Minutes:

I. Call to order 3:04 PM
II. Welcome and Introductions
III. Update on Weeknight Parking:
   • working on individual plans
   • Meeting with stakeholders
IV. Communications and Marketing Plan, Olivia James, Campus Enterprises
   • Communications plan is a living document, so suggestions or audiences to be included, please let Olivia know.
   • Focusing individualized messaging for each audience which includes anyone on and near or visiting campus
   • Trying to keep the community as informed as possible
   • Town and administration will receive memos and formal notices.
   • Communications plan takes into account that the next BOT meeting will occur April 3
   • Details will be released prior to that meeting, but BOT will offer more exposure.
   • Hosting media availability with DTH and Gazette, individualized talking points for audiences
   • Trying to create messages that speak to each group and what weeknight parking means to that group.
   • Updating website, including FAQ and contact forms for questions
   • Cheryl will continue meeting with stakeholders
   • Use spring 2019 term to prepare campus as much as possible and really saturate the campus with information.
   • Fall 2019 term will be more for education and impacts of implementation
   • Prefer duplication of messaging from University sources
     • Includes talking points and graphics
     • Asks representatives to share with constituencies to get consistent information out
     • Really relying on this group of representatives to help guide how to best communicate with the groups.
   • Carlos asks, when will visuals and information be available?
     • Olivia hopes by March or early April at the latest.
   • Carlos asks when will presentations to groups occur?
     • T&P has been meeting with groups throughout the past year.
     • Graduate and Professional Student Federation has a senate meeting in March that T&P will attend at the request of the representative.
   • Herb requests that T&P visit housekeeping again.
     • T&P is working on individual plans for housekeeping to help with communications.
• Meg asks who has UNC liaised with in the Town of Chapel Hill
  • The T&P team has primarily met with parking personnel
  • Brad will meet with the Town Manager and Mayor soon.
  • Meg can assist with coordination for Town and will send suggestions to Mya on communications
  • Brad will be UNC’s liaison to the Town and Executives
  • Review specific Town concerns
• John Brunner asks if the town and UNC are in alignment for operational hours and if there’s a discussion to change the Town’s?
  • Meg and T&P have discussed and will continue working through separate meetings
  • Town enforcement hours along with privately owned parking have different hours.
  • Brad suggestions reaching out to the Chamber of Commerce as well
• Clint Gwaltney asks what T&P is concerned about
  • T&P understands that this will be a cultural change for the community
  • Communication and Marketing will be important to show how UNC came to this point and how decisions were made
  • Brad emphasizes talking about the positive impact and why the decisions were made. With weeknight parking program, the system limits daytime permit increases and student fee increases.
  • T&P continues to evaluation how to sustain the system, continue to be good partners, and communicate and address issues

V. Late Night Travel Options, Than Austin
• Preliminary recommendations last year on how to improve
• Discussion for student group – who wants to participate
  • Improve P2P
  • Improve/modify Safe Ride
  • Improve Safe Walk
  • Any other options that enhance travel options for students and late night
• Students funding programs
• Evaluate programs for effectiveness and efficiencies
• Look for opportunity and technology to improve services and programs
• Carlos asks what the timeline is for the group?
• T&P would like to discuss and bring recommendations back to the weeknight parking work group and ACT this academic year and implementation a first phase for August 2019, with longer-term changes and investments during phase 2.

VI. Round Table
• Katie Eimers requests to meet with T&P individually for an update as a new member to the group. Mya will set up.
• Carlos requests T&P to present at GPSF Senate again in March to focus on Graduate/Professional student issues for weeknight parking.
• Sam is working with late night travel group and would also like to know more about messaging to students for access and registration for weeknight parking.
• Meg will follow up with Mya for town coordination
• John thanks T&P for visiting athletics meetings and will continue to work on competing events and resources for the rest of campus. John also asks if other groups have a similar issue for part-time, night-time employees and weeknight parking.
  • T&P may have opportunity for permitting but will need to better understand the numbers and reach for best solution for access
• Jeff is coordinating with T&P for operations and marketing.
• Justin is working on planning next season and preparing audiences.
• Chris suggests making sure T&P has continuity for incoming/outgoing student government leaders.
  • T&P is in contact with student government for this transition.

VII. Adjournment: 3:40 PM

Action Items from Meeting:
  1. Schedule Graduate/Professional Student Federation Senate Meeting
     a. Completed
     b. T&P will present at March 5 at 5:30 PM
     c. Coordinating with Carlos about content and primary topics
  2. Schedule individual meeting with new member, Katie Eimers from School of Medicine
     a. Complete
     b. T&P schedule meeting time with Katie Eimers
  3. Coordinating with Meg McGurk & TOCH

Participants:

Brad Ives
Chris Payne
Olivia James
Clint Gwaltney
Justin Haslett
Jeff Watson
John Brunner
Meg McGurk
Sam Blank
Carlos Patino Descovich

Conference Line:
Tonu Kalam, Music
Herb, Housekeeping
Katie Eimer, SOM
Deborah Hawkins, T&P

Transportation and Parking:
Cheryl Stout
Than Austin
Wil Steen
Mya Nguyen
Karen Jenkins Cheek