



Cornell University
Student Assembly

Campus Pub

Re: Late Night Programming Report

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Introduction

In accordance with the mission of the SA Late Night Programming Ad Hoc Committee, a Campus Pub provides a safe environment for the purpose of on campus late night programming. The pub provides a setting that will bring students from all the colleges together on a neutral ground. Additionally, the pub provides consistent entertainment for students under and over 21. With a business model provided by Cornell Dining, the pub will also fill the void of late night food options for students on campus.

The following report details the programming and student management component of the Pub. Through the collaboration of many byline funded organizations, the Committee was able to pull together resources from many different parts of campus and acquire management and financial commitments towards programming in the venue.

As a result of the writing of this report, the Student Assembly as well as the involved byline funded organizations, including the Student Union Board which will manage the Pub, is prepared to move forward with the establishment of the Pub. A student management structure is ready to be implemented and will be staffed this semester (Spring 2011) in preparation for a potential Fall 2011 opening. Programming dollars have been committed and can be ready to be secured through amendments to Appendix A of the Student Assembly Charter.

The members of the SA Late Night Programming Committee hope that the content of this document helps convince the administration in the feasibility and utility of bringing a Pub to campus.

Year Long Programming Commitment

Organization	Number of Events	Attendance per Event	Total Attendance	Funding Per Event	Total Funding
Student Assembly	NA	NA	NA	NA	\$10,000
Student Union Board	5+	300	1,500+	\$600	\$3,000
Cornell Class Council's	15	250	3,750	\$250	\$3,750
Cornell Concert Commission	12	250	3,000	\$500	\$6,000
Cornell Programming Board	6	300	1,800	\$500	\$3,000
Greek Tri-Council	Many	Many	Many	Many	Many
CUTonight	12	200-300	2,000	N/A	\$10,000
Total	50+	270 avg.	12,050+ppl	\$462.5	\$35,750

Willard Straight Hall Student Union Board

The Willard Straight Hall Student Union Board (SUB) supports the mission of the SA Late Night Programming Ad Hoc Committee and believes it will bolster our own mission, namely to bring more students, clubs, and activities to Cornell's only university-wide student union.

As a result, SUB pledges to commit funds commensurate with the programming of other By-Line funded organizations within this new venue, which will provide a relaxed friendly atmosphere for undergraduates of all ages to freely interact.

Due to its current role of administrating events and services inside Willard Straight Hall, the Student Union Board proposes to establish a fully-functioning Pub (sub)Committee. Should the pub be approved, this subcommittee would allow the efficient coordination of event dates and logistics for all events within the venue, as well as use the finances allocated by the Student Union Board to provide popular programming on days when other student groups are not reserving the space. A proposed structure for the subcommittee is found on the next page.

Seeing as the amount of money allocated to the pub might encompass up to twenty five percent of SUB's budget, the board requests that more money be allocated to it in the coming By-Line funding process.

Additionally, SUB requests that a \$2500 karaoke machine be purchased by the Student Assembly for use in the pub. The karaoke machine would be free for use by all DOS organizations, but with ownership rights and priority by the Student Union Board Pub Committee, which would use the machine on dates when the pub venue is not reserved for programming. Once students have been trained on its use, this machine would save organizations the fee associated with renting out the system, and if well maintained and used frequently, will be well worth the cost of purchase.

In regards to the amenities as the venue itself, the Student Union Board also suggests to Dining that the televisions in the pub be wired to broadcast available Cornell away sport games (i.e. Men's Hockey), other sporting events, and popular television shows during pub hours.

If the pub is approved, SUB also believes the committee should request to building staff pursue a student-managed paid position hosted by the Dean of Students who would oversee late-night programming, similar to the Managers on Duty (MODs) that currently work in the Straight for late-night events. The position's responsibilities would include:

1. Managing and assisting in programming, including working sound and other logistics
2. Ensuring proper use of building facilities
3. Serving as a liaison between professional facilities staff and student groups using the space
4. Communicating with the Pub Committee to give assessment on club events and suggestions for future events

The Board additionally believes that a priority system should be implemented by the subcommittee for the approval process of events in the pub space. An example of such system could be as follows:

High Priority:

Events by university groups using money allocated to programming in the pub. Events open to the entire Cornell community free of charge. Projected attendance of over 500.

Medium Priority:

Events by university groups (not using funds allocated to the pub) and independent student organizations that are open to the entire Cornell community free of charge. Projected attendance over 200.

Low Priority:

Events by student groups reserving the space, and which are not free and open to the Cornell Community. Reservations by non-student groups. Projected attendance under 200.

However, it should be known that events on Thursday, Friday and Saturday must always be free and open to the Cornell community.

The events listed below which were programmed by SUB have had good turnout and should be considered for use in the pub. Further, we believe that attendance these events would significantly increase in the presence of a pub:

- **CU Jazz Ensemble Jam (Ongoing)**
 - **\$30.00/night**

A weekly performance by the CU jazz ensemble on Friday evenings in the browsing library from 6pm to 8pm. As the ensemble enjoys playing and does not charge for performing, cost is minimized to advertisement, and to dinner for the ensemble.

- **RAVE at the Straight (12/5/2009)**
 - **\$1019.44 Attendance: 700 (\$1.46/head)**

A rave dance cosponsored by Class Councils. Included hired DJ, glow sticks, metal fencing, and special light effects. Performances were made by the Cornell Glowsticking Club. Students stayed for much of the night. SUB planned on scheduling another occurrence of the event for this year in the Memorial Room or on Ho Plaza, but had to reschedule for the fall due to booking issues. The Ivy Room, a darker room with a more underground feel, would definitely fit the purposes of this event.

- **Halloween Happenings (10/30/2009)**
 - **\$742.32 Attendance: 300 (\$2.47/head)**

A campus-wide staff and student costume contest held during the afternoon, with prizes for the best dressed. While students and staff filled the room, only the staff was actually dressed in costume. SUB is hopeful that in a relaxed pub atmosphere at a time where students will not be rushing to and from class, that a Halloween party or contest would be well received by the student body. Cost of food was \$500, and the rest of the expenses were for decoration and prizes.

- **Trivia Night (4/1/2009)**
 - **\$658.15 Attendance: 280 (\$2.35/head)**

A trivia game with the host James Malone from Rulloffs, with prizes for the winning team. Prizes were iPod shuffles. SUB hopes that given the bar atmosphere that trivia will be a popular hit when other student groups are not programming in the space. Cost for trivia services was \$300, \$200 was spent on prizes, and decoration, food, and advertisement comprised the rest of the expenses.

- **Superbowl With SUB**
 - **\$750.00 Attendance: 200 (\$3.75/head)**

Viewing of the Superbowl game on a large projector screen. Raffle and prize pool was held, paper footballs and other decorations ornamented the room. Largest cost was \$500 towards food, most of which was eaten. An event that will be incredibly popular in a setting with alcohol served.

Other events SUB suggests be held within the pub venue are:

- Bingo
- Karaoke
- Poetry Readings/Slams
- Singles Nights/Speed Dating
- Tournaments (Darts, Checkers, Chess, Mafia)
- Video Game Events (Wii, Super Smash Brothers, Halo: Reach, etc)

SUB believes that with the subcommittee it is poised to promote the programming in the proposed pub through three primary actions.

1. Create a physical calendar to display events in the pub in the lobby of Willard Straight by use of Powerpoint on a TV monitor. This Powerpoint could also be given to the community centers for display in those areas as well to further promote pub events.
2. A calendar for events in Willard Straight Hall on the Dean of Students website.
3. A pub Facebook group that lists all events in the pub. SUB would maintain the Facebook group and have it sent across campus, possibly through the Class Councils' list-servs.

In conclusion, the Willard Straight Hall Student Union Board fully backs the SA Late Night Programming Ad Hoc Committee, and will be committed to coordinate and provide effective programming to make the proposed pub and venue space a focal point of student activity.

Willard Straight Hall Student Union Board Pub Committee Proposed Structure:
Pub Committee

Governed by Part 3 of the Student Union Board Charter

Purpose: To coordinate the scheduling and execution of club-sponsored events and to organize programming to strengthen the ties between Cornell students, offer a safe, controlled late night environment, and encourage programmatic collaboration between student organizations.

The committee will exist as a sub-committee of the Willard Straight Hall Student Union Board, and will be overseen by the board and its advisor.

Membership: Membership of the subcommittee shall be comprised of:

- One non-voting staff member of Dean of Students acting as advisor.
- An Executive Director, who will be elected from members of the Student Union Board
- A Director of Building Operations
- General voting members who have attended at least three general body meetings on the subcommittee.
- One ex-officio appointed by each of the following organizations:
 - First Year Class Council
 - Sophomore Class Council
 - Junior Class Council
 - Senior Class Council
 - Cornell Concert Commission
 - Cornell University Programming Board
 - CU Tonight
 - Pan-Hellenic Council
 - Intra-Fraternity Council
 - HAVEN
 - Cornell University Student Assembly
 - ALANA
 - Community Center Programs
 - Haven
 - International Students Programming Board
 - Willard Straight Hall Student Union Board
- One non-voting staff member of Cornell Dining
- One voting representative of student employees responsible for the logistics of events within the pub.

Subcommittee Positions and Responsibilities

Section 1: Pub Director

- a) Will serve as an ex-officio member of the Pub Committee

Section 2: Director of Operations

- a) Shall act as an ex-officio member of the Pub Committee and advise the subcommittee of Willard Straight Hall Building Policy

Section 3: Events Director

- a) Shall be responsible for all aspects of subcommittee-run programs within the pub programming space, including: the purchase of necessary equipment, personnel, and services; the completion of all forms and approvals; and the selection of all crews and crew heads.
- b) Shall assist with the above responsibilities for events held by other student groups within the pub-venue, and act as a liaison to the organization holding the event.

Section 4: Treasurer

- a) Shall manage the money allotted to the subcommittee by the Student Union Board, keep record of all purchases and receipts, and shall submit a finance report to the Student Union Board monthly.

Section 5: Secretary

- a) Shall be responsible for subcommittee minutes, attendance, records, and emails.
- b) Shall be responsible for maintaining event calendar(s).

Section 6: Promotions Director

- a) Shall be responsible for advertisement of all subcommittee-run programs, and for assisting other student organizations in advertising for their events within the pub.
- b) Shall send out a weekly newsletter of events being held in the pub, and shall update, or appoint someone responsible for the update of the subcommittee internet communications.

Section 7: Staff Advisor

- a) Shall act as an ex-officio member of the Pub Committee

These positions shall be elected internally from the voting members of the subcommittee.

Cornell Class Councils

In accordance with the mission of the SA Late Night Programming Ad Hoc Committee, Cornell Class Councils fully supports the Campus Pub Project. The Campus Pub provides a safe environment for the purpose of on-campus late night programming. The pub provides a setting that will bring students from all colleges together on a neutral ground. Additionally, the pub provides consistent entertainment for students of all ages. With a business model provided by Cornell Dining, the pub will fill the void of late night food options for students on campus.

Cornell Class Council’s commitment to the pub will vary for each class in order to meet the needs of the students in their class.

Finally, when construction for the pub commences, Class Councils will call each class to vote upon how many events they would like to have per semester in the campus pub with the final dollar allocation to be voted on and approved by each council. This could potentially fund events that occur every other week for the senior class and at least a additional three events per semester between the freshman, sophomores, and juniors. Class Councils will not limit its allocation and if it decides to bring a more expensive program to the pub, it will have the freedom to do so.

Class of 2014 (First-Years)

First Years Interest Session & North campus Block Party,	\$ 562.44	150+	Build interest in class councils, advertise interest session mtg.
First Years on the Field	\$60.31	300+	Free apparel and food for freshman after homecoming football opener.

First Year Follies	\$647.88	250+	6 acts performed for some 300 parents & families. Co-sponsored with Community Center Programs & Residential Programs.
2014 Battle of the Gladiators,	\$ 165.45	250+	a north campus athletic competition among participating dorms. co-sponsored with Sigma Epsilon, and Kappa Gamma
Recycle Mania,	\$0	150+	Planned for Spring kickoff, Ho Plaza co-sponsored with CU Recycle, Sustainability Hub, Dining's Sustainability Group, other Cornell organizations.
Procrastinate @ The Straight,	\$150-300	250+	Free video games, dog petting, brownie/cookie making station, opportunity to learn about local service opportunities/class apparel/photo both were also provided.

Class of 2013 (Sophomores)

Fall Fest	\$679.18	300+	Opportunity for all sophomores to hang out in WSH. Activities such as caramel apple dipping, coloring, dog petting, button/picture making, hot fudge sundaes & more were provided
Prelim pick-me-up	\$ 100-250	250+	Have been hosted in a variety of locations on campus. Provided free food and class apparel to all sophomores who attended. Occurred one afternoon during prelim week.
Class blast give away	\$61.18	300+	Monthly give aways for 2013ers. Give aways can be anything from a free pair of hockey tickets to a coupon for free coffee in the Olin Café.
2013 Homecoming	\$61.80	250+	Gathered with sophomores to build class float for homecoming parade.

Class of 2012 (Juniors)

Event Name	Total Cost	Attendance	Other
Philanthropy X3 events	\$1,000	300+	Class of 2012 Council Ivy Education Campaign. To date over \$10,000 has been raised through the web and fundraising events for our campaign.

			Events for outreach can potentially occur in the pub.
Red Bull/Glowstick/Tshirt Giveaway	\$178.00	250+	Juniors could hang out, grab class apparel, red bulls & glow sticks outside Sheldon Court before the Super Mash Bros concert.
Recruitment Meetings/Receptions X2	\$62.50	47-60	Free food provided at beginning of new recruitment period and at one meeting for new members.
Dino's Night	\$628.91	300+	Co-sponsored with 2011. Free food/give aways at Dinos bar in Collegetown till 11PM.
Homecoming Parade	\$60.31	50+	Opportunity for students to come and build class homecoming float for homecoming parade.
Hockey Tickets Give aways/Olin Coffee tabs/Food coupons	\$260	150+	Monthly coupons for food/drinks/ opportunities for free give aways for 2012ers.
Johnny O's Night	\$657.62	250+	Free food/class apparel & cups in addition to concert tickets for class of 2012 till 11 PM.
Cornell Caring Community Celebration	\$0-150	300+	Co-sponsored with SA and other SAO organizations. Price varies with how much money council desires to spend on food/give aways. Each class has a table and promotes class/school unity & mental health.
Procrastinate @ The Straight	\$150-300	250+	Class of 2012 Night in WSH. Free video games, dog petting, brownie/cookie making station, opportunity to learn about local service opportunities/class apparel/photo both were also provided.
Battle of the Late Night Foods	\$4,792 (With 4 Classes + CU Tonight funding)	1,000+	Co-sponsored between CU Tonight and Class Councils. Restaurants from Ithaca provide free food samples for Cornell students.
Holiday Celebration	\$166.66	300+	Last day of class's celebration on Ho Plaza for Juniors. Free food (hot cocoa, gingerbread desserts, cake) + free give aways two hockey

			tickets. 12/3
Ruloff's Night	\$600	300+	Class of 2012 provided free food, games and dancing for all Juniors under and over 21 on a Thursday night.
Service Events	\$50-75	50+	Group projects to promote service with IYB and provide students opportunities to become involved in the community.

Class of 2011 (Seniors)

Animal House Showing	\$421.00	250	Co-sponsored by Cinema attendance
MOTS '09	\$650	800	Co-sponsored with SUB attendance
Pre-Lim Pick MeUp-Ice Cream,	\$129.99	410	a north campus athletic competition among participating dorms. co-sponsored with Sigma Epsilon, and Kappa Gamma
Open Bowling at Helen Newman	\$523.43	140	
Zinks Nights	\$0	250+	Drink specials for senior Zinks card holders every other week in Collegetown.

Cornell Concert Commission

Current State

We have \$6,000, \$3,000 to be used each semester for co-sponsorships and we try to cap funding for each event at \$500. This represents our current potential to help fund at least 12 events annually

Generally we try to follow a \$2 a head rule. For example if an organization expects only 100 people to attend their event than we usually cap funding at \$200. But if they expect 400, we still cap their funding at \$500.

Future State (Pub Implementation Plan)

Recently we have not spent our entire co-sponsorship budget so it is feasible for CCC to allocate some of its funds directly to the Pub for programming

- Holding that our concert revenue streams remain steady, we would like to tentatively allocate between \$1000-\$2000 per semester solely for Pub events
 - Depending on the size of the events this will probably represent between 2-3 events per semester that will be funded by CCC

- These events would be small bands or other musical artists that CCC feels would draw a crowd to the Pub
- This would be duly beneficial for CCC as well because it will give us a chance to bring in and sample new emerging talent

Additionally we can incentivize groups that already typically come to us for funding to hold their events in the Pub instead of another campus venue such as Duffield Hall

- CCC can offer groups a \$600 funding cap for events held at the Pub and \$500 for events held at other venues
- The potential funding increase will hopefully drive more event traffic to the Pub
 - Conservatively this can represent another 1-2 events per semester for the Pub

Summary and Attendance Figures

This following is a per semester break down

- \$1000-\$2000 per semester directly to pub programming
 - 2-3 events per semester
 - At \$2 per head, we think this would represent 500-1000 people coming to the pub.
- Increase Co-sponsorship amount to \$600 for groups holding events at the Pub
 - Potential to drive 1-2 events per semester to the Pub
 - At \$2 per head, we think this would represent 250-500 people coming to the pub

Additionally, CCC will incentivize members to go to shows and hence drive more traffic there

Cornell University Programming Board

CUPB believes that the Campus Pub is an important project for Cornell. We strongly support a consistent venue for late-night programming and will continue to support the initiative. CUPB wants to ensure that the venue continues to be centered on programming for students. We think that this will allow for undergraduate students to enjoy themselves in a safe environment.

Cornell University Program Board (CUPB)'s commitment to the pub is as follows:

- At least \$1,500 per semester will be allocated to programs in the Campus Pub
- This allocation will go towards honorariums and promotions for our events
- This will allow CUPB to sponsor 1-3 events each semester in the Campus Pub

Based on past attendance figures for our programs in Statler Auditorium (capacity 720) and Bailey Hall (capacity 1,300), we are confident that our events will be attended by a 300 person capacity audience.

Additionally, each semester, we have a \$2,000 co-sponsorship budget. We will encourage groups who request co-sponsorships to program in the Campus Pub. In the past, we have allocated funds to several different groups who have put on events. Co-sponsored organizations will be encouraged to program in the campus pub. The following is a list of co-sponsored events that could take place in a venue the size of the campus pub:

- Haitian Students Organization - \$250 Funded, 250 in Attendance
- Cornell Rumi Society - \$150 Funded, 230 in Attendance
- DASH Presents Andrea Gibson Live - \$230 Funded, 230 in Attendance
- Big Red Relief - \$500 Funded, ~600 in Attendance
- La Unida Latina - \$250 Funded, 250 in Attendance

CUPB has worked with several organizations in the past two years to plan larger scale events, including Cornell Minds Matter, Cornell GSA, Cornell Republicans, The Whistling Shrimp, and Cornell Hillel. CUPB will encourage these groups to develop programs that could be held in the campus pub.

CUPB will plan to amend its constitution after pub programming begins to dictate that at least \$1,500 per semester should be allocating for programming in the campus pub. This should fund between 1 and 3 events. CUPB will not limit its allocation and if it decides to bring a more expensive program to the pub, it will have the freedom to do so.

Greek Tri-Council

Interfraternity Council (IFC), Panhellenic Council (PHC), and Multicultural Greek Letter Council (MGLC)

There are two main categories of events that Greeks could program in the campus pub: individual fraternity and sorority chapters and events that benefit the entire Greek system.

1. Individual Chapters

Chapters would rent out or reserve an area of the campus pub for chapter-specific programming that incorporates all members, no matter their age. Examples of activities that fraternities and sororities would be interested in holding include:

- Karaoke nights
- Trivia nights
- Date events
- MGLC Chapters' Open Parties (*MGLC chapters often do not have chapter houses in which they can hold parties and thus must hold their events at a third-party vendor. A campus pub would be an ideal venue.)

This would be ideal for “off nights” (Sunday through Wednesday), where the space would not be open for the general public, since it would be generating revenue for the pub and be a semi-private event in a central location for an individual chapter.

The money that each chapter has to program events varies by size and fee structure, but each chapter has approximately \$200-\$1,000 each semester to plan non-formal social events. This money could go towards food, a bar tab, renting the venue or equipment, or any combination of these. Attendance figures vary by chapter, but the average IFC fraternity size is around 39 members and the average PHC sorority size is about 155 members. MGLC organizations vary widely in size, ranging from 2 to 20 members depending on the chapter. However, MGLC parties and events are widely attended by the multicultural community here at Cornell, and the MGLC executive board states that average party attendance figures are well over 200 people.

2. Governing Councils (IFC, PHC, MGLC) and Entire Greek System

The three governing councils hold events at third-party vendors infrequently, but these events are often expensive, elaborate, and governed by council tradition. However, after discussion with Tri-Council officers, there are some events that could be held at this venue:

- Greek Week Events
 - Greek Week Idol karaoke contest (approx. 120 people attending)
 - Trivia contests (approx. 80 attending)
- IFC/PHC New Member events (approx. 250 attending)

Many MGLC events are venue-specific (for example, the ever-popular step shows need a large stage) and thus cannot be held in this venue. However, with the new implementation plan for IFC and PHC, the councils must plan dry new member programming every other week during the 8-week new member period. Out of these 4 events, it is feasible to assume that 2 could be held in this venue.

For new member events, PHC has budgeted \$500 for each of the 4 events (\$2,000 overall), and the IFC has a budget of \$400 for their events. For Greek Week, Greek Week Idol in Call Auditorium cost \$820, money that could easily go to similar programming in the campus pub. Additionally, the budgets for the three governing councils change yearly, so if necessary, funding can be added to the programming budget to increase programming in the campus pub.

CUTonight Funding Commission

Since one of CUTonight's missions, and probably the most important one, is to promote a late night culture on campus without alcohol. Looking back on the events we've funded in the past two years, a good number of events have been held in Willard Straight Hall, including Okenshield's dining hall and Memorial Room. We have the reason to believe that if the pub is opening while the events are going on in WSH or close to WSH, students might have a relatively large chance to go down to the Pub after the events, thus contributing to the profits of the Pub.

CUTonight Funding Figures:

Below are the attendance figures, the name of the events, hosting organizations, dates and total costs. Among all the events, at least eight are annual events so we believe they will be hosting events in the coming years.

- Battle of the Late Night Foods, Class Councils, 11/13/09, WSH 4th floor. \$1,168 spent. 1000 attended.
- Last Affair, Nat'l Soc. Of Minority Hoteliers, 12/4/09, WSH Memorial Room. \$4,779 spent. 265 attended.
- Sweetheart Swing Dance, Rooftop Mayhem, WSH Memorial Room, 2/13/10. \$1,648 spent. 183 attended.
- Filthy Gorgeous, CU Gay Straight Alliance, WSH Memorial Room, 2/27/10. \$5,000 allocated and spent. 900 attended.
- Love the World, Food for Thought, WSH Memorial Room, 3/13/10. \$655 spent. 250 attended.
- Midnight Dim Sum, Chinese Students Association, Okenshields, 4/1/10. \$2,931 spent. 250 attended.
- Rated R IV, Lebanese Club, Ho Plaza, 5/2/10. \$6,191 spent. 2500 attended.
- It's A Black Affair, Black Students United, WSH Memorial Room, 5/8/10. \$5,000 allocated and spent. 200 attended.
- Mid Autumn Festival, CSA, Arts Quad, 9/18/10. \$3914 spent. 1000 attended.
- Sushi Night, JUSA, Okenshields, 12/04/10. \$3028 spent.
- Laugh Owt Loud, Laugh Owt Loud, Memorial Room WSH, 11/12/10. \$1596 spent.
- Afrik! Fashion Show, Coalition of Pan-African Scholars, Memorial Room WSH, 3/11/11. \$2550 spent.

An Argument for Serving Alcohol At the Pub

In the fall of 2010, the Student Assembly organized the SA Late Night Programming Committee to address the lack of University-supported late-night programming on campus. After a semester of work the Committee submitted a report which noted that late night programming does currently exist on campus but is not effective. The lack of a single consistent space in which organizations can put on these events as well as the limitations of the existing campus spaces (no food or beverage service) restricts their ability of current late-night programming endeavors to draw a large number of students. Therefore, the Committee in the report recommended the University establish a venue where organizations could program during consistent late-night hours of operation and which offers an assortment of food and drinks. From these recommendations was born the idea of establishing a Campus Pub- a venue which could break down the barriers of the segmented Cornell Community.

The current organization of campus has created a segmented community. With Freshman on North Campus, Sophomores on West Campus, Juniors and Seniors in Collegetown and the separation of campus into Greek and non-Greek groups has created campus of distinct communities with limited University

supported late-night events which allow the communities to mingle. The creation of a Pub will enable student from all different segments of campus to mingle and enjoy programming organized by fellow students in a fun, safe and regulated environment. A pub whose central purpose is fun programming (for all students) will undoubtedly attract underclassman, both Greek and non-Greek. However, to ensure the participation of upperclassmen who are of legal drinking age it is important that alcohol be served. While ensuring the mingling of students is the main argument for serving alcohol, there are also many arguments beyond simply needing to attract upperclassmen to serve alcohol at the campus pub.

The creation of a University regulated, over-under venue has important benefits for students who are under the legal drinking age. The university requires a social scene which provides music, dancing and a social environment that appeals to all members of the community . Currently, the only scene which offers this, and which is also generally associated with alcohol in our society, is the Greek system. A compelling reason the music/dancing Fraternity social scene is successful, compared to the many University sponsored attempts at replicating this scene on-campus, is because both underclassmen and upperclassmen participate. Collegetown bars do not allow underage students to enter, though many underage students attempt to participate. Thus, if a student wishes to attend a fun music/dancing social scene which upperclassmen also attend, their only option is to go to a Fraternity party, regardless of their desire to consume alcohol.

Beyond student's demonstrated desire for a music/dancing social scene, students have also demonstrated a desire to mingle in a more low-key, over-under social scene. Both upperclassmen and underage students currently employ the Regent Lounge in the Statler Hotel to mingle in the afternoon. This current campus amenity, which isn't necessarily meant for student use, has demonstrated its effectiveness at bringing different segments of campus together in a responsible and regulated fashion. However, the Regent is only used in the afternoon and does not cater to students during the late-night hours. The campus pub will be able to replicate this successful over-under serving model and expand it into the late-night hours. One can make a similar argument about the Bowling Alley as a successful over-under location. Upperclassmen and underclassman mingle responsibly in the presence of alcohol however the only activity which occurs is bowling. Therefore, the bowling alley only caters to people who enjoy bowling, and does not provide late-night social appeal to many students.

Lastly, Cornell University espouses the ideal of being a "LIVING and learning environment". It cannot be denied that alcohol is a part of our society and that the majority of social activities after college occur in the presence of alcohol. However, the only opportunity underclassman have to "live" around alcohol and potentially learn about a responsible manner of use is in the Fraternity party scene. Currently, underage students are only exposed to drinking in the manner which occurs in the Fraternity scene. The establishment of a campus pub will expose these students to a safe, regulated and responsible drinking environment. The pub will provide a social venue where the focus is not drinking but the larger environment (e.g. conversation, food, music) and student-organized programming. The campus pub will also demonstrate how one can consume alcohol without any pressure (or the ability) to binge-drink. The environment created by the Pub will show both over and underage students how alcohol does not have to be the center of a social activity.

The creation of a campus pub will create a fun, safe a responsible social environment which will attract all members of the Cornell Community. Programming provided by Student Assembly funded

organizations will ensure the creation of a social environment which appeals to students. Serving alcohol in a regulated fashion is not a departure from what currently occurs in other areas of campus, will help to break down the barriers of our segmented campus and will work towards achieving the University's mission of achieving a safe living and learning environment.

Letters of Support

The Cornell Folk Song Society

1 April, 2011

To: Student Assembly

Re: Campus Pub – Cornell Folk Song Society

The Cornell Folk Song Society is excited about the prospective establishment of a pub on Cornell's campus. CFSS has served the Cornell community since the 1950s by attracting folk musicians from across the country to perform on Cornell's campus while encouraging students to perform traditional and traditionally inspired music. We feel that a campus pub would allow us to continue this mission by utilizing a venue located in a central hub of Cornell daily life.

Each semester, CFSS holds four concerts for student audiences of 50-100. The club also hosts a student folk-music showcase for 10-15 students each semester. While in the past we have considered the Big Red Barn as a venue for these concerts and showcases, there is a distinct lack of a counterpart venue for undergraduate activities on campus. An undergraduate campus pub would fill this role perfectly.=

CFSS also aims to encourage students to write and perform music. This kind of musical expression took the form of the "No Depression in Heaven" (the title of a traditional song) showcase last fall and in regular bi-monthly open mics. Musical performance is an important stress-reliever, and CFSS sees a campus pub as a venue for a week-day open mic for student performers—folk music and otherwise.

A campus pub would offer members of CFSS and the Cornell community easy access to the programming offered by the club and a venue for performance and musical expression. We hope to see a pub up and running soon!

Sincerely,

The Cornell Folk Song Society Executive Board

Cornell Class Councils

5 April 2011

To: Student Assembly

Re: Campus Pub – Letter of Support

In accordance with the mission of the SA Late Night Programming Ad Hoc Committee, Cornell Class Councils fully supports the Campus Pub Project. The Campus Pub provides a safe environment for the purpose of on-campus late night programming. The pub provides a setting that will bring students from all colleges together on a neutral ground. Additionally, the pub provides consistent entertainment for students of all ages. With a business model provided by Cornell Dining, the pub will fill the void of late night food options for students on campus.

Cornell Class Council's commitment to the pub will vary for each class in order to meet the needs of the students in their class.

Finally, when construction for the pub commences, Class Councils will vote to amend its constitution for each class to allow for the aforementioned allocations for programming (see pub proposal) in the campus pub with the final dollar allocation and events that may occur to be voted on and approved by each council. This should fund events that occur every other week for the senior class and at least a additional three events per semester between the freshman, sophomores, and juniors. Class Councils will not limit its allocation and if it decides to bring a more expensive program to the pub, it will have the freedom to do so.

Sincerely,

Annabel E. G. Fowler
Class of 2012 President