

Executive Committee Minutes

July 6, 2007

4:00 – 4:50, Sue Jameson Room

Present: Tim Wandling, Catherine Nelson, Scott Miller, Thaine Stearns, Edith Mendez, Ruben Armiñana, Larry Furukawa-Schlereth, Eduardo Ochoa

Unable to attend: Art Warmoth, Maria Hess, a representative from SAC, Robert McNamara, Elaine McDonald-Newman

This special summer meeting was called by the President to consult with the Executive Committee on a naming opportunity for the Green Music Center.

Naming opportunity Consultation – R. Armiñana

R. Armiñana provided background of the process of naming opportunities of this magnitude. He emphasized that the Board of Trustees actually does the naming. The campus is providing a recommendation and the wishes of the donor. He asked that the specifics of the naming be confidential until the proposal reaches the BOT in mid September. In his discussion, he noted that the stage itself, will probably be named for Corrick and Norma Brown and that naming does not need to go to the Board.

A \$5 million gift to the GMC from Jean Schulz had been obtained and the recommendation for the naming of recital hall was Schroeder's Recital Hall. The Executive Committee discussed the naming and had a positive response.

Business Plan for the GMC – E. Ochoa

T. Wandling asked Provost Ochoa to give a report on the GMC business plan. E. Ochoa provided an overview. He said impetus for the creation of the plan was from a donor. J. Langley and F. Ross are working hard on it and it now runs many pages. They are identifying the groups that would use the space and how time would be allotted. Seven internal stakeholders have been identified. Among them are Academic Programs, Extended Education, Associated Students, and others. One definite external stakeholder is the Santa Rosa Symphony and a possible external stakeholder is the GMC Foundation that wants to put on a series of classical music and higher end popular music. They have done demographic research for the Hall, looked at the academic use of the facility and done a preliminary on the financials and it appears "feasible." They have hired a consultant for marketing to boil down the business plan to be more concise and focused. They are viewing the GMC and the Foundation as one entity even though internally, they are separate entities.

Meeting adjourned.

*Respectfully submitted by Laurel Holmström
(there is no digital recording of this meeting, thus these minutes are the only record.)*

Edith Mendez 9/18/07 4:39 PM

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