

Profits foreseen for HUB

by Cathy Partridge

"HUB has a lot of potential," was the claim of Peat, Marwick and company, business consultants hired by the Students' Union to do a detailed study of the mall. "It is a cop-out to turn it over to the university."

Research results and recommendations of the consultants were presented to council a month ago, but have been kept a secret by the Students' Union. *The Gateway* has obtained the minutes to the closed sessions involved, and with them the results of the study.

The consultants point to the appearance and identity of the mall itself as the major problem rather than the types of stores or merchant management. "If there was a better environment, people would socialize more in the mall" they claim.

Consultants commented on the lack of "visual and physical access to the mall area" saying signs are very poor and there are few stairs. There is considered to be insufficient identification within the mall, evident in the lack of directories "so that when you enter the mall you do not know where to go to find a particular store."

Much reference was made to HUB's interior. "The unfinished appearance of the mall makes for a very sterile, cold area with no color or warmth at all. There are too many vacant

spaces. Also, there is an aesthetically sterile living environment within the mall."

Solutions to these problems concentrated to a great extent on physical alterations. Consultants expressed a need for more color, "such as banners, greenery and no glass, maybe even a new floor." They also indicated that eye contact needs to be lowered and a more interesting passageway be created as "many people who enter the mall at one end hope they will not faint before they get to the other end."

The need for new flooring was stressed with suggestions for resurfacing it in something like a raised aggregate, costing somewhere in the range of \$50,000 to \$60,000. "The total cost of reviving the mall and making it more attractive would be about one hundred thousand dollars," say the consultants.

Council came under attack as well in the area of management. "No one has a clear cut idea of who the market is," say the consultants. "This leads to an inconsistent market orientation of the mall. The Students' council does not give the merchants of the mall any direction. The inadequacy of mall management creates problems with financial audits, leases, and what to charge for rent."

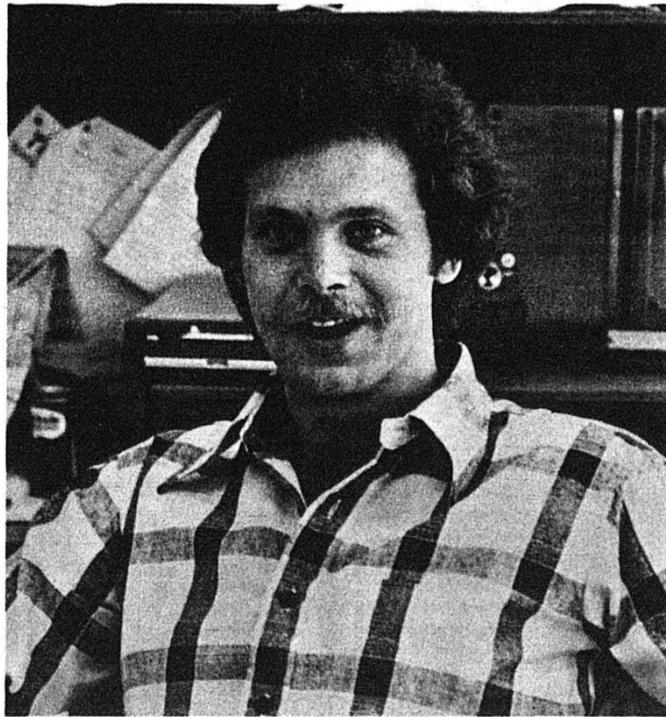
The solution to this was

considered to lie in the direction of hiring a full time mall manager.

Peat and Marwick claim the mall could make a "modest profit" if the Students' Union makes the physical im-

provements and hires a manager.

Council may well need this profit as sources have informed *The Gateway* the price of the consultants study may be as much as three times the cost originally agreed on.



SU president Leadbeater says students elected representatives should handle the HUB negotiations issue, despite advice that foresees future profits for the previously ill-fated venture.

Talks continue against advice

"We propose that you continue running HUB," said Peat and Marwick, consultants hired to study the future feasibility of the mall. They also claim "the merchants are two to one against the university taking over."

Students' council opinion differs, however, and they are continuing in negotiations with the university for a transfer of responsibility of the mall.

Council has decided against running a referendum to discover what student opinion on the issue is, on the basis that students will not be interested and that a campaign to educate the students would take too long.

One councillor commented "We have been elected. We know how much it has cost us, therefore, it should be kept in this council". Another representative agreed, saying, "The information is going to come from us, therefore, it will be biased. We can deal with this issue ourselves."

Graeme Leadbeater, SU president claimed to have "serious reservations about holding a referendum," indicating they would have to "campaign twelve hours per day for five days in order to educate the people."

Minutes of the closed session of students' council reveal no dissension on the part of councillors, indicating council will ratify any agreement the executive might make with the university.

Committee demands rent control board

Edmonton's "Enough is Enough" campaign has joined forces with its Calgary counterpart. The Calgary Tenants' Committee, in its lobby for new housing legislation from the provincial government.

Presenting a report and lobby to housing minister Bill Yurko, and consumer and corporate affairs minister Graham Harle, the Calgary Committee called for a new Landlord and

Tenant Act incorporating a rent control scheme and a 100% tax on speculative gains in real estate.

David Wallace, a committee member, called the present Act "a joke" and said Alberta needed legislation giving a rent control board power to control or roll back rents, and to otherwise enforce the Act.

"Tenants have absolutely no rights," he said. "The present

Landlord and Tenant Advisory Board has not the power to enforce the Act."

Ministerial reaction as of Friday was that they had received the information, talked with the groups involved, and were considering later action.

Wallace said Harle mainly talked costs at their Friday meeting and would not comment on policies with the committee just then.

"He mainly seemed concerned with the costs of rent controls, he would not comment on our concerns regarding tenants' rights. He was only concerned in terms of costs."

In their report to the ministers, the committee pointed to the slowdown of the building of new housing in Alberta, together with the increased population, as the source of a housing crisis.

New apartment starts have slowed with regularity from

10,690 in 1968 to merely 3,155 in 1974, says the report, and although starts in other dwelling types has slowly increased over the same period.

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Petition supports rent controls

A petition bearing the signatures of about 12,000 Albertans supporting the Calgary Tenants' Committee's demands for the establishment of a rent control board was presented to the legislature yesterday by opposition leader Bob Clark.

The petition asks that such a board be given the power to review, freeze, and roll back rents, concurring with the committee's stand.

In prepared release, Clark supported the committee's requests for control boards. "On October 28th, our caucus stated publicly that the province should establish a system of rent review boards," he said. "The signatures of these 12,000 citizens indicates strong support for that view."

The ministers of corporate and consumer affairs and housing and manpower are currently working on the government's rent control scheme.

Record set in AEC share sales

At the closing of the initial selling of shares in the newly formed Alberta Energy Company, more than 70 million of the available 75 million shares had been applied for and sold.

In a ministerial statement made at the legislature Monday, energy and natural resources minister Don Getty announced that Albertans supported the new company in an extent "considered to be the most successful large equity offering in Canadian history."

Amidst the applause of the

legislature Getty said the AEC will have more Canadian shareholders than almost any other Canadian corporation, and at this point, they are all Albertans.

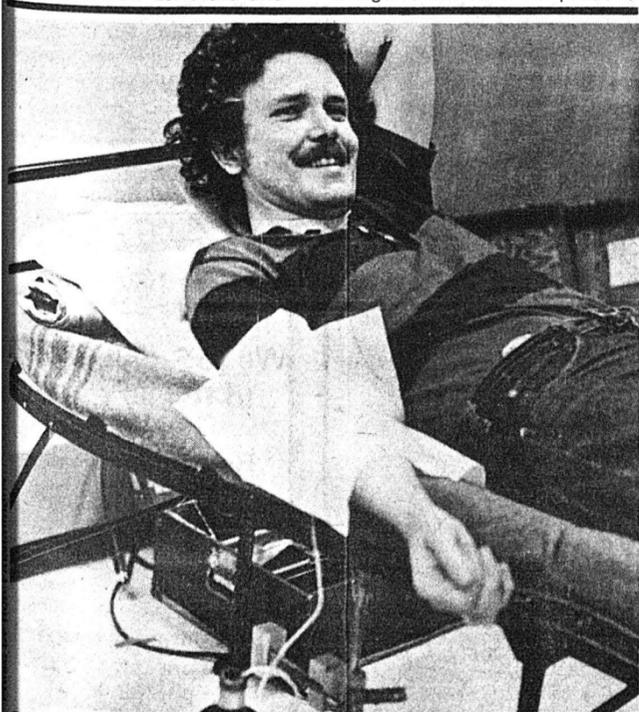
Definite figures were not available because many applications for shares were held up in the postal strike, necessitating that AEC honor applications filled out before the closing date last Friday even though they have not yet been received.

Later, during question period, Getty was asked how

many shares would go onto the open market and if there would be any cutoff of open market sales.

Said Getty, this would be dependant on whether additional shares requests that meet the deadline but are held up in the mail exceed the number of shares remaining in the original 75 million offered.

No figures could be offered as yet as to how many Albertans had bought shares, or how many bought the maximum number offered.



The demand for blood is so serious the Red Cross has been forced to apprehend passers-by, using any available receptacle possible. All healthy students are asked to donate blood either in HUB or in SUB in a blood rush campaign lasting til Dec. 5. BYOB.