Yale College Council  
*Council of Representatives Meeting*  
Saturday, October 3, 2015  
Meeting Four

**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**

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<th>Name</th>
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<td>BK</td>
<td>Diksha Brahmbhatt</td>
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<td>Ethan Young</td>
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<td>BR</td>
<td>Mollie Johnson</td>
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<td>Shannon Flores</td>
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<td>Sydney Wade</td>
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New Haven Programming Project
Presentation by Diksha Brahmbhatt (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
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, Woads pregames
  - Movie night
  - Silliman kitchen - cooking and dinner
  - Trio meals
o Retreat
  o 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:
  o 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.
  o 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.
  o 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:
  o YCC Reality Check: Meditation & Mindfulness on October 13 & 14, 8-9 pm, JE Dance Studio
  o Hoedown on October 17 (details to be announced soon)