

College and Community Joint Commission

Final Report

Respectfully Submitted on
June 1, 2014

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Introduction

On Nov. 15, 2013, the weekend celebrations surrounding the annual SUNY Cortland vs. Ithaca College football game spun out of control in neighborhoods surrounding campus. Thousands of young people filled Clayton Avenue, damaging property, terrifying residents and engaging in outrageous, drunken behavior. Two vehicles were overturned, furniture was thrown from windows and beer bottles became airborne missiles. Dozens of people were eventually arrested. Many more would have been charged, but the size and density of the crowd limited the ability of police to make arrests. Images and videos of the event spread globally through social media and were carried internationally by mainstream news outlets. College President Erik J. Bitterbaum felt compelled to issue a public apology to the community for the behavior of SUNY Cortland students, and made it clear that this type of conduct would not be tolerated.

On Nov. 19, 2013, the City of Cortland Common Council, at the request of Cortland Mayor Brian Tobin and President Bitterbaum, unanimously voted to form the College and Community Joint Commission. The Commission was tasked with investigating the weekend's events and developing recommendations for a multi-pronged approach aimed at preventing similar destructive behavior from again occurring during the weekend of the annual football game commonly known as Cortaca.

The group's formal charge: "Develop recommendations to the city and college with a comprehensive approach to policies, procedures, programming, services, rules and assessment with respect to student behavior, safety and related concerns during the weekend of the Cortland-Ithaca football game."

Tobin and Bitterbaum appointed commission members who represent a cross-section of the community and the college and could contribute a wide range of relevant expertise and experience.

Commission Members

Co-Chair - Kim Pietro

Vice President for Institutional Advancement, SUNY Cortland

Co-Chair - Bruce Tytler

Principal, Whitney Point Central School

John Bennett

4th Ward Alderman, City of Cortland

Carolyn Bershad

Director of Counseling and Student Development, SUNY Cortland

Michael Catalano

Police Chief, City of Cortland

Scott Conroe

Former Reporter, Cortland Standard

Steve Dangler

University Police Chief, SUNY Cortland

Ken Dye

3rd Ward Alderman, City of Cortland

Tom Gallagher

College Council Chair, SUNY Cortland

Carl Gambitta

Alumni Board of Directors, SUNY Cortland

Kimberly McRae Friedman

Director, Cortland Prevention Resources

Adam Megivern

Executive Director, Cortland Downtown Partnership

Tom Michales
8th Ward Alderman, City of Cortland

Frederic Pierce
Director of Public Relations, SUNY Cortland

Lee Price
Cortland County Sheriff

Mark Prus
Provost and Vice President for Academic Affairs, SUNY Cortland

Greg Sharer
Vice President for Student Affairs, SUNY Cortland

Katie Silliman
2nd Ward Alderwoman, City of Cortland

Melony Warwick
Secretary to the Vice President for Institutional Advancement, SUNY Cortland

LeighMarie Weber
Student Government President, SUNY Cortland

Susan Wilson
Associate Professor, Recreation and Leisure Studies, SUNY Cortland

Executive Summary

Over the course of its review, the College and Community Commission collected information and ideas from a wide range of community stakeholders. Members gained a deep understanding of the multiple factors that influenced the unfortunate events surrounding Cortaca 2013. That understanding guided their discussions and served as the foundation for the commission's recommendations. Among the Commission's sometimes surprising findings:

- The problems were not directly related to the Cortaca Jug football game. It is clear that there are two Cortacas. There is Cortaca the athletic contest, a traditional rivalry game between SUNY Cortland and Ithaca College, and there is Cortaca the party weekend, for which the existence of the game is merely an excuse for students and other people, some of whom have no connection to the College or the community, to gather in Cortland and drink.
- Current SUNY Cortland students did not cause all of the problems related to Cortaca. Of 80 arrests made over Cortaca weekend, only 19 were SUNY Cortland students. Many were the invited – and sometimes uninvited – guests of SUNY Cortland students. Others included recently graduated alumni who no longer had a stake in the community or feared punishment from the College. Others were students from nearby schools and other people drawn by the weekend's “party” reputation.
- Social media played a large role in promoting negative behavior. Twitter feeds such as SUNYPartyStories encourage college students to post photos and accounts of outrageous, intoxicated behavior online in a competition for bragging rights. This was the motivation behind some of the outlandish and dangerous behavior exhibited during the 2013 Cortaca weekend to an unprecedented degree. In this sense, technology helps create the incorrect perception that this type of behavior is widespread, acceptable and the norm. The digital connectivity among young people also made it possible for a large group of people to gather quickly and

for news of the incidents to rapidly spread beyond Cortland's borders.

- Downtown bars and taverns contributed to the atmosphere of binge drinking and irresponsible behavior. Cortland's bars experienced no serious problems during Cortaca. They were actually among the safest places for people to drink because of extra security and enforcement of the drinking age. However, their marketing strategies – opening at 8 a.m., encouraging rowdiness and heavy drinking through social media, giving away T-shirts as a prize for drinking large amounts of alcohol – helped give young people the impression that binge drinking and wildness was acceptable, expected and “cool.” The commission explored the possibility of asking Cortland County to limit opening hours during Cortaca, but decided that – at this time – it would be better to work with the tavern owners to make changes that could have a positive impact. The tavern owners have expressed an interest in this type of partnership.
- House parties at which large amounts of alcohol are available to large numbers of people without any security or proof of legal age pose a challenge for law enforcement and the community. They also pose a challenge for some students, who don't know what to do when strangers show up at their party or the celebration gets beyond their control. One house with two apartments and seven renters reportedly hosted approximately 50 people over the weekend. Many student apartment and house leases do not include terms limiting visitors. In those leases that include such terms, they are often not enforced by the landlord.
- The gathering on Clayton Avenue began earlier than law enforcement officials anticipated (before the game was over), probably because of unseasonably warm and sunny weather. Once several thousand people were in the street, police officers were only able to address the most dangerous behavior and make the number of arrests that were warranted. Every single officer on the city police force except one was working that day. Once the

severity of the situation was realized, officers were called in from other departments on an emergency basis.

- Many students perceive there is no significant legal penalty for bad behavior. Fines for open container, excessive noise and other violations appear to be too small to serve as a deterrent.
- Students may be charged with violating the Code of Student Conduct for behavior occurring in the community, and they are more concerned about potential disciplinary action through the College's student conduct system than by the court system. The College has the authority to suspend or expel students: action that could impact their ability to graduate and their career plans. On average, the College suspends or dismisses 48 students each year, although some of them continue to live in the community.
- Cortaca weekend generates an estimated \$600,000 in direct spending that provides an estimated \$1.6 million annual boost to the Cortland County economy. Hotels and bars raise their prices, and some bar owners say they make more money during Cortaca than the three weeks of NY Jets training camp combined. Other downtown businesses, however, do not see a benefit, and several choose to close. There is a feeling in the business community that we could build on the event as a tourist attraction if the unacceptable behavior was brought under control.
- Although there are many exceptions, students and community members do not really interact with each other frequently, and often look down on each other. Many students who live off campus have never been on their own before and don't know things that homeowners take for granted. Many homeowners – frustrated by loud parties, beer cans, public urination and rude language around children - don't bother to get to know student neighbors. As a result, there is mutual distrust between the two groups.
- Some students feel that partying “hard” is a badge of honor and a part of their college experience. Although most students were

appalled and apologetic in the wake of the 2013 Cortaca weekend, others are unrepentant and feel the events on Clayton Avenue were the mark of a good party. Some of these students do not seem to understand or appreciate the potential negative impacts to their health, education or career, let alone their neighbors and members of the community.

- The decision-making part of the human brain does not fully mature until the age of 24, helping to explain the willingness young people have to engage in risky behavior such as that exhibited during Cortaca weekend.
- SUNY Cortland and the City of Cortland are not alone: Cortaca weekend can be seen as a symptom of a deeper cultural issue that is happening around the nation, most recently in Oswego, where three SUNY Oswego students overdosed on heroin, one fatally, and two were injured by a street trolley during the Bridge Street Run, an unsanctioned pub crawl in the city. During just the last few months alone, a college party event of 15,000 people outside of Santa Barbara, California turned into a bottle- and brick-throwing riot against police; more than 100 students were arrested at University of Massachusetts Amherst in a violent, alcohol-related melee; hundreds of University of Arizona students were pepper sprayed by police during a riot inspired by a basketball loss; large groups of inebriated Iowa State University students rioted during a normally “dry” celebration of the school’s history, overturning cars, pulling down light poles and throwing beer at police; and dozens of University of Connecticut students were arrested after overturning cars, destroying campus furniture and pulling down street signs during a drunken celebration.

College and Community Commission Recommendations

RECOMMENDATION 1: INCREASE STUDENT AWARENESS OF PROBLEM BEHAVIOR ON AND OFF CAMPUS

- Educate all students on the consequences of binge drinking and implement harm reduction strategies
 - SUNY Cortland’s Health Education department, community coalitions and prevention providers could work together to lead this initiative
- Coordinate a student-led awareness campaign focused on the impact of problem behavior on future internship placements and careers
 - SUNY Cortland’s Student Government Association, Career Services Office and Student Alumni Association could work together to lead this initiative
- Help faculty prepare consistent messages to students and encourage them to address the issue in classes
 - Expand “Digital Dirt” sessions for students on social media content available to employers and other members of the public
 - Develop Pre-Cortaca weekend information that can be used in class discussions
- Identify student leaders to do effective messaging
 - Social media ambassadors

RECOMMENDATION 2: PARTNER WITH LOCAL BUSINESSES, RESTAURANTS AND TAVERN OWNERS

- Create a friendly, welcoming environment focused on supporting SUNY Cortland Athletics and visiting fans in a positive way
 - College communications team could offer to help local bars with messaging, incentives and branding
- Seek a voluntary agreement with local tavern owners to open later, make food available and market responsibly during Cortaca weekend

- Seek a voluntary agreement with local tavern owners to market responsibly in the weeks leading up to Cortaca and to encourage safe, responsible consumption among patrons
- Seek a voluntary agreement with local tavern and business owners to discourage T-shirts and other products that encourage irresponsible drinking or disrespectful behavior
- Encourage T-shirts and messages that focus on the athletic contest and the Cortaca tradition in a positive way
 - College could develop and market alternatives to inappropriate clothing
 - Student government could hold student contest for best-designed Cortaca T-shirt with a commitment to distribute it on campus and in the community for free or for a nominal cost

RECOMMENDATION 3: INCREASE HIGH-VISIBILITY LAW ENFORCEMENT

- City and University police officers could go door to door before Cortaca, educating about relevant laws and enforcement
 - SUNY Cortland president and city mayor could participate
- Increase the number of law-enforcement officers dedicated to high-visibility patrolling of student neighborhoods during Cortaca weekend
- Continue to strictly enforce on-campus penalties for off-campus arrests and violations
- Increase city fines for arrests and violations
- Strictly enforce social host ordinance and underage drinking violations
- Increase lighting on Main and Tompkins streets

RECOMMENDATION 4: CREATE A PUBLIC AWARENESS CAMPAIGN

- Work cooperatively with Tompkins-Cortland Community College to include its students in all public awareness efforts related to Cortaca weekend

- Enhance education efforts aimed at raising student awareness about penalties imposed through College's Student Conduct Office
- Enhance education efforts aimed at raising student awareness about city laws and ordinances and related penalties
- Improve student education efforts related to public safety issues and renters rights
- Start campaign at the beginning of Fall 2014 semester and continue throughout the year

RECOMMENDATION 5: ENCOURAGE LANDLORDS TO ADD AND ENFORCE NEW REQUIREMENTS TO LEASES

- Seek a voluntary agreement between the City and College and local landlords to add and enforce new terms to their leases
 - Encourage landlords to place strict limits on the number of visitors allowed
 - Encourage landlords to levy financial penalties for noise complaints, party hosting, etc.
- Encourage landlords to visit properties before and during Cortaca to remind students of potential consequences
- Maintain a current database of landlord names and contact information

RECOMMENDATION 6: OFFER ALTERNATIVE, SUBSTANCE-FREE STUDENT EVENTS

- Support, promote and strengthen non-alcoholic student events during Cortaca weekend, such as The Cortaca Mug, a successful, alcohol-free event held the Friday evening before Cortaca
- Hold non-alcoholic post-game events on Saturday
- Make sure food is readily available throughout the weekend

RECOMMENDATION 7: COMMUNICATE WITH PARENTS AND ALUMNI BEFORE AND AFTER CORTACA WEEKEND

- When possible, communicate with parents prior to Cortaca weekend, encouraging them to remind students of the consequences of problem behavior

- When possible, communicate with alumni before Cortaca weekend, encouraging them to return to Cortland for the game, but to display responsible behavior
- Work with College Young Alumni Council to promote responsible Cortaca behavior among recently graduated students.
- Notify parents, as permitted by law, when students are found in violation of the student code of conduct

RECOMMENDATION 8: MONITOR AND INFLUENCE USE OF SOCIAL MEDIA

- Use student ambassadors to send positive messages about Cortaca and discourage negative behavior
 - Target diverse audiences such as sports clubs, varsity athletic teams, student interest groups
 - Aim to influence student culture so that it is not considered “cool” to post information about outrageous or alcohol-inspired behavior on the Internet
- Continuous monitoring of student social media by the College and local law enforcement officials during Cortaca weekend
- Establish a student-led educational campaign about the potentially career-ending impact of unacceptable posts

RECOMMENDATION 9: IMPROVE RELATIONS BETWEEN STUDENTS AND COMMUNITY MEMBERS

- Coordinate a ‘meet your neighbor’ campaign to encourage neighborhood interaction among students and neighboring residents
- Distribute material to community members about how to interact with students and who to call when there’s a problem
- Strengthen and publicize the Cortaca cleanup tradition involving students and the Downtown Partnership, recruiting volunteers in advance, assigning locations and times, providing garbage bags and gloves and offering an incentive for students

- Explore the possibility of a pre-Cortaca cleanup involving students to promote pride in the community in anticipation of a substantial number of out-of-town guests
- Undertake an educational campaign aimed at teaching students how to live on their own off campus and how to be good neighbors
- Increase efforts to further engage students in community service projects and social events in which they interact with members of the community

Methodology

Less than one week after the appointment of Commission members, the first official meeting was held. The Commission held planning meetings on:

- November 25
- December 9
- January 6
- January 27
- February 10
- February 24
- March 10
- March 24

See Appendix A for meeting minutes.

During the first planning meeting, the Commission quickly identified the need for subcommittees to address concerns and solutions from multiple sectors of the community.

The sectors included:

- Community
- Students
- Businesses
- Landlords
- College Faculty and Staff

Community forums were scheduled in an effort to solicit input, feedback, and potential solutions for addressing concerns about Cortaca weekend. The Forums were open to all community members and held at easily accessible, central locations. Two forums were held for all but one of the stakeholder group; hosted on alternating evenings to accommodate any scheduling conflicts.

Community, business and landlord forums were all held at 7 p.m. in the Cortland County Office Building, 60 Central Ave., Cortland. Student forums were held on campus at Brockway Hall, Jacobus Lounge and in Sperry Center.

In addition to the community forums, a forum specifically addressing the concerns and potential solutions of SUNY Cortland faculty and staff was held in Corey Union Exhibition Lounge. Approximately 30 participants attended.

The forum schedule was as follows:

Community

- Wednesday, Jan. 8 and Thursday, Feb. 13

Businesses

- Thursday, Jan. 9 and Wednesday, February 12

Students

- Wednesday, January 29 and Thursday, Feb. 27

Landlords

- Thursday, Jan. 30 and Wednesday, Feb. 26

Faculty and Staff

- Friday, March 21

Attendance at all Forums ranged from five to 30 people. Most forums heard an average of three speakers providing testimony, but frequently many more joined informal discussions about Cortaca issues. The student forums had the largest and most engaged participation, offering many insightful suggestions.

In addition to the forums, the committee received many email messages. Some Commission members personally met with community members

who were interested in voicing their concerns but could not attend a forum. Two committee members, Cortland Police Chief Mike Catalano and Kimberly McRae Friedman, along with City of Cortland Mayor Brian Tobin, attended the Cortland Junior Senior High School and participated in a panel discussion with students who offered ideas and suggestions. Co-chairs Bruce Tytler and Kimberly Pietro, presented the process at a Cortland Rotary Club meeting and heard suggestions.

Commission member Scott Conroe did extensive research for the group on other college communities that have faced similar problems. Commission member Dr. Carolyn Bershad presented a study on adolescent brain development and behavior and Chief Catalano prepared and presented a detailed timeline of how behavior issues unfolded during Cortaca weekend.

Guest speakers included Michael Pitaro, former interim director for the Office of Student Conduct, who explained the College's disciplinary system, and Michael Bersani, an assistant director in SUNY Cortland's Public Relations Office, who explained how Twitter and other social media work. SUNY Cortland Athletic Director Mike Urtz and football coach Dan MacNeill discussed the importance of the Cortaca game and tradition to the athletes and the College.

The Commission's subcommittees then drew up lists of recommendations based on their findings. These recommendations were discussed at length by the full commission, which cut, combined and modified the suggested actions to the list of nine general recommendations offered by this report.

Conclusion

At the outset of this commission's work, the diverse group of individuals assembled for this task agreed on a common goal: The damaging events surrounding the 2013 Cortaca weekend should never be allowed to happen again.

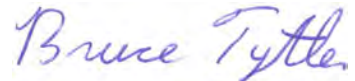
It was a goal each and every Commission member became fully dedicated to. On average, Commission members have individually committed more than 40 hours to this charge. Collectively, hundreds of hours have been spent addressing and analyzing community needs. The recommendations we present to you now reflect that effort.

There is no single solution to the problem. But we believe that these nine action items, working together and strengthening each other, will dramatically improve student behavior, public safety and the quality of life in neighborhoods surrounding the College. We ask that you consider these recommendations and take action to put them into motion.

Thank you for this opportunity to serve the community,



Kimberly Pietro
Co-chair



Bruce Tytler
Co-chair

**APPENDIX A
MEETING MINUTES**

**Community & College Commission
Park Center Hall of Fame Room
Meeting Minutes: November 25, 2013
7 p.m.**

Attendees

John Bennett
Carolyn Bershad
Michael Catalano
Scott Conroe
Ken Dye
Carl Gambitta
Kimberly McRae Fridman
Adam Megivern
Tom Michales
Fred Pierce
Kim Pietro
Mark Prus
Greg Sharer
Katie Silliman
Bruce Tytler
LeighMarie Weber
Susan Wilson

Absent

Steve Dangler
Tom Gallagher
Melony Warwick (support)

Opening & Welcome

President Erik Bitterbaum and Mayor Brian Tobin welcomed and thanked everyone for participating on this very important committee.

The summarized charge of the committee is to, “Develop recommendations to the city and college with a comprehensive approach to policies, procedures, programming, services, rules and assessment with respect to student behavior, safety and related concerns during the weekend of the Cortland-Ithaca football game...”

Bruce Tytler and Kim Pietro also welcomed the group and confirmed that the group is a committee that will make recommendations to the mayor and president; that the committee is not a governing board or governing body, that it is an advisory group.

Introductions & Once Around

All members present introduced themselves by name and current employment/position.

Member roster with contact information will be sent to the committee.

Meeting Protocols were addressed by Bruce Tytler and will be sent to the committee.

Communications

Greg Sharer reported that Opening Meeting Law (OML) does not apply to this group and that

the committee has the right to facilitate public and private meetings as it deems appropriate.

The committee agreed that Monday evening meetings will be private. Additional meetings with

various constituency groups will take place on Wednesdays and Thursdays per the proposed

meeting calendar and will be open to the public. The group discussed video-taping those

sessions (no decision was made).

Greg Sharer also discussed the Freedom Of Information Law. All written material for officers of

the college or anyone else working in the public sector are subject to FOIL requests. All were

advised to use their best judgment when corresponding with the group. Bruce Tytler and Kim Pietro also asked for the other co-chair to be copied on e-mails that are sent as appropriate.

Development of a website was discussed with the group. Kim Pietro will facilitate next steps and explore options to post meeting minutes, the meeting schedule and also general contact

information for people who wish to send a message to the committee. An update will be

provided at the Dec. 9 meeting. The group agreed that the website can be hosted on the

College's website or the City website and that the other would post a link so that information

can be shared more widely. An e-mail address for the committee will be established. The group

also agreed that contact information would be requested for anyone sending in an inquiry (won't consider anonymous e-mails).

Dropbox will be considered as a tool to manage information among committee members. Kim Pietro will establish the architecture/folders and propose it to the group. No decisions were made, still exploring best options and best practices.

Meeting Schedule

The proposed meeting schedule was shared, updated and agreed on. A revised schedule will be sent to the committee. It is subject to change, and the location of meetings is still to be determined.

Development of Subcommittees

Four subcommittees were developed in order to facilitate community meetings. Subcommittee assignments will be provided to the group and confirmed at the next meeting as not all members were present. The subcommittees are: Community Members, Businesses, Students, Landlords. Each subcommittee will host at least two public/open meetings and invite guests to exchange in dialogue. Committee members selected their preferred working group and will have time at future meetings to work in small groups.

Closing & Once Around

All members contributed final thoughts on the meeting and what was proposed and discussed. Robust dialogue was exchanged for nearly 30 minutes and everyone shared thoughts and feelings about the task at hand as well as thoughts about what took place during the weekend.

Submitted by:

Kim Pietro

Bruce Tytler

**Community & College Commission
Park Center Hall of Fame Room
Meeting Minutes: December 9, 2013
7 p.m.**

Attendees

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

Absent

Ken Dye
Katie Silliman

Opening & Welcome

Co-Chair Bruce Tytler welcomed everyone and a quick round of introductions was done. Bruce reminded the advisory group of its charge to make recommendations to SUNY Cortland President Erik Bitterbaum and Cortland Mayor Brian Tobin. The group is an advisory council and has no policy-making authority.

Website and Email Update

Kim Pietro reported that the meeting schedule has been updated, with two committee meetings scheduled in the Miller Administration Building and the rest

in the Park Center Hall of Fame Room. The schedule was also shared with the news media. Up-to-date contact information has been provided to include committee assignments. The group will break up into subcommittees. The expectation is that subcommittee members will be present at the open meetings of their groups. All commission members are welcome to attend any subcommittee meeting, but they are only required to attend their own.

Kim reported that the Website architecture is currently being built and will house meeting minutes, the full meeting schedule and e-mail contact information allowing anyone to write to the group. The site will be on SUNY Cortland's Website through the public relations page. The commission will have an email address: commission@cortland.edu and provide an automatic reply. The emails will go to Kim Pietro, Bruce Tytler and Melony Warwick and will be forwarded accordingly. Senders will use an email form that will allow them to identify themselves by name and whether their concern is primarily as a student, community member, business owner or landlord. The Website will be linked to the Cortland County and City of Cortland websites and shared with the Cortland Standard and other news media. Fred Pierce will do a news release once the site is up and running.

Kim commented that Alpha Sigma Alpha sent a letter to President Bitterbaum that was distributed with the meeting materials. Kim also commented that SGA president LeighMarie Weber will be instrumental in getting students to attend the student open meetings.

NYS Liquor Authority

Kimberly McRae Friedman reported that she, Cortland Chief Michael Catalano and Mayor Tobin were invited to Amy Johnson's health class at Cortland High School and Amy's students shared their ideas about limiting the negative impacts of Cortaca weekend. It was the beginning of a project and the students were really excited. The students were encouraged to attend the Commission's student open forums. The class brought up a couple of good ideas already and their final suggestions will be shared with this group.

On Dec. 10, Kim F. and Jo Ann Wickman will be attending a community forum of the New York Alcohol Policy Alliance, an advocacy group focused on public policies against excessive alcohol consumption. Dennis Rosen, head of the New

York State Liquor Authority, will be in attendance. They will be able to ask questions of him such as do we have any ability to keep bars from opening at 8 a.m. during Cortaca weekend. This meeting was scheduled long before Cortaca, and mostly general policy and procedure questions will be asked. Kim F. reported that she will bring information back to the group at the next meeting. A brief discussion ensued.

Subcommittee Discussions

Commission members broke into their subcommittees for detailed discussions then reported out to the larger group.

Landlords: Greg Sharer reported the subcommittee needs more information on local ordinances and how they apply and which properties are problematic hot spots. They also need to know what requirements are included in leases and how are they enforced. Tenants may need to be educated on how to safely and effectively have a party and to know when it is getting out of hand. The subcommittee is curious to see who shows up at the open meetings; will it be landlords or those that have problems with landlords? Mike Catalano commented that some landlords don't live locally and that makes a difference.

Community: Bruce Tytler reported that all speakers at the public meeting will be asked to sign in and will have up to three minutes to address one of the following five categories of questions: neighborhood concerns; safety concerns; potential policy changes; legal/law enforcement concerns and "other." There will be five easels with blank flip charts, each dedicated to one of the concerns. Volunteers will write ideas and issues on them during the course of the meetings. The first meeting on Jan. 8 will be to listen to what people have to say. The second meeting on Feb. 13 will allow anyone who was not able to speak at the first meeting give their input, then it will focus on possible solutions.

Students: Steve Dangler reported the group looked at the behavior during Cortaca weekend by breaking down those involved into current students — both on and off-campus — alumni and visitors. Another focus was the impact of social media. There are numerous dynamics involved in what happened. Many college staff members were at the game in Ithaca and were unaware of what was taking place in Cortland. The subcommittee talked about how students are

managed and dealt with and different strategies that might work. The subcommittee wants to vet these strategies and come up with a list of options. They would like to get a random group of students together and have a discussion with them and get information to help develop strategies.

Kim Pietro reported that LeighMarie mentioned that we have to look at how we market the student forums to ensure we get students to attend. Scott Conroe commented that the group talked about how other colleges have taken over these types of “party” events and whether an event could be moved on to the SUNY Cortland campus. The consensus by the subcommittee members was no. Carl Gambitta commented that other events on campus that weekend also attract more people to the campus and surrounding neighborhoods and suggested they might be limited. Susan Wilson, however, noted that cancelling all other events creates no other alternative but to go downtown.

Steven Dangler commented that because the game is televised, fewer tickets are being sold to the game. This year, 800 tickets were returned to Ithaca unsold. When it wasn’t televised, more people attended the game, which is a well-controlled environment that does not allow alcohol consumption. Weather also contributes to behavior as well. Steve reported that when the game is in Cortland, enforcement is key.

Businesses: Fred Pierce reported that there are a lot of questions that can’t be answered unless they hear from members of the business community. The subcommittee is going to arrange a meeting with members of the Cortland Regional Sports Council, the Cortland Area Innkeepers Association, The Cortland Restaurant and Tavern Owners, and the Cortland County Chamber of Commerce to get a better perspective. It is important to get buy-in from business owners from the beginning. Some businesses make more money from Cortaca than when the NY Jets are in town. The meeting is tentatively scheduled for Thursday, Dec. 19.

Meeting Next Week

After a brief discussion, the group agreed not to meet on Dec. 16, as not enough members will be available. At the Jan. 6 meeting, Mike Catalano will provide information on all criminal charges and reported damaged related to Cortaca weekend. The committee will look at the timeline of what occurred

leading up to Cortaca. The group will also finalize public meetings details and Scott Conroe will report on how other colleges have dealt with similar incidences. It was decided the meeting will start at 6:30 p.m. and will be in Miller Building, Room 405 as noted.

Closing/Once Around

Overall the group felt good about the commission's progress to date.

Meeting adjourned 8:49 p.m.

Respectfully Submitted,

Melony A. Warwick

**Community & College Commission
Miller Administration Building, Room 405
Meeting Minutes: January 6, 2014
6:30 p.m.**

Attendees

John Bennett
Carolyn Bershad
Michael Catalano
Scott Conroe
Carl Gambitta
Kimberly McRae Friedman
Adam Megivern
Tom Michales
Fred Pierce
Kim Pietro
Mark Prus
Greg Sharer
Bruce Tytler
Melony Warwick (support)
LeighMarie Weber (via phone)
Susan Wilson

Absent

Ken Dye
Steve Dangler
Tom Gallagher
Lee Price
Katie Silliman

Opening and Welcome

Commission Co-Chair Bruce Tytler welcomed everyone and reported that Kim Pietro sent out the agenda earlier today.

Web page and Email Update

Commission Co-Chair Kim Pietro reported that the commission web address has received three emails that were distributed electronically to all committee members. Messages will continue to be shared with the full committee. The Web page link still needs to be set up on the city Web page and it was suggested that the mayor's office be contacted. Fred Pierce commented that everyone should have received the link and asked everyone to let him know if anything needs to be changed.

Timeline of Events of November 16

Police Chief Mike Catalano distributed the timeline of events of Nov. 15-16, 2013 as reconstructed by the police department. Chief Catalano reviewed the timeline and commented that unruly crowds started to gather on Friday evening, November 15. Between 11 p.m. and 3 a.m. they responded to 51 calls, which is about twice the amount they normally handle on a busy night. On Saturday, all the downtown bars were full by 11 a.m. and drunken people were wandering about. Overall, the meat of the problem Saturday occurred on Clayton Avenue, where crowds began congregating around 2 p.m. By 2:40 the crowd had swelled to 4,000 to 5,000 people. Around 3:15 city police requested any backup assistance available to help control the huge, unruly crowd. Mike C. commented that social media kicked up interest in what was happening on Clayton Avenue, and that is when everything started happening.

Kim Pietro asked what the fine is for a nuisance violation. Mike C. responded the minimum fine is \$100 and the maximum fine is \$500 and it is up to the judge if the resident and/or the landlord gets fined. Carl Gambitta asked what the landlords' obligation was. Mike C. reported that his office contacts the landlord and expects that they will talk to residents. He said they usually get good cooperation from landlords.

Mike C. said that there was property damage reported during Cortaca weekend, such as broken fences, windows and a windshield. Eighty arrests were made and there were 30 additional summonses as a result of the weekend. A question and answer period ensued. Mike C. commented that on Cortaca weekend every officer works at least a 12-hour shift. All but one of his officers was working that weekend and rumors that they were short staffed due to the opening of deer hunting season are completely untrue. No officers were hurt but a couple of patrol cars were damaged.

Small Business Meeting Update

Fred Pierce reported that commission members invited representatives from local businesses to a meeting on December 12. A good mix of business owners attended such as George Siebel (Dark Horse), Teresa Wilson (Hotel and Innkeepers Association), Tammy Timmerman (Restaurant and Tavern Owners Association), Tom Terwilliger (Red Jug Pub), Jodi Wainwright (The Bling Store)

and Chris and Amy Spadolini. (The Daily Grind) Bob Haight (Chamber of Commerce) and Jim Dempsey (Convention and Tourism Bureau) attended as well.

Fred P. reported that initially there was some hostility as tavern owners felt left out and were not being represented on the commission. But they also made it clear that they stand ready to work with us to help prevent destructive behavior during Cortaca weekend. During Cortaca weekend, taverns do well, but other businesses do not, and some chose to close. Adam Megivern, who represents all downtown businesses as executive director of the Downtown Partnership, commented that he can't necessarily represent all of those groups.

Fred P. reported that a lot of surprising things came out at the meeting. At the meeting, Jim Dempsey reported that Cortaca has a \$1.6 million economic impact on the community Hotels like Cortaca weekend not only because they are packed, but because the demand allows them to raise their prices. Bars raise their drink prices as well. Bar owners were very resistant to the idea of a law directly at them. They did understand that the kind of activity that went on that weekend is not good and have a willingness to help us in this effort. Also at the meeting, Cortaca t-shirts that are sold by local businesses were discussed briefly. Susan Wilson commented that only 34 percent of the Anheuser Busch products that are sold in Cortland during Cortaca weekend is sold in bars on Cortaca. Susan also reported that the Innkeepers Association talked about the lack of available transportation to get people from downtown back to hotels. Kimberly McRae Friedman asked if we could look at coordinating the date with other events happenings in town.

Both Fred P. and Adam M. asked if there should be a representative on the Commission from the tavern and restaurant association. After a very brief discussion, it was decided the since commission members were appointed by Mayor Tobin and President Bitterbaum, the commission doesn't have the power to appoint new commission members.

NYS Liquor Authority

Kimberly McRae Friedman reported she attended a statewide meeting with colleagues and the commissioner of the NYS Liquor Authority. The meeting was scheduled prior to Cortaca weekend. Kimberly F. reported that it was a good meeting and the general purpose was to see how referrals were made. The NYSLA offered to come to Syracuse for a local law enforcement and informational session on policies. She reported that bar hours of operation and last call are controlled at the county level. The State Liquor Authority dictates the window of time that bars have to be closed.

Other Case Studies

Scott Conroe reported that he looked at college student riots or gatherings similar to the Cortaca situation which occurred recently at James Madison University, University of Northern Colorado, Kent State University, Penn State University, Western Washington University, Michigan State, University of Delaware and four universities in New England. He reached out to some campuses to see if we could pick their brains and only James Madison got back to him. Rioting activities included crowds swelling, destroying street signs, setting fires, throwing objects at police, and cars being turned on their sides.

Open Meetings

Kim Pietro reported there will be an open meeting for the community on Wednesday, January 8 and one for businesses on Thursday, January 9. Both meetings will be in the County Office Building Auditorium at 7 p.m. Kim P. and Bruce T. will put together some talking points that will serve as a guide in addressing the public should there be inquiries about the work of the committee to date.

Once Around

- Carl Gambitta: Has had a few people talk to him about the process and one individual feels that whatever rules we establish should be enforced starting in September, at the beginning of the school year should be enforced in November.

- Mark Prus: Looking through the case studies, what jumped out were not the large crowds and alcohol abuse but the defiance toward police.
- Mike Catalano: There already is outreach activity going on. The police department works with students all year. They visit them and give out pamphlets to set the tone.
- John Bennett: He is realizing that he is such a dinosaur when it comes to social media We need to find a way to have students help us in some way with social media.

**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

Absent

Ken Dye
Kimberly McRae Friedman

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 Bershada 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 difference 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

**Community & College Commission
Park Center Hall of Fame Room
Meeting Minutes: February 10, 2014
6:30 p.m.**

Attendees

Carolyn Bershad
Michael Catalano
Scott Conroe
Steve Dangler
Kimberly McRae Friedman
Carl Gambitta
Fred Pierce
Lee Price
Mark Prus
Greg Sharer
Katie Silliman
Bruce Tytler
Melony Warwick (support)
LeighMarie Weber
Susan Wilson

Absent

John Bennett
Ken Dye
Tom Gallagher
Adam Megivern
Tom Michales
Kim Pietro

Opening and Welcome

Co-chair Bruce Tytler welcomed everyone.

Committee Updates

Bruce T. reported there is an open forum for business leaders on Wednesday, February 12 at 7 p.m. in the County Office Building Auditorium. There will be an open forum for community members on Thursday, February 13 at 7 p.m. in the County Office Building Auditorium. Fred Pierce reported that he will reach out to the Chamber of Commerce to notify members of the upcoming meetings.

Scott Conroe, Carl Gambitta, Greg Sharer and SGA president LeighMarie Weber attended the open forum for students on January 29 and reported the following:

- More than 20 students attended but only two spoke so the session turned into a focus group discussion.
- Students said they don't want Cortaca to go away.
- Students said they didn't know how to handle people visiting from out of town and felt they caused most of the problems.
- Some students felt that Monroe Fest this spring will be even crazier.
- Representatives from campus EMS said that they didn't have an abnormal number of calls.
- Ralph Carrasquillo reported the campus was well managed and there were really no problems on the campus itself.
- Students feel things need to change. One student felt the T-shirts were horrible.
- One young woman reported there was a total of 50 people in her duplex that weekend, including residents.
- One student felt like a prisoner in her own room.
- Moving the game to a weekday would not stop the partying as it is all about the party and not the game.
- Social media was a factor.
- Food will be offered at the next student open forum to hopefully increase attendance.

Presentation

Dr. Carolyn Bershada showed a PowerPoint presentation: "The 'New Normal': Who's coming to College Now?" She reported that much of the information was from Dr. Dan Siegal, a well-known expert on child development studies brain development and how therapists can work with children.

Carolyn reported that we are seeing many students with mental health diagnoses who have histories of mental issues and may have been hospitalized. Some of this is due to a greater willingness for students and parents to seek treatment earlier, but it also reflects the success of treatments that allow more students with mental health issues successfully complete high school and college.

Carolyn explained that the adolescent brain is still under construction. Neuroscience considers adolescence to be between the ages 12 and 24. As the brain matures, the child makes better judgments - the area of sober second thought. College students may not always be using the sober second thought because their prefrontal cortex is not yet fully developed. They are more prone to risk-taking behavior. When you add drugs and alcohol, you get into more consequences. This was followed by general discussion of the topic.

Subcommittee Recommendations

The subcommittees held brainstorming sessions and numerous possible solutions were discussed.

Melony Warwick will compile the recommendations and Commission members will discuss ideas at the next meeting.

Closing/Once-Around

- Carl Gambitta inquired about a forum for faculty. A forum is being scheduled and an invitation will be sent to faculty and staff.
- Susan Wilson reported that she tried to reserve Corey Union for the recreation conference for the two days before Cortaca (11/13-11/14) and was notified that there is a high school soccer banquet in Corey on November 14. This means that there will be high school students on campus the night before Cortaca.
- Leigh Marie Weber hopes more students will attend the next open forum for students on February 27.

- Katie Silliman is impressed with the effort of trying to get students to attend. We need to get landlords/business owners to buy in to what we decide.
- Scott Conroe feels the Commission is making some progress.
- Fred Pierce is wondering if students feel Cortaca was a long time ago and that they are now focusing on the upcoming Spring Fling.
- Bruce Tytler reported that some may think there is one big solution to the problem but there will be multiple solutions.
- Mike Catalano reported there was a riot in January at Old Dominion in which the web site “I’m Schmacked” promoted riotous behavior.

Respectfully Submitted,

Melony A. Warwick

**Community & College Commission
Park Center Hall of Fame Room
Meeting Minutes: February 24, 2014
6:30 p.m.**

Attendees

John Bennett
Carolyn Bershad
Michael Catalano
Scott Conroe
Steve Dangler
Kimberly McRae Friedman
Carl Gambitta
Lee Price
Mark Prus
Greg Sharer
Katie Silliman
Bruce Tytler
Melony Warwick (support)
LeighMarie Weber

Absent

Ken Dye
Tom Gallagher
Adam Megivern
Tom Michales
Fred Pierce
Kim Pietro
Susan Wilson

Opening and Welcome

Co-chair Bruce Tytler welcomed everyone and introduced Dan MacNeill, SUNY Cortland football coach.

Guest Perspective

Coach Dan MacNeill commented that he appreciated being invited to share his perspective on the happenings around Cortaca. Unfortunately, the football players that were to attend the meeting with him had other obligations.

Dan reported that there had been different types of disruptions associated with the Cortaca game years ago (such as fans rushing the field) but they had solved before he arrived in Cortland to coach. He reported that he has seen no issues at the actual game and that it is an exciting event. Each year representatives from both Ithaca College and SUNY Cortland meet, have a news conference, and go over the code of conduct for game day.

Dan reported that he recently visited Virginia Tech as his daughter is considering attending the school. He reported that at every meeting he attended, the staff talked about student expectations. There is one Saturday a year designated for freshman to go out in the community and do service as part of a “COR 101” required class. This helps students feel like a part of community and builds a culture of civic engagement. The staff also promotes football and athletics as a part of student life that should be embraced and celebrated.

Dan reported that we have students who come to Cortland to be part of the Cortaca experience. The meaning of the Cortaca game for the football players is huge. He suggested that there be a cost for bar owners to be able to open at 8 a.m. and that those funds could go back into the community. He also suggested that a possible reason why more students don’t attend games in Cortland is that tailgating (with alcohol) is not allowed. The Cortaca game, however, is nearly always sold out.

A question and answer period ensued.

Subcommittee Solutions Discussion

The summary sheet was distributed to commission members and will be discussed at the next meeting on March 3, 2014 at 6:30 p.m. in the Park Center Hall of Fame Room.

Respectfully Submitted,

Melony A. Warwick

**Community & College Commission
Park Center Hall of Fame Room
Meeting Minutes: March 10, 2014
6:30 p.m.**

Attendees

Carolyn Bershad
Michael Catalano
Scott Conroe
Steve Dangler
Fred Pierce
Adam Megivern
Tom Michales
Kim Pietro
Lee Price
Katie Silliman
Bruce Tytler
Melony Warwick (support)

Absent

John Bennett
Ken Dye
Tom Gallagher
Carl Gambitta
Kimberly McRae Friedman
Mark Prus
Greg Sharer
LeighMarie Weber
Susan Wilson

Guest

Mike Pitaro, interim director, Office of Student Conduct

Opening and Welcome

Co-chair Kim Pietro welcomed everyone. Kim reported that there is one more meeting scheduled for March 24.

Open Student Forum

Fred Pierce commented that the student forum on Feb. 27 went well and was attended by about 20 students. At the forum, students reported that many students have the perception that there would be no significant punishment for bad behavior. They said students felt they would only be reprimanded. Scott Conroe commented that students reported that landlords set rules but they are not enforced. Bruce Tytler commented that if the behavior continues that the college should take strong action.

Code of Student Conduct

Mike Pitaro, interim director of student conduct, provided an overview of the code of student conduct. Mike reported that all students are required to attend a two-night session called "Know the Code." Mike reported that if the College were aware of bad behavior off campus, the College would deal with the student as well as the student having to deal with local law enforcement officials. A list of all current students is given to the city police every year. The office also meets frequently with city law enforcers and city police officers will often attend student hearings.

Mike reported that the vast majority of offenses are open container violations, underage drinking, and assaults off campus. Students often feel that they will face more consequences from the College than from the city. Students with three alcohol incidents could face suspension for a semester or more, and perhaps even permanent dismissal. Students with two drug violations could face suspension. With fighting, self-defense may be taken into consideration, but there is generally no tolerance. They have different procedures depending on the offense.

Mike reported that the hearing board decides whether a student is in violation of the code of student conduct. There are appeal processes as well. About 45 students a year are suspended from the College. The majority of offenses are alcohol-related.

Tom Michales asked if colleges communicate with each other about offenses so when other college students get in trouble here, do we have a way to contact that students' college to let them know. Mike and Chief Catalano said that there's no way to know if a student is from another college unless they self identify. In situations where the information is brought to the College's attention, there is communication between schools. The other school, however, may or may not hold their students accountable for actions committed in Cortland. When SUNY Cortland is made aware that one of its students misbehaved elsewhere the College does take action.

The education department checks the disciplinary record of all students that enrolled in the teacher education program. In some cases, for punishment before suspension, students do community service (SPCA, city library, offices

on campus, etc.) to connect them positively in the community. Mike reported their process is educational and not punitive.

A question/answer period ensued.

Bruce Tytler asked if the College has considered bringing back “Majority Rules,” a drug and alcohol awareness program based on the fact that a majority of students do not abuse alcohol. Steve Dangler reported that he is on the committee and they are going to look at bringing that program back through the Cortland Area Community That Cares program.

Carolyn Bershad reported that some of that is being brought through the COR 101 classes.

Subcommittee Solutions

Commission members went through the subcommittees’ suggested solutions to determine what the commission should continue to pursue. At the meeting on March 24 recommendations to be presented to Mayor Tobin and President Bitterbaum will be developed.

Respectfully Submitted,

Melony A. Warwick

**Community & College Commission
Park Center Hall of Fame Room
Meeting Minutes: March 24, 2014
6:30 p.m.**

Attendees

John Bennett
Carolyn Bershad
Michael Catalano
Scott Conroe
Steve Dangler
Kimberly McRae Friedman
Carl Gambitta
Adam Megivern
Tom Michales
Fred Pierce
Kim Pietro
Lee Price
Mark Prus
Greg Sharer
Bruce Tytler
Melony Warwick (support)
LeighMarie Weber

Absent

Ken Dye
Tom Gallagher
Katie Silliman
Susan Wilson

Opening and Welcome

Co-Chair Kim Pietro welcomed and thanked everyone for attending. Mike Urtz '94, SUNY Cortland Director of Athletics, was there to offer his perspective on the game and answer questions.

Guest Perspective

Mike Urtz, SUNY Cortland Director of Athletics, reported that he has a lot of thoughts about the game and this past year. Mike is confident that this challenge is going to get better. Mike said that the event faced and overcame similar challenges related to the game during mid- to late-1990s.

Mike reported that he is a Cortland grad and was a student-athlete and thus been around the game as both a student and staff member. When he was a

student, the baseball team assisted at the game. When he came back to Cortland to work, he said he was the event manager for the Cortaca game.

Mike reported that during the '90s the College started to experience more and more problems at the game. By late '90s there were serious fights on the field and at the game. A group was put together, had a lot of meetings, did pregame preparation, and it went away overnight, he said. From his perspective, this past year was the tipping point for Cortaca issues that have been growing for years in the community. He said the weather determines the magnitude.

Mike reported that we since we addressed the problems at the actual contest, there have been no fights in the last 6 to 8 years. There is more of a police presence at the game and he feels good about where we have come from that. At the game, the college is managing 10,000 people. He feels confident that between the campus and community we can get a handle on the issues that surfaced last year. He said he is a community member and the college means a lot to him. What transpired last fall was an eyesore from both perspectives. He sees all sides of it, and he feels we will be okay.

Mike reported that he knows we will do a better job, but his one concern is that people will expect perfection on day one. While it may not be perfect immediately, it will get better as time goes by. He warned, however, that there might not be any pleasing some people.

Mike reported one comment that jumped out to him was at the faculty and staff open meeting on Friday, March 21. A faculty member made a meaningful comment and didn't place blame on one party. The faculty member charged his colleagues to figure out what they can do to make it a better situation. He said it's time for the adults to step up and play a lead role.

Mark Prus commented that during the discussions the commission has had, most people have expressed an understanding that most of the bad things that happened didn't have anything to do with the game. Mark asked Mike if he had ideas to get more students and alumni to actually attend the game and have a positive impact. Mike commented that it is ironic that most of our challenges are when the game is at Ithaca. Cortland is allotted 3,150 tickets for the game, but for the last couple of away games we have not been issuing even 1,000 tickets. Mike reported that the College has done a good job of discouraging students from drinking and driving. We need to get students together, perhaps

on buses. If the students attend, he hopes it will distract them from the party scene in Cortland.

Carl Gambitta asked Mike what the capacity of the stadium is. Mike commented 9,500 and that each student is guaranteed one ticket to the game. Mike described how tickets are distributed.

John Bennett asked if the coaches could work with their athletes to do a campaign to support the game. Mike commented that there is a group that is discussing ideas and strategies to try and get the message to resonate to students.

John Bennett asked if there has been any discussion of increasing seating capacity of the stadiums. Mike reported that we can only do so much and we only max the facility out with bodies once or twice a year. We have been creative in the past, but there are safety codes and athletics works well with university police to make it happen. The only way we could add is build more bleachers. John asked about tailgating and Steve Dangler commented that tailgating is allowed, just not alcohol.

Kim reported that she and Bruce met with the Cortland Rotary Club on March 11 and gave them an update on what the Commission was working on. They had a lot of questions and were able to clear up some misconceptions.

Faculty/Staff Open Meeting Report

Scott Conroe reported that about 30 faculty and staff members attended the open meeting on Friday, March 21. The meeting lasted about an hour and seven commission members were present. The meeting was pretty constructive. Faculty and staff conveyed that they were appalled and ashamed of what happened and felt there was a lot of damage done to the Colleges' image. It was suggested to use social media strategy to counter what is going on. Some faculty felt that it's time to get ugly with consequences for students. Some faculty members have discussed this in their classes with students. Steve Dangler commented that one group we have to look at is the students who live off campus that were victimized as there was no support for them. Fred Pierce commented that a day of service was suggested to strengthen the connection between students and the community so that there would be more mutual respect.

Draft Report

Kim Pietro distributed a draft commission final report and thanked Kim McRae Friedman for the outline for the report. Commission members reviewed the recommendations. Fred Pierce will work on the report and update. The report will be redistributed to commission members before the next meeting on April 7.

Respectfully Submitted,

Melony A. Warwick

**APPENDIX B
SMALL GROUP SUMMARIES**

Community Group Summary

The city council meeting held the Tuesday following the 2013 Cortaca game was packed with community members sharing a common goal: to express their disappointment and outrage at the behavior of large numbers of people on the Saturday of the game.

At that time, several people stated their belief that the only solution to avoiding another ugly incident was to cancel the game. On Jan. 8, 2014 the Cortland College and Community Commission held the first of two scheduled public meeting to hear community members concerns and possible solutions. Fifteen people attended this meeting (including members of our local media) and three people spoke.

On Feb. 13, 2014 the second of the two scheduled public meeting held to hear community member concerns was attended by five people and two people spoke.

A summary of peoples' ideas for solutions from those two public meeting:

- 1) Keep streets open—with police force if necessary
- 2) Use police dogs
- 3) Stop blaming “them” – the college, community, and students share the responsibility
- 4) Brighter lights on Main street and Tompkins (possibly from Homeland Security)
- 5) Student t-shirt contest (to replace shirts with inappropriate slogans)
- 6) Landlord policies enforced
- 7) Request portion of hospitality tax to help pay for promoting the game
- 8) Promote the game, not the party
- 9) Engage parents
- 10) More communication with parents
- 11) Larger police presence and if people violate the law they should suffer the consequences
- 12) The game should not be cancelled

- 13) Close Main street, hold controlled event
- 14) More cameras downtown
- 15) Use police horses for crowd control
- 16) SUNY needs to pay their share of the police costs
- 17) Reduce the student density in the Hill Area neighborhoods

Members of the commission discussed all of these options at their meetings. There appeared to be conceptual agreement on numbers 1-12. Numbers 13-16 were thought to be too problematic. Number 17 was thought to be part of a larger issue that, although it contributes to behavior problems in general, is beyond the scope of the commission.

Below are some representative comments from participants at the meetings:

Many of the students were not from Cortland, but the hosts still bear responsibility for how their guests behave.

The Cortaca problem mirrors similar eruptions of bad student behavior in the community, such as the Clayton Ave Block Party and Monroe Fest. To address those situations, in addition to increased police efforts, college hosted alternate activities, like Spring Fling, to draw the students to campus and channel their energies. The College and city should use this kind of carrot and stick approach; provide alternatives while reminding them of penalties

The role of the bars is concerning, and the scale of behavior issues changes when the students come together in large groups downtown. Events such as bagels and beer "light the fuse" for rest of the day.

Some community residents have tickets to game and "love it"

Cortaca needs pre-planning to address concerns. People can't, as landlords, be responsible for others' behavior.

Tompkins Cortland Community College needs to be included in outreach since there were TC3 student present at the Cortaca gatherings. Parties started on Friday, so police agencies should be budgeted for starting

enforcement early. TC3 public safety, UPD and the sheriff should be involved as well as sheriff.

Students need to know that there are consequences for bad behavior. As a landlord, we do tell tenants that they may get ticketed. Police should write tickets "like crazy"

Nonalcoholic options should be provided for those who do not want to drink. At one previous event, the College was successful with that.

Something should start to be done about the lawn parties on Tompkins, maybe proofing student to make sure they are not underage.

We don't want to be known as a party city. We were lucky that no one was hurt

Make sure that the solution that ended the Clayton Avenue block is being talked about in the Commission, as it was a successful example of addressing similar concerns.

Business Community Overview of Comments

MEETING (non-public) Dec. 19, 2013

Bars provide safest environment for Cortaca (supported by Police Chief).

Residential underage drinking is the real issue and real danger.

Start enforcement of the rules the first week of school and set the tone early.

Make the rules clear from day one for students and their guests; curb underage drinking at house parties.

Business community is underrepresented on commission.

Clean ups are handled by the business community throughout Cortaca weekend, with intensive effort at close-of-business late nights. Support was given by businesses directly to student group cleanup crews and Cortland Downtown Partnership for community cleanup the day after Cortaca. This included sponsorship, merchandise and food. Cleanup went extraordinarily well.

Even businesses that do not see a direct benefit during Cortaca weekend see the impact in following weeks. During Cortaca, businesses attract money from out of town guests that is then spent in the following days and weeks locally at other Cortland businesses. For example, Pita Gourmet and The Bling Store close during the event, but support the event because of the impact of increased local spending later.

Economic impact of event can't be overstated. Look at CVB's conservative estimates on spending. Data and impact are supported by Chamber of Commerce and Cortland Downtown Partnership. We need more events that attract visitation and spending.

Cortaca weekend has as much, or more, impact than entire Jets training camp for some bars and restaurants.

Make it about the game. More people and more spending should be the goal.

Hold a sanctioned event to combat residential partying. (Main Street?)

Provide transportation, shuttle, for tourists/visitors/fans attending event.

Logistics need to improve- provide a place to go, food to eat, water etc. for the influx of people.

Look at new revenue streams for financing event's growth, like weekend parking, increased fines, game tickets etc..

MEETING 1 (January 9th, 2014) 30-45 people in attendance

Bob Haight (Cortland County Chamber of Commerce):

Many businesses benefit; hotels, convenience stores, grocery stores

Pulling in outside money benefits all of the community

\$1.6 million economic impact – conservative estimate

Wants Cortaca here – for the people & the economic benefit

Does not condone damage to property, etc.

We need to double the numbers and embrace it

Police should be everywhere

Want people to return to Cortland

Mike Spollen (Central City Bar and Grill)

(Refers to email from Jim Dempsey, head of CVB)

3,000 visitors

1,500 x 2 nights = \$1.17 million (lodging, meals, incidentals)

1,500 not staying overnight = \$592,000

Anytime we can bring in outside money is a great thing.

Tom Hartnett (Frank & Mary's Diner)

Part of it is about the money

Pay wages here are terrible – Cortaca is a chance for wait staff to make money

Embrace the event

Spend more money to make money

George Seibel (Dark Horse)

(addressing the committee) Do you have any questions for us?

Joe Hage (Stone Lounge)

Not unique to Cortland

Not a new problem

Look outside of Cortland to see how to control and benefit from it

Take examples from someone bigger than us

Communities fight for the chance to have an event like this

Linda Ferguson (Alderman, 7th Ward)

Agrees with Joe Hage; we should investigate other schools

Tony Caruso (Hairy Tony's, Dark Horse, A Pizza & More)

Approached by cliental to open, and that is why they open at 8am – there's a customer demand

Skip Boice (The Tavern)

Keep track of what's going on in other places

On-premises consumption from 65%-25%

Wants to welcome people to Cortland

Breakfast buffet opened at 8am

Had a great group of alumni in the afternoon

Government has changed the way we do business

Tom Terwilliger (Representative from the Cortland Restaurant and Tavern Association)

Shared a letter from the Association and thanked committee for their time

Disappointed by lack of Cortland Restaurant and Tavern Association representation on commission

Pleased to have input

Does NOT condone behavior

Common goal: A safe and successful event

No special permit needed to open early

No early morning specials are offered

Bars were NOT a free-for-all

Work very hard to prepare – must comply with laws

Workers trained, added staff

Taverns can control situations

Opportunity: press coverage, recruitment for college, alumni, parking revenue, business engine

Several bars open at 8am because they have the business and demand

A controlled environment is better than pushing the drinking to house parties

At taverns, there is moderate consumption

Charbel Karam (Pita Gourmet Restaurant)

Beautiful town, smart people

Closes restaurant for Cortaca, but doesn't mind

Work together on embracing this

Need this event

Need LIFE downtown

Can plan together and improve

Revenue comes even after event

Compare Jets and Cortaca – more resources to Jets; Cortaca brings more money in one weekend

Money made by service workers during Cortaca is a lot

Steve Wineberg (Bernard's Custom Logo)

Bernard's has been in business since 1940

Trying to shut down an event that brings in \$1 million is ridiculous

Event controlled

Problem with the town is that we say No, don't do it

Shouldn't shoot down college students – should work on improving the situation

Direct and indirect business produced

Should not be banned

MEETING 2 (February 12th, 2014) 10-15 people in attendance

Jo Shaffer (Resident)

Has lived on or near the college since 1967

Students have been helpful in past

Cortaca 2014 was a perfect storm – student changes,
college changes, community changes in attitudes

Offended by t-shirts that were vulgar and inappropriate

Didn't just happen this year – several years in coming

Don't' put blame on any one area

Wants Cortaca game to continue civility

Parents have some responsibilities for raising children

Some students act like paying guests in our community

All staff and college have interaction with students – all are
obligated to teach civility

Civility needs to be taught in ALL classes – be part of the
community

Need more time spent teaching students how to be
members of the community

Define community expectations

Need to tell parents and students what this community is
like

SUNY administration needs to set the bar

What's up with "no more than three living in apartment houses"?

Landlords and Code Office has responsibility

See little reason to open a bar at 8am

Ordinary citizens feel when streets get littered, kids throw up, etc., -- that they don't care about it being good for business

Bob Haight (Cortland County Chamber of Commerce)

No business wants to see the game discontinued

What are the punitive results for students? Why have we not heard anything?

Nobody in Cortland has any idea what's happening

Uncontrollable frenzy

Passion in the community to make it whole again

Students: NOT just paying guest – need to take responsibility

Tammy Timmerman (President, Cortland Restaurant & Tavern Association)

If bars don't open at 8am, students will be at house parties

Bars were not over capacity

Not one police calls to bars for Cortaca

Weather played huge role

On a normal day, 8am bar opening – how many people are there?

Talked to a senior at Ithaca. Every Friday and Saturday police check on all houses

If there is an issue with student behavior in the community,
they need to go before Judicial Affairs at SUNY

Keuka College violators are given 40 hours of community
service

20% of kids are giving other 80% a bad image

Promote student involvement

Summary of Comments from Student Forums

Jan. 29, 2014 – Jacobus Lounge, Brockway Hall – attended by 16 students, 3 college staff, 7 commission members

Feb. 27, 2014 – Sperry Center 105 – attended by about 30 students, 3 college staff, 9 commission members

Student sub-committee: LeighMarie Weber, Scott Conroe, Steve Dangler, Carl Gambitta, Katie Silliman

On the Clayton Avenue situation during Cortaca weekend:

Some female students said they felt trapped in their houses, unable to control partying on the front lawn, with strangers walking through their houses.

They were ticketed by the city for parties they had nothing to do with.

Police were present early but not later, which puzzled them.

They want more police presence and more arrests of young people.

Any tension toward police by partiers was mostly from outsiders. Clayton Avenue residents had been visited by police before the weekend, to be told about consequences of poor behavior.

Reaction to what happened:

A few said their families and friends were calling from across the nation and Canada, to ask about the situation after news media reports.

Students worried that the Cortaca situation might hurt their job searches.

A student said one of her professors was told he could speak at a conference, as planned, but must identify himself as being from SUNY, not from SUNY Cortland.

The overall weekend:

Student EMS officers said they handled a large amount of calls, although no more than most weekends.

One house with two apartments had 50 people staying there for the weekend, including the seven residents.

Most problems were caused by guests of students or, even more, by young people with no connection to either college, who just came because they heard about the partying.

The SUNY Cortland campus seemed under control and quiet.

The cleanup effort afterward was excellent.

The college needs a non-alcoholic alternative or event on campus. Maybe expand what is done during Cortaca Mug. Suggestions included a 24-hour movie marathon and a carnival on the Moffett Center lawn.

Landlords who own student housing should somehow play a bigger role in keeping things under control. One student said her landlord would charge her \$500 if he caught her on a roof.

On the Cortaca Jug game itself:

The game should not be canceled.

The game time should not be on a weekday, since that would hurt mostly alumni and football players' parents in their ability to attend. The students' partying would go on during the weekend no matter when the game was played.

On changing the culture of Cortaca:

Increase and focus school spirit around the excellent sports program.

Offer alternatives to the obscene T-shirts. Students would wear other clothing if it was free.

Try having a contest to find less offensive T-shirt slogans.

Students do not like being fined or having their parents contacted.

Use a media campaign to highlight the negative impact of the 2013 Cortaca situation on students, the community, the college itself.

Expand the Digital Dirt tool that Career Services uses to show students what online sites contain about them, in terms of images they posted.

Countering students' tendency to binge drink would be difficult, as SUNY Cortland is known as a hard-drinking college and high school students drink in their hometowns and look forward to partying in college.

Some bars offer T-shirts based on drinking a certain amount of alcohol.

On relations between students and the community:

They generally agreed that students look down on Cortland residents. One said her previous college was nowhere near residential neighborhoods, so she was surprised at how mixed the neighborhoods in Cortland are.

Highlight examples of good relations between students and residents, how much some residents care about students' health and safety, how some residents enjoy living among students.

Use social media, web sites and video to emphasize how students should treat their neighbors who are residents. Students do not always think about the working people and families living around them.

Summary of meeting with SUNY Cortland faculty and staff

On March 21, about 30 people attended a public meeting for SUNY Cortland faculty and staff members to discuss observations and potential solutions to the behavioral problems associated with Cortaca weekend 2013. During a group discussion, the following thoughts were expressed:

- What happened during Cortaca weekend was a symptom of a larger problem: an accepted drinking culture on campus.
- The downtown bars help create an atmosphere of excessive behavior among students through early opening hours, marketing and T-shirt drinking contests.
- The behavior issues with Cortaca are not related to the game. The situation is similar to that at the University of Massachusetts Amherst, where a made-up drinking holiday known as “The Blarney Blow Out” is promoted by local bars and where bad behavior led to violent clashes with police this year.
- Many long-time faculty members have great pride in the institutions and the students and were personally devastated by the behavior exhibited.
- Some faculty talked about it in class. Many students initially found humor in it and thought the behavior was acceptable. Some students even felt the community benefited from the event (visitors coming to town), which made the bad behavior acceptable. Once instructors discussed how others in the community were impacted, however, many students seemed to understand the problem.
- Students do not understand the negative impact of being included in party-related information or photos on the Internet.
- The Cortaca Mug, a non-alcoholic campus event on the Friday of Cortaca weekend, attracts up to 300 students and should be expanded and better promoted. Similar events might help on

Saturday to give students an alternative activity to drinking. Some people suggested we turn it into a broader, festive event that involves more than alcohol. Examples included Buffalo Art Festival, Oswego Harborfest, Cornell Slope Day.

- One student, a health intern, said her house was filled with strangers that weekend, and she couldn't get them to leave. Finally, she left so she wouldn't be involved in the situation. This does not appear to be an isolated incident.
- A lot of recently graduated students came back for the weekend, and they seemed to be louder, more obnoxious and drinking more than the current students.
- All members of the community, including faculty, have a role to play in helping students understand why this behavior is unacceptable. It is part of the College's educational mission.
- The drinking culture among young people is a national problem and can't be solved quickly at Cortland. Initially, we need to focus on discouraging the kind of outrageous behavior exhibited at Cortaca and online. Some students take perverse pride in how damaging or outrageous they can behave.
- The campus community was able to change the culture of smoking because there was a widespread understanding and agreement among all segments of community and they worked together. A similar approach is needed with this. It can't be short-lived, it needs to be an ongoing thing.
- Students, because of their age, make poor decisions and stupid mistakes and we need to bring out the best in them.
- We strongly promote Cortaca as a positive event, but we need to promote responsibility just as strongly.
- Some private colleges have zero tolerance – one alcohol violation and you are out. That probably can't happen at SUNY Cortland, a

New York State public school which must respect process and student rights.

- Some schools have days dedicated to service in the community that are popular and fun. They build close ties between students and neighbors, which would make destructive behavior less likely.

Landlord summary

The Cortland Joint Commission landlord subcommittee held public meetings to hear ideas from landlords on 1/30/14 and on 2/26/14. Five people spoke at the first meeting (four were landlords) and three people spoke at the second meeting (one was a landlord). The ideas put forth were:

- Have the landlords provide non-alcoholic drinks and food as they have done in the past at other large social gatherings in off-campus neighborhoods.
- Send notices to students' parents notifying them of the laws, ordinances, and potential fines. Some landlords take the time to specifically explain to their student tenants that they are responsible for their guests' behavior and they risk eviction and other consequences for their actions.
- One landlord took the position that this is basically a police issue and the police should deal with it. There is nothing landlords can do and the police should take care of it. They should proof more students at lawn parties, and write tickets "like crazy".
- Monitor how and when kegs are sold.
- Tap into social media and, if possible, respond to tweets about parties.
- Help kids help themselves and get control of celebrations early.
- Put restrictions on the number of guests and their length of stay in the lease.
- Involve TC3 as there were TC3 students present at the Clayton Ave. gathering.

APPENDIX C
CORTACA TIMELINE

Cortaca Jug Game Weekend Timeline November 2013

FRIDAY, 11/15		SATURDAY, 11/16	
<ul style="list-style-type: none"> ➤ Evening time, crowds of people arriving and partying in college areas. ➤ Around 11:00 pm unruly crowd flips pizza delivery car on its side on Clayton Ave. An arrest is made by officers for a person throwing a bottle in the same area, resisted arrested and taken into custody (non-student). Unable to determine who was responsible for flipping the car. ➤ between 11 pm – 3 am, we responded to 51 calls. To put that into perspective, on any other Friday night between that time period, a very busy night would be around 20-25 calls. Large crowds gathered on Main St throughout the evening and were very disruptive and non compliant to police officers. Again, not unusual for a Cortaca Jug weekend, however, the prevalence of throwing bottles and cans into the roadways and at people is a new twist this year. ➤ The Hotelbar Assoc and Sports Council requested an overtime police detail in the evening to monitor the hotels in the Clinton Avenue corridor area due to Cortaca and the Girls High School Soccer Championships taking place in Cortland. Smart move as lots of activity was taking place at the hotels with several people filling single rooms and becoming destructive to property. 	<ul style="list-style-type: none"> ➤ "The Tavern" is full at 9:00 am. By 11:00 am all downtown bars are full. Street vendors in front of some of the bars are selling food to large crowds. Many drunken people wandering about. ➤ 12:00 pm game kickoff in Ithaca. ➤ Around 1:50 pm patrols break up a large party of about 700 people at 15 Prospect Terr. Crowds are wandering about at that same time and begin to congregate on Clayton Ave. Quickly, the crowd grows to around a 1,000. City Patrol cars and Sheriff cars still able to drive on Clayton Ave. Glass bottles, cans and furniture being thrown into the roadway, making it difficult to control the crowd. ➤ Around 2:00 pm patrol cars still able to drive on the street, but crowd keeps growing. ➤ Around 2:15 pm crowd is close to 2,000 and the street is plugged, unable to drive patrol cars safely on the street at that point. ➤ Around 2:25 pm over 2,000 people on Clayton Ave. We get calls that people are being injured by being struck in the head with bottles and furniture. We are able to get two females to an awaiting ambulance for transport to CRMC. 	<ul style="list-style-type: none"> ➤ Around 2:40 pm patrols begin to try and disperse the crowds on foot. Crowd has doubled at this point to 4,000-5,000 people. Still very disruptive and disorderly. ➤ Around 3:15 pm we requested any assistance we could get from neighboring police agencies to assist with the mob. At the scene were City Police, UPD, Sheriff's Officers and NYSP Troopers. ➤ Around 4:15 pm we had dispersed the crowd enough that we could again drive on Clayton Ave, however it was littered with debris. We again start making appropriate arrests for violations occurring. ➤ Around 4:30 pm many more assisting officers begin arriving and we begin setting up a Command Post at the CFD. Assistance from outside our county came from the NYSP, Onondaga County Sheriff, Broome County Sheriff, Madison County Sheriff, Binghamton & Johnson City Police Departments and the NYS Dept of Homeland Security Office of Emergency Management. <i>-Said Miller</i> ➤ Around 5:00 pm we made the decision to close Main St to vehicular traffic to protect the dispersed crowd from vehicles and vehicles from the crowd. 	<ul style="list-style-type: none"> ➤ Partying and reveling continued into the evening and night, but with the number of police officers available, we were able to deploy throughout the entire college area and make arrests and keep order. ➤ Around 11:00 pm more officers were deployed to the Main St area as the crowds began to grow again. As we re-deployed to Main St, another vehicle was flipped onto its side on Groton Ave as soon as officers left the area. ➤ The total number of calls received from 7:00 am Saturday morning to 7:00 am on Sunday morning was 207. ➤ We collected approximately \$3,700 in station house bail for out of town resident arrests. <p>SUNDAY, 11/17.</p> <ul style="list-style-type: none"> ➤ Clean up begins. We take a complaint that a vehicle parked in a driveway on W. Court St sustained damage to the back seat from fire that was started and burned itself out, causing moderate damage. <p>FRIDAY, 11/22</p> <p>We identify houses and residents involved in violating the nuisance house party ordinance on Cortaca weekend and issue summons for that charge to those individuals (around 30 individuals)</p>

APPENDIX D
SIMILAR CASES AT OTHER COLLEGES

College and Community Joint Commission
Suggested Cases to Examine

College student riots or gatherings similar to November 2013 Cortaca situation:

James Madison University, Harrisonburg, VA, on April 10, 2010 – The annual Springfest block party – intended for 2,000 students – swelled to 8,000 within three hours, partly due to social media that attracted many partygoers who were not JMU students. The crowd became unruly, with fights, destruction of streets signs and light posts, dumpsters set on fire. The university sent a text message to students, telling them to vacate the area if they did not live there.

- Law enforcement: 200 officers, many in riot gear, 30 arrests, state attorney confiscated video and photographs from student newspaper to identify rioters
 - Since then: no repeat, university officials say they will talk about the situation with us
 - Videos: www.ebaumsworld.com, www.communiversity.com
- Contact: Andy Perrine, associate VP student affairs perri2ad@jmu.edu
(responded 12/13 via email)

University of Northern Colorado, Greeley, CO, on April 28, 2001 – About 1,000 students from several parties burned shrubs and furniture, destroyed street signs, threw objects at police.

- Law enforcement: 24 arrests, 1 student expelled, 12 suspended (one suicide)
- Possible contact: Nate Haas, director of news and PR
970-351-1763 nate.haas@unco.edu

Kent State University, Kent, OH – College Fest, April 2008 and 2012 – House parties on certain streets brought police from the city, county and nearby municipalities, 50+ arrests, use of tear gas. Students burned furniture and destroyed street signs in 2008. Students say police cause the problems by citing students or just being present in the street.

- College Fest was banned by the city in 1987 but was revived in 2008 by students.
 - The 2012 edition involved 3,000 students, who began fighting and throwing bottles. Police used tear gas to disperse the crowds.
 - City police planned to seek help from the Ohio Highway Patrol in 2013
 - University and student leaders in 2013 sent letters to the neighborhoods, asking for respect for private property. They blamed many problems on non-students.

Penn State University, State College, PA – State Patty's Day is a St. Patrick's Day celebration started by students in 2007. Borough leaders have tried to stop it.

- Citations by police have declined since 2011, from 408 to 247. Student conduct violations declined from 315 in 2011 to 178 in 2013.
- Average BAC for students in hospitals in 2013: 0.285, consistent with previous years. Ambulance calls remained the same but EMS patients have declined from 31 in 2011 to 17 in 2013.
- Outreach effort: Living in One Neighborhood (LION) Walk, where university administrators and borough leaders walk through student neighborhoods as fall semester starts.
- The borough paid \$5,000 to bars and alcohol sellers to not sell that day, from parking fees.

Western Washington University, Bellingham, WA, on Oct. 12, 2013 – After a large off-campus student party was shut down, about 500 to 1,000 students filled the streets and refused to disperse, threw bottles and other objects at parked police cars.

- Law enforcement: pepper spray, bean bags, riot vehicle; 11 arrests (only 2 were WWU students) in the next month, 13 more people sought based on social media images
- News reports said hundreds of students cleaned the streets the next morning. University officials held neighborhood meetings. The university leaders, students and city leaders are discussing existing and new outreach, including police chiefs' talk at freshman orientation.

Michigan State, East Lansing, MI, had riots involving thousands of students in 1998, 1999, 2005 and 2008, and again in December 2013. All involved defiance of police and setting of fires, mostly in an apartment complex called Cedar Village. The 1998 riot was in protest of an alcohol ban at football tailgating, the 1999 and 2005 riots followed NCAA basketball losses, the 2008 riot was from Cedar Fest (student partying), and the 2013 riot followed MSU's victory in the Big 10 title game in football. The 2013 rioting involved 57 bonfires, some using furniture or trees and shrubs ripped from the ground by students, and a student's car being flipped on its roof.

- Law enforcement: tear gas and riot gear for 1998, 1999, 2005 and 2008; riot gear and a \$20,000 reward for information leading to convictions for the 2013 events (criticized); subpoenas for video footage of 1999 riot, which news agencies declined.
- Other details for 1999: damage estimated at \$250,000 to \$500,000; arrests totaled 132, including 71 students; crowds at 5,000 to 10,000 students.
- 2008: City police tried to avoid using tear gas on the 4,000 students who gathered for Cedar Fest, because of criticism in 2005 that police were too aggressive. But some students chanted for tear gas, threw bottles and cans at police, and eventually tear gas was used.

Possible contact: Bob Thomas, assistant VP for advancement, marketing, communications
rmthomas@msu.edu

Four universities in New England, October 2013 following Red Sox win in World Series: UMass-Amherst, University of New Hampshire, Keene State, Plymouth State. Thousands of students became unruly in all cases, defied police.

- UMass-Amherst: Officials expected rioting due to incidents in 2004 (79 arrests over four days) and 2007 (only 6 arrests), so they set up alternative activities such as bounce amusements and a large screen showing the game, plus all students received a warning email. Result: things were calm for the first 90 minutes but after the game students came from residence halls and swelled the crowd to 3,000.
- Keene State: As above, the campus set up a party area with food, but 1,000 students gathered and threw bottles, rocks and ice at police and each other. A student's car was turned on its side. Law enforcement: pepper spray, pepper balls, containment to campus.

Possible contact: Gail Zimmerman, associate VP and dean of students
gzimmerman@keene.edu

University of Delaware, Newark, DE: Sept. 9, 2013, about 4,000 to 5,000 students gathered and partied, partly because a crew from "I'm Schmacked" was there on a tour of universities. The producer denied that his crew's presence caused the rioting, that they were just reporting.

Examples of managing crowds:

Oswego Harborfest, Oswego, NY – 100,000 people over several days. Steve Fulton, executive director
315-343-6858

Barb Manwaring, programming coordinator

Concerts at Saratoga Performing Arts Center (SPAC), Saratoga Springs, NY – Hundreds of spectators, much alcohol and drug use.

- Law enforcement in 2013 included the use of city and town judges and 2 assistant district attorneys to arraign 81 people during three Phish concerts.

Kevin Appler, director of maintenance and operations kevin@spac.org
Lisa Hill, public relations lhill@spac.org

APPENDIX E
TAVERN OWNERS' DOCUMENTS

THE COMMITTEE ON UNIVERSITY & COMMUNITY RELATIONS

by Thomas L. Gebhardt, Chairperson of the Committee on University and Community Relations and Director of Personal Safety and Off-Campus Affairs, the University at Albany, State University of New York

During the fall of 1989, the University at Albany and the City of Albany experienced an increase in the number and intensity of complaints concerning the behavior of college students off campus. These complaints came from concerned neighbors, neighborhood associations and the local police department. The complaints were a result of parties in off-campus apartments involving alcohol as well as traffic to and from area taverns. The problems reported involved the abuse of alcohol, yelling and screaming late at night, large and unruly parties, loud music at night and to a lesser degree trash and litter.

As a result of these problems, the then Mayor of the City of Albany and the President of the University at Albany formed the **“Task Force on University & Community Relations.”** This task force was composed of university and community members in a united effort to make recommendations for the problems identified. In the spring of 1990, the report of the task force was released and approved by both the Mayor of the City of Albany and the President of the University at Albany. This report included both proactive and reactive measures as part of a comprehensive and multifaceted approach to improve the situation in the neighborhoods where our off-campus students traditionally live. In addition, as the first recommendation of the task force, a permanent committee was established to both insure that the original recommendations would be implemented and additional initiatives would be developed. As the then “Director of Off-Campus Housing,” I was asked to chair this

committee - **“The Committee on University & Community Relations.”**

In the fall of 1990 the committee began to meet on a monthly basis with the original overall goal of **improving relations between college students off campus and their long term neighbors.** Since that time its goals have been expanded to include **improving safety off campus, developing alcohol and other drug prevention and education programs off-campus and improving the quality of life in neighborhoods off campus where college students reside.** The committee is currently composed of student leaders and professional staff from the University at Albany as well as other local colleges - specifically the College of Saint Rose, the Albany College of Pharmacy, the Albany Medical College, the Junior College of Albany/The Sage Colleges, Siena College and Hudson Valley Community College, officials from the Albany Police and Fire Departments as well as the Albany Common Council, neighborhood association representatives, community and religious leaders, tavern owners, landowners and representatives from the Empire State Restaurant and Tavern Association, the New York State Division of Alcohol Beverage Control and the New York State Office of Fire Prevention and Control. Membership is open to anybody who wishes to join.

The committee has been an excellent forum for open and honest interactions among all those attending who are not often seated at the same table. As Henry M. Madej, committee member and past President of the Pine Hills Neighborhood Association, states: “The committee demonstrates that what seems to be the ‘tradition’ of increasing town-gown antagonism isn’t necessarily inevitable. The energy of both can, when combined, be effective in developing creative solutions to many common quality of life issues.” It has undertaken programs, among others, to educate landowners as well

as students about expected tenant behavior, to inform college students about their rights and their responsibilities off campus, to deal effectively and in a timely manner with problems as they are reported, to help enforce local laws and ordinances regarding rental property and to methodically and cooperatively with the Albany Police Department and neighborhood associations log, identify and follow up on quality of life problems off campus. For example, to inform students living off campus about the various laws and ordinances impacted if they decide to host a party in their apartment, doortags entitled “Having a House Party? Don’t Add Getting Arrested to Your Checklist!” are distributed door-to-door in student neighborhoods a few days before students return to their apartments. In addition, the committee has developed several initiatives to educate students currently living on campus about local laws and ordinances as well as behavioral expectations off campus as a proactive measure.

Safety became paramount as a result of several incidents off campus a few years ago and has proven to be a unifying agent for both students and their long term neighbors. As a result a number of personal, property and fire safety initiatives were adopted by the committee. Safety continues to be a priority for the committee both in terms of reactive and proactive measures that have been enacted. Former Albany Police Chief and former committee member Robert Wolfgang states:

“From the law enforcement standpoint, Albany’s Committee on University & Community Relations practiced community policing long before it became the popular thing for law enforcement to do. A group of concerned groups and individuals, each with a stake in the outcome and each able to impact on the problems to some extent, joined forces to identify quality of life and crime issues that needed attention. The group, many of whom were not communicating before, pooled their resources and developed and executed plans to address

those problems. In doing so, they succeeded in improving the quality of life in the neighborhood, decreased criminal activity, opened up lines of communication between affected parties and created an improved level of understanding.”

Many of the incidents concerning inappropriate behavior off campus seemed to involve alcohol. As one initiative regarding the abuse of alcohol off campus, the "**Tavern Owner Advertisement Agreement**" program was initiated by the committee during the spring of 1995. The committee had discussed in length the issue of tavern advertising as it might impact the behavior of patrons, especially college students, while in a particular establishment and when they leave the premises. As a result, the committee arrived at a **voluntary** Tavern Owner Advertisement Agreement. Those tavern owners signing this document agreed to review the content of any and all advertising with the intention to promote: (1) the responsible and lawful consumption of alcoholic beverages and (2) appropriate as well as civil behavior when leaving their establishment. In addition they agreed to comply with current policies and procedures concerning the posting and distribution of advertisements for the City of Albany, the University at Albany and The College of Saint Rose, copies of which are provided to the tavern owners with the agreement.

Specifically taverns that signed this agreement agreed to fashion their advertising to: (1) include a statement asking all patrons of their establishment to behave responsibly and in a civil manner in the surrounding neighborhood, (2) emphasize the necessity of being 21 years of age or older and possessing the appropriate valid means of identification to prove such, (3) avoid terminology which promotes the irresponsible consumption of alcoholic beverages, and (4) promote and advertise non-alcoholic beverage specials as much as alcoholic beverage specials. A copy of a "Cooperating Tavern" sign is provided for display to those taverns who sign this agreement. In

addition a sheet of Cooperating Tavern logos are also provided for inclusion on their advertisements. This program is part of the cooperative effort with tavern owners located in the traditional student neighborhoods that the committee wants to foster to achieve its goals and also gain a better understanding of their perspective regarding these goals. As Michael Byron, former owner of the "Washington Tavern," a popular student bar, states: "The Tavern Owner Advertisement Agreement is a good first step in promoting the responsible advertising of alcoholic beverages by taverns in the City of Albany."

Scott Wexler, Executive Director of the Empire State Restaurant and Tavern Association and committee member agrees. He says: "The Tavernowner Advertisement Agreement provides sensible voluntary guidelines for businesses to follow and enables them to become part of the solution rather than part of the problem."

A "team" of representatives from the committee and I met with tavern owners who own establishments college students frequented and/or were members of our committee inviting them to join this program by signing the advertisement agreement. Most tavern owners we contacted agreed to sign the agreement. We are monitoring compliance with the agreement and dealing with any alleged violations by these "Cooperating Taverns." Additional tavern owners are being asked to join this program as they are identified. Currently fourteen tavern owners representing sixteen taverns have signed and abide by this voluntary advertisement agreement.

To date there have been some violations of the agreement by some taverns, but generally all tavern owners who have signed have made changes in their advertisements to comply with this voluntary agreement. In addition, communication between tavern owners and

members of the Committee on University and Community Relations has been greatly increased. This has resulted in other cooperative efforts between all parties involved as other problems and issues involving the consumption of alcohol by college students are identified.

Although the committee does not have all the answers concerning improving town-gown relations, making life safer off campus, dealing with underage drinking and the abuse of alcohol by college-age students and improving the quality of life in neighborhoods off campus where college students reside, we do feel that over the past twenty-three years we have devised several proactive and reactive programs that have been effective to date in dealing with these challenges in our college communities.

columnstest2:u:ocho (9/3/2013)

TAVERN OWNERS AGREEMENT 2014

I/we the undersigned, representing the specific establishment written below, understand that as purveyors of alcoholic beverages we have a special responsibility to the community we serve. As such, I/we agree, beginning with the date written below, to review the content of any and all advertising (including print & social media ads) with the intention to promote: (1) the responsible and lawful consumption of alcoholic beverages and (2) appropriate, as well as, civic customer behavior when leaving my establishment. I/we also agree to comply with current laws and regulations concerning the posting and distribution of advertisements for the Town and Village of New Paltz, and the State University of New York at New Paltz. As the owner or designated representative of the establishment, I understand that I am responsible for the content and distribution of all advertisements concerning my enterprise.

To further promote the responsible and lawful consumption of alcoholic beverages, and appropriate civic customer behavior when leaving my establishment, I/we will take the following steps:

- (1) Emphasize the necessity of being 21 years of age or older to consume alcoholic beverages and to possess a valid form of personal identification to prove such.
- (2) Avoid offering drink specials that encourage high-risk drinking.
- (3) In advertising, avoid terminology which promotes the irresponsible consumption of alcoholic beverages.
- (4) Avoid sexually explicit/exploitive drink specials (e.g. Wet T-Shirt Nights), as well as sexually explicit/exploitive pictures & photographs in all ads.
- (5) Promote non-alcoholic beverage options and encourage designated drivers or safe travel.
- (6) Direct employees to diligently require proof of age before service and to refuse service to any patron who is visibly intoxicated or who is irresponsibly and dangerously consuming alcoholic beverages.
- (7) Post the "Respectful Community Sign" that addresses considerate and appropriate behavior after leaving the establishment.

The above agreement **DOES NOT** imply that I/we have not honored these guidelines in the past, but that I/we will continue my/our proper business practices **OR** modify them to meet the above agreement.

Signature: _____

Printed Name: _____

Establishment Name: _____

Address: _____

Date: _____

A Respectful New Paltz Community

Thank you for being a
responsible resident & visitor!

- ❖ Kindly be **considerate & respectful** of our neighbors
- ❖ Please **refrain from being loud & disruptive**
(our neighbors and their children are sleeping)
- ❖ Do your part. Keep our town clean & green by
not littering.

Thank you in advance
for your cooperation.

New Paltz Tavern Owners Association
New Paltz Police Department
SUNY New Paltz