

University Council MINUTES
Wednesday, February 1, 2017
8:30 AM - 10:00 AM
SUB 233

Members:

Waded Cruzado, Daniel Adams, Kenning Arlitsch, Kregg Aytes, Michael Babcock, Jeff Bader, Charles Boyer, Matt Caires, Kari Cargill, Leon Costello, Tracy Ellig, Chris Fastnow, Brett Gunnink, Alison Harmon, Cathy Hasenpflug, Maggie Hayes, Robert Hawks, Bob Hietala, Karlene Hoo, Chris Kearns, Greg Kegel, Garrett Leach, Ilse-Mari Lee, Terry Leist, Shelley McKamey, Helen Melland, Bob Mokwa, Chris Murray, Kim Obbink, Mark Nook, Kellie Peterson, Renee Reijo Pera, Nicol Rae, Jyl Shaffer, Jerry Sheehan, Royce Smith, Sylvia Sparkman, Dan Stevenson, Amy Stix, Susan Wolff

I. Call to Order

Interim Provost Bob Mokwa

Provost Bob Mokwa called the meeting to order at 8:30 a.m.

II. Approval of Minutes for January 11, 2017

There was a motion, by Michael Babcock, to approve the January 11, 2017, minutes; Matt Caires seconded the motion. The minutes were approved unanimously.

III. University Wide Information/ Announcements

There were no special announcements made at this time.

IV. Old Items

A. Update to Trademark Policy

Kellie Peterson, Legal Counsel

The following amendments were made to the Trademark Policy, in order to explore conversations around making a commemorative beer for the 125th Anniversary, which will be celebrated on February 16, 2018.

3. The University has entered into an agreement with the Collegiate Licensing Company (CLC) as its exclusive Licensing Agent. CLC negotiates and administers licenses with manufacturers that wish to trade upon the University name and ensure that all uses of the University name are professional, tasteful, of a quality that reflects positively on the institution, and are manufactured under fair labor conditions. CLC ensures that all manufacturers sign a labor code of conduct. **For additional information regarding inappropriate uses of Trademarks, contact Communications and Public Affairs.**

4. The Trademarks of the University will not be used in the promotion of weapons, tobacco, or "recreational" drug products. The University reserves the right to prohibit other uses which it deems inappropriate as being inconsistent with the image and mission of an educational institution.
5. Authorization for the use of University Trademarks for the promotion of an alcoholic beverage may only be granted by the President. Any vendor authorized to use the University Trademark for the promotion of alcohol must enter a separate agreement with the University in which the vendor agrees to follow this policy, the requirements of the Alcohol Marketing Guidelines (http://www.montana.edu/policy/campus_alcohol_drug/index.html#400.00), and any special conditions required by the University.

ASMSU supported the policy change by approving a Resolution. Others brought concerns ranging from clarification of the sale or use of the beer, as well as the extent to which the policy would be used.

After much debate, Dean Kregg Aytes asked if the Council would table the item in order to hear additional public comment. The motion to table the item was approved, with four people abstaining.

V. Public Comment

Five people from MSU and the community came to voice their public comment regarding the Trademark Policy. From a student to a few people in the drug prevention community, concerns were shared about this policy. One member of the public asked that a "sunset clause" be added so that they policy would go back to enforcing the inability of using the Trademark on alcoholic products after the anniversary is celebrated.

VI. Updates

No updates were shared.

NOTE:

The next University Council meeting is scheduled for Wednesday, March 1, 2017.