

**ASSOCIATED STUDENTS UCLA  
BOARD OF DIRECTORS**

**Regular Meeting**

September 30, 2016

12:00 p.m.

Kerckhoff Hall Staterooms

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

**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  
Kamran Mehdian, Information Systems Director  
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:** Roberto Luna Jr., Daily Bruin  
Danny Siegel, USA President  
Michael Skiles, GSA President

**CALL TO ORDER**

Ms. Perera called the meeting to order at 12:07 p.m.

**APPROVAL OF AGENDA**

Ms. Perera called for consent to approve the Associated Students UCLA Board of Directors September 30, 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 August 26, 2016 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

## **PUBLIC COMMENT**

Mr. Siegel introduced himself as the USAC President and stated that he is looking forward to collaborating with the Board this year. Mr. Skiles, GSA President also introduced himself.

## **EXECUTIVE DIRECTOR'S REPORT**

Mr. Williams updated the Board on the following topics:

### **August Financial Results**

August financial results ended with a positive variance of \$11,000 versus plan in net income for the Association. Despite somewhat soft sales in the Store, primarily in computers, strong wage cost control and a positive variance in the Student Union Division led to a positive variance for the month.

### **September Sales Trends**

September sales are off to a sluggish start in the textbook and computer areas. Because of the calendar shift, it is a too soon to tell if this pattern will level out. The Food Service Division is also off to a slower start than in previous years, but sales are beginning to increase as the students come back. Part of this shortfall is the result of construction at Wetzels/Lollicup.

### **Textbook Service Reconfiguration**

The new textbook service reconfiguration appears to be working quite well. The line for internet pickup orders extends down the wall across from Jamba Juice but overall speed of service is good.

### **BookZone**

October 8-16 there will be a 20% off special on all John Wooden books, posters, and greeting cards in honor of Coach's birthday, which is October 14.

### **UCLA Store Monster Sale**

The annual UCLA Store Monster Sale will occur on Thursday, October 27, 2016. There will be major discounts throughout the Store.

### **ASUCLA Job Fair**

Over 800 ASUCLA job applications were distributed at the annual ASUCLA job fair. A large tent was set up to make it as easy as possible for students looking for a job to connect with the management team and the key student supervisors for job interviews and potential scheduling.

### ASUCLA T-Shirt Design Contest

Calendar is now set and key dates include the following:

- Monday, November 7: Entries due by 11:59 p.m.
- Wednesday, November 9: Pre-vote at Bruin Plaza/McClure Stage
- Thursday, November 10: Services Committee will choose the 20 finalists

### ASUCLA Benefits U

The Association will launch its first group of emails delivering ASUCLA Benefits U Reward vouchers in October. The emails will include a barcoded coupon good for \$5 towards any purchase at any UCLA Store location. The hope is that it increases the perceived value of the program.

Sign-ups for first year students at Orientation were very strong with over 5,100 for ASUCLA Benefits U and 3,900 for the UCLA Computer Store list. Transfer student sign-ups were down significantly; Orientation eliminated the ASUCLA speaking slot at the Transfer Student Orientation. Orientation did reinstate the speaking slot after it was brought to their attention, and it will be insisted upon next summer. Incoming graduate student sign-ups were also down slightly. The Outreach Coordinator will make outreach to Graduate Students a year-round effort.

### Loading Dock Tunnel

The ASUCLA loading dock receiving and mailing functions have been relocated into their new configurations. While additional adjustments will be necessary, the team did a great job of reconfiguring the processes.

### Ackerman Union Project

Mr. Williams is putting together various approaches on how to proceed on a larger Ackerman Union project. Given the expectations of any new construction, he is also looking at a more internally directed plan.

### Bruin Health Pharmacy

The pharmacy construction is progressing. Much of the work at this point is focused on the electrical, HVAC, and plumbing work.

### Veterans/Transfer Center

The Veterans/Transfer space project is underway. Student Media has been clearing space and reconfiguring processes.

### Ackerman Union First Floor Dining Room

The Facilities design team has been given the preference for the floor layout so they can develop the next phase of the project. No element will be finalized until management has a final design with all aspects of materials, chair and table selection, and flooring and lighting are considered and approved. A meeting is being scheduled where Board members can attend to move through the next phase of the project more quickly.

### Ackerman Union/Kerckhoff Hall Restrooms

Work to replace all the fixtures in the men and women's A-level restrooms is scheduled to begin October 10. The work should be completed in one week per restroom, and the public will be directed to the AU third floor restrooms while the work is ongoing.

### Employee of the Year Awards

The Association held its annual Employee of the Year awards on Wednesday, September 14. The top award winner this year was Janelle Marcus who works in the Payroll Department and has been instrumental in keeping the department working during a period where both the Payroll Director and Payroll Assistant resigned. In addition, she is working alongside Ms. Noh in the UCPath preparation playing the key role in ASUCLA procedures.

### Revenue Optimization

The new Lollicup licensed operation is open and doing well. Wetzels has also had a facelift which was part of the agreement.

Construction on the custom shop is underway at the old GameOn location. The new shop will have self-serve editing and printing kiosks, customer printed t-shirt services and emblematic gift selections among other services and products.

Food Service has introduced a new line of gourmet sandwiches into Curbside and will add new marketing.

The new \$.25 refill discount marketing in the Coffee Houses is now ready to go. By increasing the discount that people get when they bring their own mug, the Association hopes to see a significant reduction in paper cup usage. In addition, if you buy one of the ceramic or stainless steel mugs you can get a \$.55-.60 discount on refills.

Sbarro is now closed and the Greenhouse will be introducing new pasta items during the remodeling period. Management hopes to announce what operation will be taking the Sbarro spot very soon but at this point a contract is still in negotiation.

### Stakeholder Engagement

Planning is underway for a student leadership social event to pull together key campus leaders and their staffs to discuss student space needs.

### Future Space Planning

Alternative approaches are being considered. An Entities Committee meeting is being scheduled to begin discussions.

### Sustainability/Corporate Social Responsibility

In the area of Sustainability of Ethical Labor Practices, ASUCLA continues to move forward with its focus on promotional products bearing the UCLA Marks. The Association continues to be leader in this area.

Long-term Human Resources Planning

Mr. Williams is preparing a presentation on the key management staff and ongoing training and delegation efforts to prepare for succession in several key areas of the Association.

**EXECUTIVE COMMITTEE REPORT**

Mr. Adler stated the committee met on September 21 and was held in Executive Session.

**FINANCE COMMITTEE REPORT**

Ms. Riess stated the committee met on September 23 and heard a presentation from KPMG regarding their timeline for the FY15-16 external audit. The committee also approved several action items on the agenda today.

**SERVICES COMMITTEE REPORT**

Mr. Kiang stated that the committee met on September 19 and discussed the Coffee refill program and reviewed the latest dining room design.

**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, September 30 and the committee made a list of all its stakeholders and reviewed past marketing strategies.

**FINANCIAL STATEMENTS**

Services & Enterprises August 2016 Statements

Gross income for the Association was negative by (\$252,000); however, there was a positive net income for the month of \$11,000 due to lower wages and benefits, and good cost controls. The Computer Stores was below plan due to continued decline intuitional sales and general softness in Apple promo sales.

The Store was negative by (\$266,000) in gross income and (\$42,000) in contribution.  
UCLA Restaurants were negative by (\$27,000) in gross income and (\$14,000) in contribution.

The Services Division was negative to plan by (\$6,000) in gross income and (\$13,000) in contribution. The negative results were mainly due to Licensing.

The Student Union was positive by \$47,000 in gross income \$43,000 in contribution due to the return of some clients that were displaced last year due to the Special Olympics.

The Association reported a cash book balance of \$12,110,000 for the month. Of this balance, \$1,841,000 has been reserved for capital projects, leaving \$9,183,000 in uncommitted cash which is \$3,157,000 less than the board-required cash reserve.

Past due accounts receivables were at roughly \$147,000. Store inventories at cost were \$5,800,000; while inventory turns were at 4.5.

#### September Month-to-Date Preliminary Sales

September sales figures in the Store are negative to plan by (\$785,808). Most of the negative sales are in Textbooks and the Computer Store. The Health Science Store is positive to plan by \$74,755 due to dental kits. The Hilltop Shop is positive to plan by \$33,384 and MTW is positive by \$5,731. Estimated Gross Margin for September is negative by (\$163,977).

Food Service is also tracking negative to budget in sales for September by (\$105,245). Catering is negative to plan by (\$47,867) and Concessions is positive to plan by \$2,784.

### **PATIO TRASH RECEPTACLES**

ASUCLA manages and maintains a number of exterior areas which are adjacent to ASUCLA facilities. Most of these exterior spaces are designated as dining space.

UCLA Restaurants currently uses a brown, plastic receptacle for all trash and a smaller, grey receptacle for recycling in these exterior areas. UCLA Facilities uses a different trash receptacle for exterior areas under University control.

The new receptacles will be placed in pairs to accommodate both trash and recycling with clear signage designating what should be placed in each bin. Additionally, when customer composting in the dining areas is feasible for Ackerman and Kerckhoff, management will reconfigure the bins into groups of three with appropriate signage for composting/recycling/landfill.

Ms. Kiang made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve a capital expenditure of \$90,000 to replace trash and recycling receptacles for ASUCLA exterior dining areas in Ackerman Union and Kerckhoff Hall. Ms. Perera called for a vote. The motion was approved by a vote of 10 yeas and no nays.

### **STUDENT MEDIA DEFERMENT**

Student Media needs to defer their administrative payments at various times throughout the year until their referendum fees and rental income start to be received on a regular basis.

Mr. Riess made a motion, seconded by Mr. Adler that the Associated Students UCLA Board of Directors approve a deferment of Student Media's administrative and support services payments for a maximum of \$275,000 until October 31, 2016. Ms. Perera called for a vote. The motion was approved by a vote of 10 yeas and no nays.

### **NETWORK INFRASTRUCTURE UPGRADE (PHASE II)**

This capital expenditure is the second phase of a project, started last year, to replace and redesign an eight year old infrastructure at ASUCLA. Over the past several years, ASUCLA's network has expanded significantly; the infrastructure can no longer support the demand from the users nor facilitate future expansion. In addition, some aging components will no longer be supported by manufacturers and/or third party vendors.

Quotes for hardware total \$136,800. Management seeks approval to purchase this equipment and proceed with the project in October 2016.

Ms. Riess made a motion, seconded by Mr. Koenig that the Associated Students Board of Directors approve a \$150,000 Capital Expenditure for Phase II of the Network Infrastructure Upgrade. Ms. Perera called for a vote. The motion was approved by a vote of 10 yeas and no nays.

### **ACKERMAN UNION FIRST FLOOR EXPANSION JOINT**

The expansion of Ackerman Union in the mid-1990's, added structural elements to the west and north of Ackerman. The point of separation between the previously existing structure and the new addition is called an expansion joint. This expansion joint must be filled and sealed with a semi-flexible material that has passed the end of its design-rated life, and must be replaced to prevent water encroachment into the building structure. Last year a section of the joint on the north western side of the 1<sup>st</sup> floor patio was replaced. This project will replace the west side of the joint and seal the patio deck itself.

Ms. Riess made a motion, seconded by Mr. De Vera that the Associated Students Board of Directors approve a \$169,350 Capital Expenditure for the Replacement of the Ackerman Expansion Joint. 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 3:04 p.m.

**ADJOURNMENT**

Ms. Perera called for consent to adjourn the Associated Students UCLA Board of Director's September 30, 2016 Regular Meeting. There being no objections, the meeting was adjourned at 3:04 p.m.

\* \* \* \* \*

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