagnon, VP Admin & Finance

Diane Heck, Provost Office
Jennifer Joyce, Planning & CIO Office
Linda LaCrone, VP Research Office
Shari McCoy, Presidents Office
Becky McMillan, Auxiliary Services
Julie Kipfer, Communications

Lisa Duffey, College of Agriculture
Robert Putzke, MSU Police
Bonnie Ashley, Registrar
Ashley Steen, Coll of Arts & Arch
Martha Potvin