

ASSOCIATED STUDENTS UCLA

BOARD OF DIRECTORS

Regular Meeting

July 22, 2016

12:00 p.m.

Kerckhoff Hall Staterooms

PRESENT: Patrick Adler, Mike Anderson, Michaela Boster, JC De Vera, Kevin Eagan, CJ Gabbe, Jazz Kiang, Kirk Koenig, Andrew Lewis, Arielle Mokhtarzadeh, Apsara Perera, Katrina Võ, Agnes Warren, Bob Williams and Christine Wilson

ABSENT: Nathan Glovinsky and Lena Riess

MANAGEMENT: Donna Baker, Finance Director
Cindy Bolton, ASUCLA Food Service Director
Roy Champawat, Student Union Director
Sandi Gillespie, ASUCLA Association Affairs Manager
Patrick Healey, UCLA Store Director-General Merchandise
Michelle Moyer, ASUCLA Director of Business and Legal Affairs
Karen Noh, ASUCLA Special Projects Director
Lisa Perez, ASUCLA Marketing Director
Neil Yamaguchi, UCLA Store Director-Academic Support

GUESTS: Catherine Liberty Feliciano, Daily Bruin
Sam Hoff, Daily Bruin

CALL TO ORDER

Mr. Gabbe called the meeting to order at 12:10 p.m.

APPROVAL OF AGENDA

Mr. Gabbe called for consent to approve the Associated Students UCLA Board of Directors July 29, 2016 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

ELECTION OF OFFICERS

Mr. Gabbe stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the following officer nominations for the 16-17 term:

Chair	Apsara Perera
Vice-Chair	Patrick Adler
Secretary	Agnes Warren

Approved: August 26, 2016

Mr. Gabbe called for a secret ballot. The motion was approved by a vote of 10 yeas and 0 nays.

ELECTION OF STANDING AND AD-HOC COMMITTEES

Mr. Gabbe stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the following standing and ad-hoc committee nominations for the 16-17 term:

Executive Committee:

The newly elected officers of the Associated Students UCLA Board of Directors were appointed as members of the Executive Committee by virtue of their positions as outlined in Bylaw 4.5.

Executive Committee: (From August 1 until July 31)

Patrick Adler-Chair	Graduate Representative
Apsara Perera	Undergraduate Representative
Agnes Warren	Non-Student Representative
Bob Williams	Executive Director (ex officio)

Finance Committee: (From August 1 until July 31)

Lena Riess-Chair	Graduate Representative
Michaela Boster	Undergraduate Representative
Kevin Eagan	Non-Student Representative
Kirk Koenig	Non-Student Representative
Jazz Kiang	At-Large Member
Robert Williams	Executive Director (ex officio)
Donna Baker	Finance Director (ex officio)

Services Committee: (From August 1 until July 31)

Jazz Kiang-Chair	Graduate Representative
Patrick Adler	Graduate Representative
Nathan Glovinsky	Undergraduate Representative
Arielle Mokhtarzadeh	Undergraduate Representative
Andrew Lewis	Non-Student Representative
Christine Wilson	Non-Student Representative
Michaela Boster	At-Large Member
Robert Williams	Executive Director (ex officio)
Roy Champawat	Student Union Director (ex officio)

Personnel Committee: (From August 1 until July 31)

JC De Vera-Chair	Graduate Representative
Arielle Mokhtarzadeh	Undergraduate Representative
Kevin Eagan	Non-Student Representative
Kirk Koenig	Non-Student Representative

ASUCLA Branding Ad-hoc Committee (July 1-June 30):

Arielle Mokhtarzadeh-Chair	Undergraduate Representative
Apsara Perera	Undergraduate Representative
Nathan Glovinsky	Undergraduate Representative
JC De Vera	Graduate Representative
Lena Reiss	Graduate Representative
Andrew Lewis	Non-Student Representative
Robert Williams	Executive Director (ex officio)

Mr. Gabbe called for a secret ballot. The motion was approved by a vote of 10 yeas and 0 nays.

Mr. Gabbe passed the responsibilities of Chair to Ms. Perera.

EXECUTIVE DIRECTOR'S REPORT

Mr. Williams updated the Board on the following topics:

May Financial Results

May sales results in the Store were positive with Food Service being slightly behind. The negative sales were mostly offset by a strong performance at North Campus, Music Café and Concessions. In the Services Division, International Licensing continues to be a challenge and there continues to be shortfalls from the rental income budgeted for the Chase ATM's and Pharmacy. The Student Union saw a positive contribution and savings in allocated expenses which led to a positive overall net income for the month versus budget of \$11,000.

June Financial Results

June sales are sluggish with the summer traffic not as strong as planned. All income areas fell short of plan (some of this is due to event in engineering where operations were closed for much of the day). In the Store, computers are the primary area of shortfall. Strong cost control and favorable inventory results kept a low variance in contribution. The food areas are a bit sluggish across campus with the exception of North Campus, Cooperage, and Taco Bell. Both the Student Union Division and Services Division fell short of plan. Continued positive cost control and lower utility consumption led to only a small negative variance in net income of \$3,000 despite the sales trends.

July Sales Trends

July sales trends are similar to the June results with slower than anticipated Store sales primarily in computers. Food trends are moving in a more positive direction in the centrally located units, but some outlying operations are still slow.

Chancellor's Budget Approval

ASUCLA has received the letter from the Chancellor approving the FY 16-17 budget and five-year forecast. He thanked the management team and the Board of Directors for their continued effort despite the market and financial challenges the Association faces. He also highlighted challenges in the long-term projections. "While the short-term viability of the organization is not substantially at risk, continuation of current trends will erode ASUCLA's ability to invest in campus facilities over time. I appreciate that you have been working with your board to rethink

ASUCLA's business model and options for improvements. It is important that these discussions lead to actions over the next year that will ensure ASUCLA's continued financial health."

Store Inventory

Store inventory results and the associated shrinkage came down from last year's level to be more consistent with prior years.

Care Packages

The Store has developed its first set of Care Packages that they are now selling. These are bundles of items from Essentials and the Market all combined into a reusable bag that can be sent to students. The four packages are: Snack, Study, Wellness, and Gluten Free. Management will track the sales with the larger goal in mind of expanding the program to include gifts for congrats, new baby, retirements, birthdays, etc.

BearWear Catalog

This year's BearWear catalog is complete and is going to press for production. Target mail date to be received in homes is August 10-15. Catalogs will be sent to the customer list of 80,000 plus an additional 115,000 alumni addresses and the incoming freshman list.

ASUCLA Website

Management is currently working on the new ASUCLA institutional website and plan to have the new version up by the beginning of fall classes.

Print Kiosks

Management has started to deploy the WEPA printing kiosks, two in Ackerman and 7 other campus locations.

Parent Orientation

With the reformatting of the parent orientation schedule, the amount of time that they are allotted to shop in the Store has been reduced to about 30 to 40 minutes in the late afternoon before returning to the hill. To help alleviate the feeling of a rushed shopping experience, the Store is waiving the bag fee for parents and implemented a delivery program in which purchases can be delivered to the residence halls, so that they do not have to carry them up the hill. In addition, the Store will have extended hours on the days of parent orientation.

UCLA Staff Appreciation

ASUCLA is offering a 20% discount in BearWear and the BookZone during staff appreciation week, July 25-29. There will also be a coupon for a free soda with \$3.50 purchase at any UCLA Restaurants.

Campus Organizations

The first-year orientation tours in Ackerman Union are underway. Although the tour duration has been reduced, they still have quick stops in the computer store and textbook area. There is a raffle for parents in order to acquire email addresses; prizes include care packages and a grand prize of free textbooks up to \$500.

T-Shirt Design Contest

The Store has sold a total of 495 of the 2016 contest shirts. This tracks very close to sales for the

2015 shirt. Planning will begin for next year's contest (4th annual) at the August Services Committee meeting.

Loading Dock Tunnel

The ASUCLA portion of the loading dock project is close to completion. Mr. Williams took a tour last week and the space is quite large. It will allow for some cart parking as well as multiple truck bays for delivery.

Luskin Conference Center

The new Luskin Conference Center is about to open. Management has been working with the conference center to have ASUCLA services highlighted in their in-room videos and are coordinating printed materials that will be available in the lobby.

Ackerman Union Project

Mr. Williams met with VC Olsen and Campus Architect, Jeff Averill to talk about the general area around Ackerman Union and the old loading dock in regards to the future use of that space. As a continuation of the retreat exercise, the Board will be looking at various space options.

Pharmacy

The office project is complete and the area has been handed over to Student Health to begin the pharmacy construction.

Veterans/Transfer Center

The Veterans/Transfer space project is close to beginning and will be coordinated with both the Student Union and Student Media. The space should be handed over to the University in September.

Ackerman Union First Floor Dining Room

The facilities design team, after having met with various Board members, has been moving forward on a first draft of the dining room remodeling plan. They have brought in some outside dining room experts to add to the planning. Management hopes to see a first draft next month.

Exceptional Student Performance Awards

The annual Exceptional Student Performance Awards event was on May 25. Student employees are selected by their management teams based on their outstanding commitment and support of ASUCLA. Students receive a \$150 Store Gift Card, a Letter of Recommendation, a Certificate of Achievement and this year an ASUCLA Jedi Warrior T-shirt.

UCLA Store Training

Based on staff feedback from a previous training seminar, the Store will be conducting a one day session for all managers on August 23, entitled "Mastering the Art of Working with People." The seminar is intended cover topics that will help managers improve their interpersonal skills in communicating with co-workers, subordinates, and customers.

Active Shooter Training

The first Active Shooter Training session was on July 12. It was well-attended and well-received. The next session is scheduled for July 26.

Branding and Identity

ASUCLA Passport to Savings coupon book will begin distribution in early August with the purchase of textbooks at the UCLA Store for registered ASUCLA Benefits U members.

Revenue Optimization

The Store team briefed the Services Committee on some initial ideas for the “custom print shop.” Management will present a more complete plan next month.

Graduate Student Outreach

Kelly Goodman, Outreach Manager, has begun the annual graduate student welcome outreach effort with visits to the School of Medicine and Nursing School Orientations. Orientations will continue throughout summer as Law, Anderson and academic departments bring their incoming students to campus. ASUCLA also conducts a major outreach effort through the Graduate Student Orientation event on Friday, September 16 in Ackerman Grand Ballroom. ASUCLA provides substantial support to that event through ASUCLA Catering.

New Graduate Student Welcome brochures will be distributed throughout the summer by the outreach team, which include School of Medicine, School of Nursing, School of Dentistry, Anderson School of Management, School of Theater, Film, and Television, School of Law, and the Graduate Students Association which is distributed at GSA Orientation.

Sustainability/Social Responsibility

ASUCLA is moving forward on plans to expand the composting program to the North Campus Student Center. Management is in the process of purchasing the new bins and packaging as well as working on the marketing.

EXECUTIVE COMMITTEE REPORT

Mr. Gabbe stated the committee met on July 14 and drafted the Nominating Committee recommendations for the officers of the board and standing committees. The Committee also debriefed the orientation retreat.

FINANCE COMMITTEE REPORT

Ms. Perera stated the committee met on July 22 and approved to recommend to the Board of Directors the USA and GSA budgets, as well as the Omni Door Locks Capital Expenditure.

SERVICES COMMITTEE REPORT

Ms. Vō stated that the committee met on July 15 and discussed the refillable coffee cup concept and decided against changing the program and to focus on re-energized the current discount program. The committee also approved to recommend to the Board of Directors the Omni Door Lock Capital Expenditure as well as an Executive Session item.

PERSONNEL COMMITTEE REPORT

Ms. Vō stated that her report will be given in Executive Session.

FINANCIAL STATEMENTS

Services & Enterprises May 2016 Statements

Gross income is \$134,000 positive to plan for the month. Net income for the Association was positive to plan by \$11,000. The Association is \$699,000 positive for the fiscal year and \$324,000 better than last year.

Bearwear was above plan due to strong attendance at Transfer Day which brought better than expected traffic to the Store. The portrait studio was below plan mostly due to timing. Wetzel's/RX are below plan due to a decline in customer traffic as a result management will be reevaluating that area. Catering also continues to be an area of concern. Concessions had a positive month due to strong softball sales throughout the month.

Services & Enterprises June 2016 Statements

Gross income was \$591,000 negative to plan for the month. Net income for the Association was negative to plan by \$3,000. The Association is \$699,000 positive for the fiscal year and \$279,000 better than last year.

Bearwear was above plan due to stronger than anticipated foot traffic in connection with commencement. Computer Store is behind plan due to a significant decrease in institutional fiscal year-end spending. Court of Science Student Center is below plan due to soft summer traffic and Catering is below plan because of continuing erosion of general catering event baseline. Utilities have a large savings in electricity and chilled water.

In terms of cash, the Association reported a book balance of \$12,426,000 for the month. Of this balance, \$3,010,000 has been reserved for capital projects, leaving \$8,955,000 in uncommitted cash which is \$2,103,000 less than the board-required cash reserve.

Past due accounts receivables were at roughly \$143,000 or 4% of total accounts. Store inventories at cost were \$4,700,000; while inventory turns were at 4.7.

July Month-to-Date Preliminary Sales

Current month-to-date sales are \$233,766 negative to plan primarily due to the Computer Store. The Health Science Store is positive to plan by \$20,322 which is due to dental kits. Hilltop Shop is negative to plan by \$4,981; however, compared to last year the Hilltop Shop is positive by \$29,868. E-commerce is negative to plan by \$20,628 in July.

Due to these results, management is expecting the gross margin to be negative by \$21,335.

The UCLA Restaurants are currently positive to plan by \$73,700. Catering is positive to plan by \$10,406 and Concessions is positive by \$101. North Campus is negative by \$3,173 and Court of Sciences Student Center is negative by \$12,451. All third parties are positive to plan.

UNDERGRADUTE STUDENTS ASSOCIATION FY 16/17 BUDGET

The Undergraduate Student Association FY 16-17 Budget has been reviewed by the ASUCLA Student Government Services Division to ensure fiscal soundness in accordance with proper accounting and budgeting principles. The Undergraduate Students Association Council approved this budget at their July 12, 2016 meeting.

There are significant new fees in this budget representing 50% more resources. The expansion of resources is a little more \$2.25 million in new fees.

The budget presented for approval, although fiscally sound, is an unfinished product and will be amended by USA throughout the 2016-2017 fiscal year. More specifically, USA will amend this budget to reflect the needs and priorities of the 2016-2017 USA Council (USAC) and Registered Student Organizations.

Ms. Perera made a motion, seconded by Mr. Adler to approve the Undergraduate Students Association FY 16/17 Budget. Ms. Perera called for a vote. The motion was approved by a vote of 10 yeas and no nays.

GRADUATE STUDENTS ASSOCIATION FY 16/17 BUDGET

The Graduate Students Association FY 16-17 Budget has been developed by the leadership of the Graduate Students Association, and has been reviewed by ASUCLA staff for fiscal soundness in conformance with proper accounting and budgeting principles. GSA Forum approved this budget at its meeting on June 1, 2016.

The last increase in general fees were enacted in the 2002 GSA elections and provided for annual fee increases of \$1 per quarter (up to the 2005-2006 fiscal year) ultimately resulting in quarterly mandatory fees of \$13 (\$7.25 and \$5.50 for Central Office and the Councils respectively). GSA passed a referendum in April 2010 discontinuing a \$.25 fee for support of the UC Student Association.

In addition to the quarterly membership fee, graduate students in spring 2006 approved the assessment of a fee of \$3 which funds the Graduate Student Writing Center (GSWC). In spring 2013 an additional fee in the amount of \$1.50 per quarter was approved for the GSWC, as was an annual CPI adjustment on the entire GSWC fee each fall beginning in 2014. The GSWC, overseen by a graduate-student majority committee appointed by GSA, serves the academic and professional writing needs of all members of the GSA, including but not limited to: academic writing (all graduate levels), thesis and dissertation writing, professional presentations and public speaking, grant and fellowship writing, and writing for publication.

Ms. Perera made a motion, seconded by Mr. Adler to approve the Graduate Students Association FY 16-17 Budget. Ms. Perera called for a vote. The motion was approved by a vote of 10 yeas and no nays.

OMNI DOOR LOCKS CAPITAL EXPENDITURE

The Locknetics brand locks that allow BruinCard swipe entry, currently used by the Student Union are failing and the software that supports the system is being phased-out. This \$75,000 capital expenditure to upgrade the current electronic door locks was approved by the Board of Directors in the FY 15-16 budget.

Management would like to increase the capital expenditure by \$17,000 to include a wireless function. The value of a wireless control enhancement was realized during the recent campus shooting. Wireless control of these locks would allow staff members, from their office, lock all of these locks remotely without having to change the setting of each lock individually.

Ms. Perera made a motion, seconded by Mr. Eagan to approve an increase of \$17,000 to the budgeted capital (\$75,000) for the door lock replacement to include a wireless functionality. The revised capital expenditure will be \$92,000. Ms. Perera called for a vote. The motion was approved by a vote of 10 yeas and no nays.

EXECUTIVE SESSION

Ms. Perera called for consent for the Associated Students UCLA Board of Directors to enter into Executive Session. There being no objections, the motion was approved by unanimous consent.

The Board entered into Executive Session at 1:23 p.m.

Ms. Perera called for consent to exit the Associated Students UCLA Board of Directors Executive Session. There being no objections, the motion was approved by unanimous consent.

The Board exited Executive Session at 3:38 p.m.

Mr. Adler made a motion, seconded by Ms. Wilson that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Ms. Perera called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

ADJOURNMENT

Ms. Perera called for consent to adjourn the Associated Students UCLA Board of Director’s July 29, 2016 Regular Meeting. There being no objections, the meeting was adjourned at 3:38 p.m.

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Pursuant to Bylaw 3, section 3.6(d) of the ASUCLA Board of Directors Bylaws, I have reviewed these Minutes and hereby attest to their accuracy.

Agnes Warren
Board Secretary and Administrative Representative