

**ASSOCIATED STUDENTS UCLA  
BOARD OF DIRECTORS**

**Regular Meeting**

October 28, 2016

12:00 p.m.

Kerckhoff Hall Staterooms

**PRESENT:** Patrick Adler, Michaela Boster, JC De Vera, Kevin Eagan, Nathan Glovinsky, Kirk Koenig, Alexandra Latshaw, Arielle Mokhtarzadeh, Apsara Perera, Lena Riess, Bob Williams and Christine Wilson

**LATE:** Andrew Lewis

**ABSENT:** Agnes Warren

**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  
Neil Yamaguchi, UCLA Store Director-Academic Support

**GUESTS:** Rebecca Lee Garcia, UCLA Academic Planning & Budget  
Roberto Luna Jr., Daily Bruin

**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 October 28, 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 September 30, 2016 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

Approved: December 2, 2016

## **EXECUTIVE DIRECTOR'S REPORT**

Mr. Williams updated the Board on the following topics:

### **September Financial Results**

September financial results for the Association fell below plan by \$146,000 in net income. While results for the past two years have been tracking ahead of plan, this month saw slower than anticipated sales primarily in the two key Store areas of textbooks and computers. Margin results and wage savings were solid and Licensing had a solid month, but these positives were not enough to offset the soft sales in the Store. Food Service was also behind its sales plan primarily due to late summer traffic patterns being down as well as a slower than anticipated start to the school term. Food Service also had a very aggressive catering target for the month which was not realized.

### **October Sales Trends**

October sales trends in the Store are similar to September although with a smaller variance due to a lower budget for textbook sales. In October so far, the shortfall is primarily seen in computers. Food Service results are now beginning to track ahead of plan, even with the closing of Sbarro.

### **Monster Sale**

The annual UCLA Store Monster Sale occurred on Thursday, October 27, 2016. The sale was very successful and was ahead of projections by \$46,000.

### **Staff and Faculty Appreciation Sale**

November 29 through December 2 will be the next 20% off storewide Faculty & Staff Appreciation Sale.

### **UCLA Football Promotions**

A new limited edition football jersey is available online and in-store. The team will wear the jersey at the November 12 game at Rosebowl.

### **Residential Life Event**

The Store participated in the Sustainival Event hosted by UCLA Residential Life on Tuesday, October 11. Sustainable products carried in the store were on display from the market and essentials. In addition, coupons were distributed for a discount on earth friendly items and "snack packs" were given away.

### **Basketball Concessions**

The men's basketball team will be holding an open practice event in Pauley Pavilion on October 29 from 12:30 pm to 2:00 pm and ASUCLA will be offering concessions.

The first actual men's basketball game is on November 1. Concessions will still have CPK and Jersey Mike's as they did last year, but Jamba has left and has been replaced with Chick-fil-A. Also, since the construction fences have receded, one rotating food truck will be added back this season.

### Bruin Family Weekend

Last weekend was Bruin Family Weekend. Food Service had strong sales on Friday and also opened a few additional service points on Saturday. The Store also had a good sales day.

### T-Shirt Design Contest

Currently there are five entries, which is the same amount as last year at this time. All entries are due on November 7.

### ASUCLA Benefits U Rewards

In October, ASUCLA sent out Benefits U Rewards coupons via email. There is not a large rise in redemptions so far, but will probably need to see how they do over time.

### Loading Dock Tunnel

The ASUCLA loading dock receiving and mail functions have been relocated into their new configurations. The roll down security gates are now in place and the new motorized pallet jacks have been received, which will be used to transport product from the new loading dock through the tunnel to the processing area and on to the store or food locations.

### Pharmacy

The pharmacy construction is progressing.

### Veterans/Transfer Center

The project is ongoing. Student Media space charges and now being reduced by the rent credit from the Veterans/Transfer Center.

### Ackerman Union 1<sup>st</sup> Floor Dining Room

Last week, there was a meeting to look at initial space designs for the AU 1<sup>st</sup> Floor Dining Room Project. Two designs were presented and the group had a good discussion regarding various aspects with special attention to the main west wall and what approaches could be taken. In addition, the group asked management to begin some correlated work on a potential patio project. The goal was to improve the attractiveness of the outdoor patio. This would include solving the wind and shade issues as well as potential changes to floor surfaces and furniture. Mr. Williams provided a presentation of various patio renderings from the Friedman/Kim architectural plan.

### Ackerman Union/Kerckhoff Hall Restrooms

The Ackerman A-level women's restroom water-saving refurbishment has been completed. This includes all new low-flow fixtures, new model hand dryers, and new paint. During the weekend of October 29-30 the tile, re-grout, and the floor re-glaze/seal will be restored by an outside vendor. The men's room is currently closed for a similar refurbishment.

### Ackerman Union/Kerckhoff Hall Trash Cans

Management is awaiting the final quote for the new exterior patio receptacles. Ms. Bolton has worked with her staff to determine the placement of the bins for Ackerman Union A-level, Ackerman Union 1<sup>st</sup> floor, and Kerckhoff Hall. Of course, these locations can be adjusted easily

based on usage or as a result of changes in composting strategies. Management is planning to purchase a total of 75 bins.

#### Kerckhoff Hall Composting

Based on the discussion at the Services Committee meeting, Mr. Champawat, Ms. Noh, and Ms. Bolton met last week and identified three locations where the indoor three compartment bins can be placed inside Kerckhoff Hall.

#### Employee Appreciation Sale

The next Employee Appreciation Sale will be November 18–23. BOD & ASUCLA staff save 33% off storewide. This includes the employee of all four entities of ASUCLA; Services and Enterprises, USA, GSA, and Student Media.

#### Revenue Optimization

- A. Sales shift strategies with the closing of Sbarro are being tracked. Additional changes have been made to the pass line at Greenhouse with a new hot station.
- B. The new Curbside sandwiches have increased sales in that area. Additional signage and new sandwich packaging has been implemented. Sales of sandwiches are up, but there is some decline in salad sales.
- C. The new Bruin Custom Print construction is almost complete. Management will now be shifting to signage, menu boards, and the finalization of initial product offerings.

#### Stakeholder Engagement

There will be an Entities Committee meeting on Tuesday, November 1 where a more cohesive relationship with the four ASUCLA entities can be built. There is also a JOC meeting scheduled for Thursday, November 3.

#### Future Space Planning

Various space projects ranging from an expansion of the Student Union along with other student space needs are being narrowed down, where more modest and focused project are being considered.

#### Sustainability/Corporate Social Responsibility

Management is still waiting for the delivery of the North Campus composting fixtures. The letter went out to the campus regarding the Association's ongoing Ethical Labor Practices and the focus on promotional items.

#### Long-Term Human Resources Planning

There will be a presentation in Executive Session regarding the ongoing succession planning work underway with key staff.

### **EXECUTIVE COMMITTEE REPORT**

Mr. Adler stated the committee met on October 19 and prepped for the upcoming Entities and JOC meetings. The committee also discussed long-term space planning.

### **FINANCE COMMITTEE REPORT**

Ms. Riess stated the committee met on October 21 and reviewed the financial statements. The committee also discussed the student media deferent which is an action item on today's agenda and finally discussed the internal audit of the cooperage.

### **SERVICES COMMITTEE REPORT**

Mr. Glovinsky stated that the committee met on October 14 and discussed dining room project and composting in Kerckhoff Hall.

### **PERSONNEL COMMITTEE REPORT**

Mr. De Vera stated that the committee met on October 26 and discussed the Executive Director's goals and began to revise the evaluation guiding document.

### **ASUCLA BRANDING AD-HOC COMMITTEE REPORT**

Ms. Mokhtarzadeh stated that the committee met today, October 28 and the committee reviewed the mission statements of the four entities.

### **FINANCIAL STATEMENTS**

#### **Services & Enterprises September 2016 Statements**

Gross income for the Association was negative by (\$935,000); however due to lower wages and benefits, and good cost controls the net income was only negative (146,000).

The Store was negative by (\$853,000) in gross income and (\$219,000) in contribution. UCLA Restaurants were negative by (\$106,000) in gross income and (\$22,000) in contribution.

The Services Division was positive to plan by \$14,000 in gross income and \$42,000 in contribution. The positive results were mainly due to Licensing.

The Student Union was positive by \$10,000 in gross income \$5,000 in contribution due a filming opportunity.

The Association reported a cash book balance of \$11,965,000 for the month. Of this balance, \$1,838,000 has been reserved for capital projects, leaving \$9,455,000 in uncommitted cash which is \$2,992,000 less than the board-required cash reserve.

Past due accounts receivables were at roughly \$194,000. Store inventories at cost were \$6,000,000; while inventory turns were at 4.5.

### October Month-to-Date Preliminary Sales

October sales figures in the Store are negative to plan by (\$239,015). Most of the negative sales were in Textbooks and the Computer Store. The Health Science Store is positive to plan by \$14,598 due to dental kits. Estimated Gross Margin for September is negative by (\$21,103).

Food Service is tracking positive to budget in sales for October by \$29,848. Concessions are positive to plan by \$14,862 and the Wetzel's/Lollicup area is positive to plan by \$27,474.

### **SERVICES COMMITTEE APPOINTMENT**

Mr. Adler stated that as a result of Mr. Kiang resignation, a new Services Committee Chair needs to be appointed. Mr. Adler made a motion, seconded by Ms. Wilson that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve Nathan Glovinsky as Services Committee Chair.

Ms. Perera called for a secret ballot. The motion was approved by a vote of 9 yeas and 0 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. Eagan that the Associated Students UCLA Board of Directors approve a deferment of Student Media's administrative and support services payments for a maximum of \$300,000 until January 31, 2017. Ms. Perera called for a vote. The motion was approved by a vote of 9 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 1:44 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 3:50 p.m.

**ADJOURNMENT**

Ms. Perera called for consent to adjourn the Associated Students UCLA Board of Directors' October 28, 2016 Regular Meeting. There being no objections, the meeting was adjourned at 3:51 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.

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Agnes Warren  
Board Secretary and Administrative Representative