



MEMO

From the Office of...

The Hub Manager

TO: Executive Board
FROM: Mitchell German
SUBJECT: DBAC Business Office Renaming
DATE: November 7th 2024

Dear Executive Board,

In early 2024, the MSU acquired the 'Business Office' in the David Braley Athletic Centre (DBAC). When you walk in through the main DBAC doors, the space is immediately on your right. The original intent, under the previous General Manager, was to establish an arcade space in this location. There is a contractual agreement to follow through with this plan and maintain this as an arcade space until at least March of 2025, at which the MSU could re-consider the purpose of this space and choose to end the contract.

In late October, arcade equipment was brought into the 'Business Office' and the doors were opened without any promotional assets for our 'soft launch' phase. With the intent to make students aware of this space and enhance its daily use, it is imperative that it is named, and signage is installed.

In the process of shortlisting names for the space, I met with Paula, Manager of the Underground; Trish, Student Life Director; and Shemar, Communications and Advertising Director. Together, we discussed several potential names. Since this is a space designed for students by students, we would like to leave the final decision to the Executive Board. The list provided below is not exhaustive, and alternative name suggestions are welcome. The options are as follows:

- MSU Business Office
- MSU Level One
- MSU Level Up Lounge
- MSU Bonus Round
- MSU Checkpoint
- MSU Final Boss
- MSU Arcadia
- MSU High Score
- MSU Super Donkey Pong Fighter Extreme

The permanent use of this space is yet to be established, with its long-term use to be determined in March 2025. **We do not intend to create any permanent promotional**

assets with the chosen name at this time. The objective is to establish temporary branding for the space.

When a name has been decided by EB, a *temporary* vinyl sign will be created for the space, in addition to a sign that explains how the space is to be used, and a promotional video.

I appreciate your input and look forward to hearing the results of this vote.

Sincerely,



Mitchell German (he/him)
Hub Manager
McMaster Students Union
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Reference Photos:

