

**Minutes
Council on Built Environment
October 26, 2005**

Voting members attending: Kem Bennett, Ralph Davila for Russell Cross, Bruce Edwards for Rick Floyd, Clint Magill, David Parrott, Bill Perry, Chuck Sippial, Max Summers, and Joel Wixson.

Non-voting members attending: Jim Calvin, Lallah Howard, James Massey, Chris Meyer, Raye Milburn, Mary Miller, Nancy Sawtelle and Dick Williams.

Guests: Gali Zilbershtein, Penny King, Jeff Schmahl, Drew Martin and Kevin Hurley.

Signage at Track Complex and Olsen Field

Perry reminded the Council that the Athletic Department may approve commercial advertising which is inside an athletic facility or is inward facing, such as at Olsen Field or Kyle Field, however if the proposed advertisement is externally visible at Kyle Field, Olsen Field, Anderson Track Complex, the varsity tennis courts or other Athletic facilities, CBE must approve. If an advertisement is inside a facility but can be seen from the outside, such as Kyle Field, the Athletic Department should inform CBE but does not need to have Council approval.

The Athletic Department presented three requests for approval: (1) renewal of advertisement sign on the back of the track complex scoreboard, (2) advertisement on the back of Olsen center field fence, facing Wellborn Road, and (3) banners inside the Olsen Field concourse.

1. The Athletic Department wishes to extend their contract with Dodge and retain the advertisement on the back of the track complex scoreboard. The advertisement has been in place for several seasons and the current renewal contract would end in May, 2006. Sippial noted that the City of College Station ordinance does not allow large billboards or banners such as this (with a few exceptions), although TAMU is exempt from complying with the ordinance.

Concern was expressed about the size of the advertisement and the fact that it does not include any A&M logo. King stated that in the future the Athletic Department would be willing to consider a sign which is more Aggie prominent with a smaller sponsorship logo.

Sippial moved to allow Athletics to continue with the contract for another year, ending in May 2006, with the provision that future requests for signage face the inside of the track complex and not the road. Parrott seconded. The motion was amended that future signage should promote an Aggie activity and not include an advertisement. Still no approval exists beyond May, 2006.

Summers spoke against the use of the scoreboard for advertisement purposes and suggested the Council follow the city of College Station's guidelines on billboards and banners. Edwards noted that the revenue stream from this sponsorship has already been anticipated by the Athletic Department. A vote was taken on the motion with five members in favor and three opposed.

2. At the April 20, 2005 meeting, the Council asked the Athletic Department to provide information about where other universities' baseball fields are located in relation to their main campus and whether those schools have university policies on athletics advertising. Martin distributed a handout of baseball signage policies at five Big 12 schools: Baylor, Kansas State, University of Oklahoma, University of Texas and Texas Tech. Only two schools responded that they have advertising policies and three have baseball fields that are located on the main campus.

Athletics requested to erect a large sign on the outside of the center field wall at Olsen Field. The proposed advertisement would be with a local physician and would not include an A&M logo. Concern was expressed that students and faculty would find this type of sign unattractive, especially since it faces a major traffic corridor. Summers moved and Magill seconded to not approve this specific sign for this specific location. The question was raised of how groups and individuals learn about Athletic advertising opportunities. Schmahl stated in this case, the physician was solicited. However in other cases a sponsorship package is sent to individuals to determine their interest. The Athletic Department is not required to go out for bids.

A vote was taken on the motion with five members in favor and one opposed. Therefore, the request was not approved.

3. The Athletic Department wishes to install seven murals on the lower level, exterior brick facade of Olsen Field. The murals would feature former Aggie baseball players with notations about their athletic accomplishments, and a sponsorship logo would be in the lower right corner of the mural. Each sign is expected to last about five years. King stated she has conferred with the Vice President for Communications on all multimedia and signage.

Sippial moved and Summers seconded the installation of the murals at Olsen Field. All members voted in favor of the motion.

Returning to item 2, Schmahl asked what type of advertisement the Council would consider appropriate for the outside of Olsen Field center field wall. Perry suggested the Athletic Department submit preliminary ideas with sketches to the Council to get feedback.

Perry stated he would inform President Gates of the Council's decisions today regarding signage. Summers noted that the Council should have a basic policy on how to handle signage issues. The topic will be added to next week's agenda.

Moves from Academic to Cain

Parrott suggested the Council consider moving Residence Life to Cain A wing. Residence Life is currently scattered in various locations, including the basement of Legett (5,921 SF) and the Grove modulars (3,028). Even though the Cain area is smaller than the building Residence Life had planned to build, Parrott said it is still workable and would allow a student services activity to move into the Student Services corridor, while also freeing up space in the academic corridor. Parrott distributed a handout which he and Wixson drafted regarding a definition of the Student Services corridor and the types of functions and activities which should be located in the area. It

was requested that the description be revised to include the names of specific offices which would be suitable for the Student Services Corridor.

The Council recalled CBE's recommendations to President Gates regarding Cain and asked that those recommendations be included with today's minutes. That portion of the recommendations is shown below in italics.

After completion of the General Services Complex (GSC) take the following:

a. Vacate Cain South Wing and move departments to GSC. Possible move of Dean of Faculties, Faculty Senate, Center for Teaching Excellence and Honors Programs to Cain South Wing. This frees space in Academic Building (8,341 ASF) and Blocker (2,437 ASF) for faculty space [example—part of Theater Arts could move to Academic from Blocker and the vacated space in Blocker could be assigned to Engineering as could CTE space in Blocker.]

It was noted that in addition to ELI being located in the modulars at the Grove, the Institute also occupies space on the ground floor of Hart Hall. The Council questioned whether ELI could fit all their operations in one part of Hart Hall.

Perry will visit with Mark Weichold about these ideas and the topic will be discussed again at next week's meeting.

Student Media Location

Parrott proposed that Student Media Services occupy the basement of the MSC where the Craft Center is currently located, and move the Craft Center to the photo lab area, which would no longer serve that function due to lack of use. Although the photo area is smaller than the current Craft Center, it is workable. Parrott has discussed this plan with the MSC Council and received their endorsement. Student Media Services would pay for the renovations for the area they would use and either the Vice President for Student Affairs or Memorial Student Center would pay to remodel the photo lab area for the Craft Center. Parrott added that by moving the Student Media office, it frees up 4,804 SF in Reed McDonald.

Since the space is already controlled by Vice President for Student Affairs, Perry noted they do not need the Council's permission to make the changes; however, the Council could endorse the concept. Sippial moved and Summers seconded to endorse the relocations since it helps in the faculty reinvestment process. All members were in favor of the motion.

Parrott noted that the ceiling of the proposed area for Student Media Services leaks from the Food Services kitchen above it. Perry asked that Student Affairs coordinate this repair with Finance and Facilities.

Prioritizing Potentials

Last week the Council discussed possible construction projects should additional funds become available. Ideas included renovating the YMCA Building, classroom buildings, constructing the second half of the ETED building, investing in energy capital costs and incentivizing HSC to move medical research toward the center of campus.

Additional suggestions include capital renewal for the Academic Building, and other new construction to enhance the teaching and research mission, including faculty reinvestment needs. It was noted that new construction funds are easier to get than extra funding for maintenance. Magill stated he believes the faculty would prefer repair and upgrade of current academic facilities.

Perry will visit with Provost Prior regarding the ideas and comments and visit with the Council of Deans.

LEED Certification

Williams provided a handout on the Texas State Energy Code and the LEED Rating System. The state sets minimum requirements for energy consumption, but this is only one of seven areas that are evaluated in the LEED rating system. TAMU currently meets or exceeds state guidelines on energy conservation. The Council was reminded the Campus Master Plan recommends new campus buildings should qualify for the LEED silver rating.

Other Business

Next week the Council will discuss classroom utilization.