Community & College Commission
Park Center Hall of Fame Room
Meeting Minutes: January 27, 2014
6:30 p.m.

Attendees
John Bennett
Carolyn Bershad
Michael Catalano
Scott Conroe
Steve Dangler
Tom Gallagher
Carl Gambitta
Adam Megivern
Tom Michales
Fred Pierce
Kim Pietro
Lee Price
Mark Prus
Greg Sharer
Katie Silliman
Bruce Tytler
Melony Warwick (support)
LeighMarie Weber
Susan Wilson

Guest
Michael Bersani

Opening and Welcome

Co-Chair Bruce Tytler welcomed everyone. He commented that the letter from UUP sent to the committee was encouraging.

Recent Communications

Co-Chair Kim Pietro reported that LeighMarie Weber, SGA president, has been sending emails to the student body to encourage them to attend the open student forum scheduled for Wednesday, January 29 at 7 p.m. in Brockway Hall Jacobus Lounge.

Kim P. and Bruce T. reported that the College Council met earlier today and Carolyn Bershad and Greg Sharer did a presentation on college students and alcohol. They
asked if the commission would be interested in such a presentation and the commission agreed.

Tom Michales reported that the television news show “20/20” recently did a piece on social media. The LA County Sheriff’s department has created a specialized unit dedicated to watching for potential problem parties in real time through social media (Facebook, Instagram and Twitter). Steve Dangler, University Police Chief, reported that his department does look at social media and it has been beneficial.

Bruce T. reported that Ray Franco, vice president emeritus, has invited him and Kim P. to attend Rotary on March 11 to update them on the commission’s progress.

Social Media Presentation

Kim P. introduced Mike Bersani, assistant director for public relations. Kim reported that Mike does a lot of posting and monitoring of social media. There are numerous offices on campus that have an interest in social media.

Mike Bersani shared a PowerPoint presentation: **Twitter 101: How it works and why it matters to you.** **Highlights included:**

- A Tweet is a text message to a mass internet audience in 140 characters or less. It can include pictures, videos or links.

- How does it differ from Facebook? They are a lot alike. They both share information. The key differences is privacy. With Facebook you have to friend someone. Twitter is primarily a mobile platform and is in real time. Twitter allows you to connect with people that you don’t know and do it immediately.

- A retweet is a Tweeted text message/image that is again Tweeted over and over again by the people who received it.

- SUNYpartystories: An anonymous account that has a weekly photo contest to determine the wildest SUNY photo shared on Twitter in a given week. It is very popular and is the major reason Twitter exploded about Cortaca (picture of a student jumping off a house got 1,678 retweets). It has close to 45,000 followers.

- Buzzfeed: It isn’t a Twitter account, but a web site that captures the most viral content on the internet and organizes it in a short story form.

- Twitter is here to stay as media outlets are now quoting Twitter postings in news stories.
Not just kids: It’s not just students tweeting. Media members are live-tweeting news events before they write stories, and institutions are making social media a top priority.

Why can’t we regulate? Twitter won’t let us as it does not remove potentially offensive content unless such content is in violation of the Twitter rules boundaries: impersonation, trademark, violence/threats, pornography, privacy, unlawful use, Spam, copyright.

So what can we do? Join Twitter so that you can see how it works. Educate our students and monitor others

A question/answer and discussion period followed.

Subcommittee Reports

Landlords: There will be an open meeting on Thursday, January 30, 2014 at 7 p.m. in the County Office Building Auditorium. Katie Silliman offered to get the word out.

Business Owners: Fred Pierce reported that conversations are continuing and the main concerns have been from bar owners.

Students: There will be an open meeting on Wednesday, January 29, 2014 at 7 p.m. in Brockway Hall Jacobus Lounge. It is hopeful that students will show up and give feedback.

Community: Bruce Tytler reported there was a community open meeting on January 8. Those in attendance felt the following contributed to the happenings around Cortaca: good weather; social media; focusing on parting and not game; and bars opening too early. Solutions: close Main Street; keep other streets open; more cameras downtown; alternative entertainment on campus; city and college to share responsibilities; and to use police dogs. Bruce reported there was not an overwhelming cry to shut the game down.

Closing/once around

Lee Price: Would like to see both Main Street and Tompkins Street lighting brighter.

Steve Dangler: NYS Homeland Security will let us use portable gas generated lights and they will be brought in on campus for Cortaca.
• Carl Gambitta: He spoke to someone from Ithaca and they suggested that maybe we should have the game in the middle of the week and people would have to take time off of work.

• Susan Wilson: She has heard from a lot of faculty members and they want to know why there isn't an open meeting for faculty members. Perhaps a meeting could be scheduled for someday at 3 p.m. in the afternoon. (Other commission members felt that this was a good idea.)

• Katie Silliman: As an alderman, she would like to see more cohesion between town and gown. There are people that didn't react to Cortaca because they don't live where everything was happening.

• Adam Megivern: Encourages networks to attend the open meetings.

Respectfully Submitted,

Melony A. Warwick