



Agenda Items

1. Insomnia Cookie Sampling
2. Presentation: New Haven Programming
3. Texts.com Partnership Opportunity
4. Your 2015-16 YCC Social Chair...
5. Revised Media Policy
6. Petitions for Associate Membership
7. Announcements & Reminders

Attendance

BK	Diksha Brahmhatt	X	Joseph English	E
BK	Ethan Young	X	Madeline Bauer	E
BR	Mollie Johnson	X	Amour Alexandre	X
BR	Shannon Flores	X	Daniel Tovbin	X
CC	Michael Yuan	E	Sammy Bensinger	X
CC	Luis Patiño	E	Josh Hochman	X
DC	Joseph Cornett	X	Megan Ruan	X
DC	Daniel Hamidi	X	Joel Bervell	X
ES	Sydney Wade	X	Maya Sweedler	E
ES	Joseph Tomchak	X	Phan Nguyen	E
JE	Benjamin Held	X	Alex Cruz	X
MC	Kevin Sullivan	X		
MC	Carter Henschien	X		
PC	Lauren Sapienza	X		
PC	Sofia Braunstein	E		
SY	Christopher Bowman	X		
SY	Avery Thompson	E		
SM	Katherine Oh	X		
SM	Peter Huang	X		
TD	Joshua McGilvray	X		
TC	Shah Kahn	U		
TC	Devyn Rigsby	X		

Minutes

Please note that the minutes reflect the conversation held during the Council of Representatives meeting, but may not contain every comment and are not intended to reflect exact quotations. Comments in italics are notes to give context to the minutes. The layout of the minutes is the Presentation of the Issue, Presentation of the Discussion, and Recording of the Vote. Unless otherwise noted, the Presentation of the Issue is done by the person whose name is next to the heading for that issue. Comments by representatives or other attendees are preceded by their name (e.g. Jane: comment).

New Haven Programming Project

Presentation by Diksha Brahmhatt (Council Rep)

- The Problem
 - The Yale Bubble
 - There's a city out there!
 - New Haven seen as “ghetto,” need to change this perception
 - Advertising/awareness
 - FOCUS exists as a pre-orientation program for sophomores, but it is very self-selecting
 - The Yale website link to explore New Haven is very obscure
- Goals
 - Give students initial exposure to arts, dining, outdoors, etc. in New Haven
 - Bring New Haven to Yale to foster that initial exposure
 - Adopt more accessible publicity methods to promote events related to New Haven
 - Move beyond community service
 - Publicize arts calendar using Facebook and other social media
- Challenges
 - Who is the target audience?
 - How do we get students interested?
 - What is Yale lacking that New Haven can offer?
 - Which events will actually have a far reach and high attendance?
- The Approach
 - Do research on peer institutions and what exists already at Yale and in New Haven
 - Ask peers to see what it would take to get them to leave campus
- The Proposal
 - Food Cart Festival/Taste of New Haven
 - Working with restaurants
 - Night on the Town
 - Date night-esque?
 - Restaurant subsidies
 - Student menus
 - Movies (Criterion?)
 - Art gallery
 - New Haven ballet
 - Peabody

- New Haven Month

Discussion and Q&A:

- Daniel T: Where will the money come from?
 - Small buy-in price for the Food Cart Festival (\$5-10)
 - Could pair with Yale dining to potentially use a lunch swipe
 - Suggestion: Business Team can work to develop relationships with local restaurants
- Amour: Will the buy-in price for the Food Cart Festival include the price for the actual food?
 - Yes
 - Restaurants can have a booth and tickets will be like vouchers for food
- Chris: Beyond food, how are we advertising New Haven?
 - Push people initially to associate New Haven with Yale
 - e.g. Yale Outdoors - sunrise hikes - pair up with groups that do these things already
 - New Haven week or month
 - Facebook page dedicated to this initiative similar to “Things to do in Connecticut”
 - Tab on Yale mobile app
 - New Haven Walking Tour during FOCUS was well-received
- Ethan: Can we coordinate with Master’s Office to subsidize meals?
 - Having master and dean go out into New Haven with students is a good way to show it’s a safe environment
 - Extends role of master and dean in an appropriate way
- Katherine: What are the logistics involved with the sampling of food carts?
 - We can bring New Haven to Yale campus initially - accessible
 - Restaurants give out coupons/gift cards - students can then go to the restaurants themselves
 - Suggestion: Incentivize dates farther away before Screws
- Carter: What about building interpersonal relationships

VOTE: PASSED BY UNANIMOUS CONSENT

Texts.com Partnership Opportunity

- Student-to-student textbook marketplace wrapped inside a price-comparison engine that searches 25+ retailers to find best prices on textbooks
- They would like us to do two things:
 - Get YCC members signed up and listing books
 - Use their business cards, posters, and social media platforms to promote Texts.com starting in November
- We will invite members of the Texts.com team to present to us to get more information

Your 2015-16 YCC Social Chair...Diksha!

- Ideas:
 - Themed, Woods pregames
 - Movie night
 - Silliman kitchen - cooking and dinner
 - Trio meals

- Retreat
- Social dues: \$20 per year (optional)

Revised Media Policy

- Starting today, all media requests will go through Maya, who will approve the request and connect the representative and his or her policy director with the journalist
- If someone reaches out directly to you, please inform him or her of our policy and direct him or her to Maya

Petitions for Associate Membership

- To become an associate representative, one must:
 - Petition the Vice President for associate membership. A petition must include a statement outlining the prospective associate member's reasons for seeking membership. A petition may be submitted no later than the third YCC meeting of the second semester.
 - Pass a one-week internal vetting process conducted by the Executive Board and headed by the Vice President. One's vetting process shall begin upon the Vice President's receipt of his or her petition.
 - Win a two-thirds (2/3) majority vote of approval from the Council. The vote shall be conducted following the completion of the Executive Board vetting process and after attending at least two Council meetings.

VOTE ON KATE & JACKSON'S PETITION: PASSED BY UNANIMOUS CONSENT

Announcements and Reminders

- Expect a survey in your inbox later this week
- Add your contact information to the YCC Directory (if you haven't already)
- Upcoming events:
- YCC Reality Check: Meditation & Mindfulness on October 13 & 14, 8-9 pm, JE Dance Studio
- Hoedown on October 17 (details to be announced soon)