

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS**

Regular Meeting

December 2, 2016

12:00 p.m.

Kerckhoff Hall Staterooms

PRESENT: Patrick Adler, Michaela Boster, JC De Vera, Kevin Eagan, Nathan Glovinsky, Kirk Koenig, Alexandra Latshaw, 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
Michelle Moyer, ASUCLA Director of Business and Legal Affairs
Karen Noh, ASUCLA Special Projects Director
Lisa Perez, ASUCLA Marketing Director

GUESTS: Rebecca Lee Garcia, UCLA Academic Planning & Budget
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' December 2, 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' October 28, 2016 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

PUBLIC COMMENT

Mr. Skiles, GSA President addressed the Board and thanked them for being such a great partner with GSA. He stated that ASUCLA Services and Enterprises has been helpful in every aspect possible and appreciates the supportive relationship.

EXECUTIVE DIRECTOR'S REPORT

Mr. Williams updated the Board on the following topics:

October Financial Results

October financial results for ASUCLA Services and Enterprises show a positive variance in net income versus a plan of \$80,000. UCLA Store sales are still soft in the textbook and computer areas, but strong cost control led to only a small negative variance in Store contribution. All other income generating areas were ahead of both their gross income and their contribution targets. Savings in maintenance, utilities and depreciation were also seen.

November Sales Trends

November sales trends are sluggish in the Store. The main shortfall areas are BearWear and the Computer Store. The Computer Store is hoping to see an uptick in sales with the release of the new Apple product. Food Service shows good results versus last year, but short of a very aggressive November budget.

Apple Promotion/Sale

There were over 900 reservations made to purchase the new Apple products for the sale on Wednesday, November 30. Management has worked with Apple to honor the promotion when added inventory arrives.

UCLA Store Promotions

To help motivate sales, BearWear and FastTrack will introduce new promotions on December 5 and 6. An email will be deployed to ASUCLA Benefits U members and there will be signage in front of the Store to market the promotion. ASUCLA employees will receive their 20% employee discount in addition to the promotions.

UC Path

UC Path efforts are ramping up to their highest level to-date. ASUCLA continues to struggle on this project with its small in-house staff and continues to supplement with outside help where needed.

Concessions

UCLA has hosted several NCAA playoff rounds this month. Both men's and women's soccer and women's volleyball are scheduled for this weekend December 2-4. UCLA men's basketball has gotten off to a promising start. At this time they are 8-0 and attendance in Pauley Pavilion tends to be better than anticipated.

Third Party Lease Updates

Panda Express exercised the first of 2, three-year options to extend their lease term for the space in Ackerman Union; an amendment to the lease agreement is underway.

UCLA Medical Center exercised the second of 2, three-year options to renew their occupancy agreement for the Blood Donor Center in Ackerman Union; that contract has been finalized.

T-shirt Design Contest

The winner of the 4th Annual ASUCLA T-shirt Design is Dulshan Jayasekera, 2nd year undergraduate majoring in Microbiology, Immunology and Molecular Genetics. His shirt will be produced and available for sale January 2017 at the UCLA Store and at shop.uclastore.com. Half of all proceeds from the 2017 shirt sales will supplement the ASUCLA Interaction Fund which supports USA and GSA programming. Just over \$3500 has been raised so far from sales of the 2016 shirt and will also go to the ASUCLA Interaction Fund.

24- Hour Student Union

The Student Union will be opening its quarterly 24-Hour Study Lounge beginning 10th week through finals week.

ASUCLA Benefits U Rewards

Six sets of ASUCLA Benefits U reward emails have been sent out. Emails are sent when a student is issued a new reward. Redemptions are up, and most students are redeeming from their mobile devices.

Loading Dock Tunnel

The schedule to open the new loading dock has been delayed until mid-January.

Ackerman Union Project

Mr. Williams is compiling various approaches on how to proceed on a larger Ackerman Union project as well as approaches with a smaller scope of work. This will be a mid-year retreat discussion.

Pharmacy

The pharmacy construction is progressing and the sign is now up.

Veterans/Transfer Center

Project is ongoing.

Ackerman Union 1st Floor Dining Room

UCLA Facilities is preparing the cost estimate on version two of the design plan. In addition, management has asked them to move forward with a plan for additional electrical outlets throughout the space as well as alternatives for the media/information/history wall.

Ackerman Union/Kerckhoff Hall Restrooms

Work is ongoing within all various Ackerman Union and Kerckhoff Hall restrooms.

Kerckhoff Hall Composting

Composting will be available inside the entrance way to the Kerckhoff Hall Coffee House.

ASUCLA Holiday Event

In the past, ASUCLA has combined the Employee of the Year awards with its Holiday Party. This year, at the request of the staff, the award event was held separately and the Holiday Party is scheduled for December 15, 2:00-4:00 p.m. in the Ackerman Union Bruin Reception Room.

Revenue Optimization

The new Bruin Custom Print Shop construction is almost complete and is scheduled to open January 3.

The Store, Food Service, and the Student Union are developing additional marketing ideas and promotions for Winter Quarter to increase sales.

Planning for a potential new concept at Court of Sciences Student Center is ongoing. This will likely require a lot of changes to the infrastructure of the facility, including architectural drawings, and some construction modification.

Stakeholder Engagement

Additional meetings and outreach are being discussed in the Branding Ad Hoc and Executive Committee.

Future Space Planning

Vision and purpose definitions as well as templates are being developed for the physical buildings to help inform a more inclusive campus student space discussion. In addition, alternatives for a shorter term Ackerman Union project are being developed for the mid-year retreat.

Sustainability /Corporate Social Responsibility

The North Campus composting program is live. So far, the customer response has been positive and they are doing their best to sort the trash appropriately.

The coffee refill program is beginning to see better results. For the period of October 23-November 26 there was a 19% increase in refillable discounts. The total increase since the inception of the program is up 9% as compared to last year, but recent trends are much higher.

EXECUTIVE COMMITTEE REPORT

Mr. Adler stated the committee met on November 16 and discussed proposed topics for the mid-year retreat as well as long-term space planning. The committee also discussed several topics in executive session that will be addressed later on today's agenda.

FINANCE COMMITTEE REPORT

Ms. Riess stated the committee met on November 18 and heard an update from KPMG. The auditors have completed their fieldwork and a final report will be presented to the committee in January. Mr. Yamaguchi provided the committee with a presentation that outlined the history of textbook sales. The committee also reviewed the ASUCLA Services and Enterprise financial statements as well as the statements for the Communications Board.

SERVICES COMMITTEE REPORT

Mr. Glovinsky stated that the committee met on November 10 and heard a presentation from the USAC Facilities Commission. The Facilities Commission was given a TGIF grant for five solar umbrellas and they are asking ASUCLA to allow them to be installed on the Kerckhoff Hall patio. The committee was in favor of the umbrellas and agreed on their location. The committee also viewed renderings for the Bruin Custom Print shop which is scheduled to open winter quarter. Finally, the committee narrowed down the 61 t-shirt design submissions to 20 finalists.

PERSONNEL COMMITTEE REPORT

Mr. De Vera stated that the committee met on October 28 and discussed the Incentive Compensation Program and finalized the Executive Director's evaluation guiding document. Mr. Williams also provided the committee with updated goals.

ASUCLA BRANDING AD-HOC COMMITTEE REPORT

Ms. Mokhtarzadeh stated that the committee met today, December 2 and recapped the Entities Committee meeting. The committee also discussed how to bridge together the four entities and agreed to schedule another Entities Committee meeting in late February.

FINANCIAL STATEMENTS

Services & Enterprises October Financial Statements

Gross income for the Association was negative by (\$108,000); which was mostly due to e-commerce and textbooks. Net income for the month was positive by \$80,000.

The Store was negative by (\$214,000) in gross income and (\$15,000) in contribution. UCLA Restaurants were positive by \$43,000 in gross income and \$5,000 in contribution.

The Services Division was positive to plan by \$49,000 in gross income and \$32,000 in contribution. The positive results were mainly due to Licensing.

The Student Union was positive by \$14,000 in gross income and \$22,000 in contribution due the timing of events that were originally scheduled for earlier this fiscal year.

The Association reported a cash book balance of \$11,800,000 for the month. Of this balance, \$1,688,000 has been reserved for capital projects, leaving \$8,915,000 in uncommitted cash which is \$3,842,000 less than the board-required cash reserve.

Past due accounts receivables were at roughly \$146,000. Store inventories at cost were \$5,700,000; while inventory turns were at 4.4.

November Month-to-Date Preliminary Sales

November sales figures in the Store are negative to plan by (\$485,234). Most of the negative sales are in BearWear and the Computer Store. Mail, Telephone, and Web (MTW) is negative to plan by (\$29,478) primarily due to the athletic performance. Estimated Gross Margin for November is negative by (\$183,572).

Food Service sales are negative to budget in November by (\$101,346). Catering is negative to plan by (\$51,187) due to a very aggressive budget and Concessions are positive to plan by \$5,929.

ELECTION OF OFFICERS

Mr. Adler stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the appointment of Patrick Adler as Board Chair and Apsara Perera as Board Vice Chair effective at the end of the December 2, 2016 Board meeting. Ms. Perera called for a secret ballot vote. The nominations were 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 1:10 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 1:59 p.m.

ADJOURNMENT

Ms. Perera called for consent to adjourn the Associated Students UCLA Board of Directors' December 2, 2016 Regular Meeting. There being no objections, the meeting was adjourned at 2:00 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