

March 1, 1990

32 Legislative Council Bill #44

UNIVERSITY OF COLORADO

STUDENT UNION

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BILL HISTORY

The University of Colorado Book Center has operated in the basement of the UMC for the past 28 years. In that time, the student population has almost doubled yet the amount of space has remained constant. In addition to the reality that a larger student body means larger volume sales needs, students have demanded more varied services from thier bookstore such as longer hours, more trade books, shorter check-out lines, and more space to browse.

The Book Center staff has had to satisfy the increasing demands of a larger student population within the confines of the UMC basement. The space limitations do not comply with the Universtiy's growing needs. The lack of space has forced the management to make irrational floor management plans and has limited their options for improved services and floor management flexibility.

Additionally, the basement location has hampered its profitability and its hours of operation due to the lack of first floor visibility. This lack of visibility, copled with the limited floor space, reduces the Book Center's potential revenue and thus reduces the prospects for lower textbook prices. In a retail operation, the more revenue made in one product line (e.g. CU novelty items) can offset rising prices in another product line (e.g. textbooks). Thus, the more novelty items the Book Center sells, the more that revenue raised by novelty items can be used to keep textbook prices down.

Nearly every management and service problem the Book Center faces in the future stems from the lack of space. Services, availability, varied product lines, profit, textbook prices, and comfort are all issues that can be properly addressed with more space. It is unreasonable to force the Book Center to remain in the same confining space that it has occupied since 1962 while the University continues to grow around it.

Recognizing the obvious need for more space to accommodate growing needs, the Book Center has made expansion proposals to the UMC Board and Legislative Council. The UMC Board originally approved an external expansion plan which was ultimately overturned by the Legislative Council. The Council was concerned with preserving open space, avoiding noisy and obstructing construction operations, and the elimination of bike racks. They were also concerned with the potential risk that student fees would increase to cover the cost of expansion. The Council was also skeptical that textbook prices would ultimately reduce.

The expansion proposal offered in this bill avoids many of the external expansion problems. Additionally, a close look at this internal expansion plan reveals the likelihood of reduced textbook prices and a low probability that student fees will have to increase to cover construction costs.

This bill proposes the Legislative Council authorize an internal expansion plan. Under this plan, a floor will be created above the Packer Grill eating area. Thus, the Book Center will move its operation to this newly created floor and use the basement for stockroom space. Construction engineers have determined that the UMC can support this addition.

The Book Center will then have greater floor space to provide more services and improved service. It can also sell more novelty items to reduce textbook prices. It will avoid using open space and not force the relocation of bike racks.

Furthermore, this proposal need not go to a student vote as the funds raised for the project will come from outstanding bond revenue. Thus, there will be no need to raise student fees.

Additionally, the increased floor space will allow for the generation of more revenue, through rent receipts, for UCSU which in turn can be used to keep student fees down. The free sales floor space in the basement can also be used for other purposes, such as student groups.

BILL SUMMARY

This bill authorizes the construction of an additional floor above the Alfred Packer Grill eating area of the University Memorial Center for the purpose of expanding the University of Colorado Book Center. The Book Center will continue to use the basement area of the UMC for stockroom purposes.

BE IT ENACTED by the Legislative Council of the University of Colorado Student Union, THAT:

SECTION 1: Legislative Council hereby authorizes the University of Colorado Book Center to formulate an internal expansion plan.

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SECTION 2: UCSU shall participate in the formulation of the plan to ensure its acceptability.

SECTION 3: The Universtiy of Colorado Book Center shall create a committee to formulate the internal expansion plan. The composition of the committee shall include students.

SECTION 4: By passing this bill, UCSU and Legislative Council shall hereby officially endorse the expansion of the University of Colorado Book Center.

SECTION 5: This bill shall take effect upon passage.

3/01/90 - Pulled - Legislative Council