

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
August 26, 2016
12:00 p.m.
Kerckhoff Hall Staterooms**

PRESENT: Patrick Adler, Michaela Boster, JC De Vera, Kevin Eagan, Kirk Koenig, Andrew Lewis, Arielle Mokhtarzadeh, Apsara Perera, Lena Riess, Agnes Warren, Bob Williams and Christine Wilson

ABSENT: Nathan Glovinsky and Jazz Kiang

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
Cesar Vargas, Marketing and Sales Promotion
Neil Yamaguchi, UCLA Store Director-Academic Support

GUESTS: Caitlin Corker, USAC
Michael Skiles, GSA President

CALL TO ORDER

Ms. Perera called the meeting to order at 12:10 p.m.

APPROVAL OF AGENDA

Ms. Perera called for consent to approve the Associated Students UCLA Board of Directors August 26, 2016 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

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

EXECUTIVE DIRECTOR'S REPORT

Mr. Williams updated the Board on the following topics:

July Financial Results

July financial results were strong overall with net income exceeding budget by \$21,000. Store sales were slightly below plan due to lagging computer hardware sales while food service was ahead of their sales plan. Excellent margin results, partially due to the Store mix, and savings in wages, controllables, and utilities led to strong month-end results.

2015-2016 Year-End Results

Year-end financial results for ASUCLA Services and Enterprises will show a significant positive variance over plan. Year-end net income, including incentive comp calculations, shows a negative (\$356,000), which is a positive variance of \$447,000 as compared to budget projections. Despite slower than anticipated sales in both the computer store and academic materials, excellent margins throughout the Association along with major savings in labor and controllables led to contribution from the four income areas being very close to plan. Savings in A&SS costs, depreciation, and strong trends in utility expenses led to this excellent year-end net income result.

August Sales Trends

August sales trends match most of the early part of the summer. The Store is seeing a shortfall, but this is primarily in one area, computer hardware. Food service is ahead of plan with sales shifting towards Ackerman Union versus previous years.

Kareem Abdul-Jabbar book signing

Although not finalized, on September 13 the UCLA Store will host a Kareem Abdul-Jabbar book signing of his new book, Writings on the Wall.

Textbook Service Reconfiguration

This will be first major rush in textbooks with the new configuration. In addition to the normal book rush processing, buyback, web pickup, and returns will have an entrance off Avenue A.

Passport to Savings

Passport to Savings coupon booklet will be distributed with textbook purchases.

BearWear Score Big

Score Big promotions are scheduled for Monday, September 12 and September 26 which include a 5% discount for every touchdown the Bruins score at the Rose Bowl (up to 25% off).

BearWear Catalog

This year's BearWear catalog has reached the addresses on the list.

ASUCLA Institutional Website

Marketing will begin the process for the new ASUCLA website launch on Wednesday, August 31, 2016.

Campus Orientations

The Ackerman Union first-year orientation tours are underway. Although the tour duration has been reduced, there are 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 fall textbooks up to \$500.

Graduate Student's Orientation

The Graduate Student's Orientation will be held on Friday, September 16 in the Ackerman Grand Ballroom. The event provides an orientation to about 1000 incoming graduate students. ASUCLA Event Services, ASUCLA Catering, and the ASUCLA Board of Directors provide extensive support with coordination assistance and donations including all meals for all conference attendees.

ASUCLA at the Move-In Vendor Fair

The UCLA Store and the UCLA Computer Store are participating in the Move-in Vendor Fair. The UCLA Store will be promoting new care packages which are available online for parents to send their students living in the Residence Halls.

ASUCLA Job Fair

The Association will hold a job fair on Tuesday, September 20. ASUCLA managers will be on hand for on-the-spot interviews.

UCLA Store after Hours Sale

After normal hours on September 20, the UCLA Store will reopen with an exclusive student sale featuring 20% off storewide (almost everything except computer hardware & software).

Arts in the Union

The Student Union will host the Arts in the Union music festival in conjunction with Student Committee for the Arts (SCA) on September 20 in the Coffee House, Grand Salon, Terrace Food Court Patio, and Bruin Viewpoint Room.

ASUCLA Prize Wheel

ASUCLA giant prize wheel will be open on Thursday, September 22 in the Bruin Plaza.

T-Shirt Design Contest

Planning for the Fourth Annual Shirt Design Contest is underway. This year, the PreVote event will be at the McClure Stage in Bruin Plaza. Services Committee will select 20 finalists, which will be posted online for voting which is restricted to students. The design earning the most votes will be manufactured and sold in the UCLA Store and at shop.uclastore.com throughout 2017. Half the proceeds from sales will be donated to a charity/organization selected by Services Committee. The recipient for the 2016 shirt is ASUCLA Interaction Fund, which supplements programming funds for both USAC and GSA.

Luskin Conference Center

The new Luskin Conference Center is open.

Pharmacy

The pharmacy construction is underway.

Veterans/Transfer Center

The Veterans/Transfer space project is close to beginning and will be coordinated with both the Student Union team and Student Media.

AU 1st Floor Dining Room

The Facilities design team presented two versions of the furniture layout and room design. The Services Committee has forwarded suggested adjustments to the design team for development of a new plan to present to the Board. This phase is only floor layout. The next phase will move towards materials, flooring, and furniture selection before a clear cost picture can be developed.

Employee Appreciation Days

The next Employee Appreciation Days will be September 13 and 14. This is one of several appreciation sales held throughout the year where employees get 33% off Store items usually 20% off. Members of the Board of Directors are eligible for this sale.

Revenue Optimization

Several revenue projects are moving forward including the custom print shop, an update to the Wetzels/Boba space and additional modifications to several food operations. In addition, the Store has added Care Packages and new products throughout several areas.

Composting

ASUCLA began kitchen composting system-wide in September 2015 and added dining room composting in November 2015. Comparing 2015-16 waste streams to 2014-2015, ASUCLA has reduced landfill waste by 14%. For 2016-17, North Campus Student Center will be adding dining room composting.

EXECUTIVE COMMITTEE REPORT

Mr. Adler stated the committee met on August 19 and was held in Executive Session.

FINANCE COMMITTEE REPORT

Ms. Riess stated the committee met on August 19 and reviewed the financials for Services and Enterprises as well as the Communications Board. The committee discussed the Food Service POS Draft Audit and approved an item in Executive Session.

SERVICES COMMITTEE REPORT

Ms. Mokhtarzadeh stated that the committee met on August 12 and discussed the t-shirt design contest and composting. The committee also approved a custom print shop service and another item in executive session.

PERSONNEL COMMITTEE REPORT

Mr. De Vera stated that the committee will meet after the Board meeting today.

ASUCLA BRANDING AD-HOC COMMITTEE REPORT

Ms. Mokhtarzadeh stated that the committee met today, August 26 where Mr. Williams presented the ASUCLA timeline and the committee discussed its goals.

FINANCIAL STATEMENTS

Services & Enterprises July 2016 Statements

Gross income for July was \$727,000 positive to plan of which, \$503,000 was from the Store and \$237,000 was from the Restaurants. Net Income for the Association was (\$96,000) negative to plan.

In terms of cash, the Association reported a book balance of \$11,907,000 for the month. Of this balance, \$2,971,000 has been reserved for capital projects, leaving \$8,363,000 in uncommitted cash which is \$2,809,000 less than the board-required cash reserve.

Past due accounts receivables were at roughly \$81,000 or 3% of total accounts. Store inventories at cost were \$5,600,000; while inventory turns were at 4.6.

Services & Enterprises FY 15-16 Proforma Year-end Results

Gross income was (\$248,000) negative to plan for the month. Net income for the Association was positive to plan by \$21,000. The Association is (\$81,000) negative for the fiscal year which exceeded budgeted by \$722,000. The Association is \$281,000 better than last year.

Based on the positive budget, the Incentive Compensation will be awarded this year which is approximately \$275,000.

August Month-to-Date Preliminary Sales

Current month-to-date sales are (\$283,306) negative to plan primarily due to the Computer Store. The Health Science Store is positive to plan by \$24,162 which is due to dental kits. Hilltop Shop is positive to plan by \$5,059 and E-commerce is negative to plan by (\$33,609).

Due to these results, management is expecting the gross margin to be negative by (\$83,099).

The UCLA Restaurants are currently positive to plan by \$12,906. Catering is positive to plan by \$14,964 and Concessions is negative by (\$1,172). North Campus is negative by (\$4,607) and Court of Sciences Student Center is negative to plan by (\$12,207). Most of the third parties are positive to plan.

BRUIN REFLECTION SPACE PILOT PROGRAM

The Bruin Reflection Space pilot program is approaching the end of its six month term. The Services Committee agreed to recommend to the Board to continue the pilot program for another six months while management continues to look for a permanent space. ASUCLA will also work with student programming groups to promote the usage of the space.

Ms. Mokhtarzadeh made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve to extend the Bruin Reflection Space pilot program for an additional six months. Ms. Perera called for a vote. The motion was approved by a vote of 10 yeas and no nays.

ASUCLA CUSTOM PRINT SHOP

The ASUCLA Custom Print Shop (name to be determined) will include the following potential services:

- Custom imprinted items, such as shirts, sweatshirts, hats and tchotchkes through traditional manufacturers for moderate to large bulk orders
- On-demand custom digital printing of apparel items for low quantity orders
- Poster, banner and flyer printing
- Full-service copying and binding
- Design services
- Coordination of use of UCLA marks with ASUCLA Trademark & Licensing

The proposed location is the space currently occupied by GameOn which management would like to close permanently due to low use.

The total of cost of \$59,000 will have payback period of less than 5 years.

Ms. Mokhtarzadeh made a motion, seconded by Mr. Adler that the Associated Students UCLA Board of Directors approve to convert the current GameOn space to a new custom printing retail shop. 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 1:19 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 2:30 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 August 26, 2016 Regular Meeting. There being no objections, the meeting was adjourned at 2:31 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