

**ASSOCIATED STUDENTS UCLA  
BOARD OF DIRECTORS  
Regular Meeting  
February 24, 2017  
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, Apsara Perera, Lena Riess, Agnes Warren, Bob Williams, and Christine Wilson

**ABSENT:** Arielle Mokhtarzadeh

**MANAGEMENT:** Donna Baker, Finance 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 Materials

**GUESTS:** Rupan Bharanidaran, Daily Bruin  
Mitansh Shah, Undergraduate Student  
Navi Sidhu, Undergraduate Student  
Sarah Sturgis, Unaffiliated

**CALL TO ORDER**

Mr. Adler called the meeting to order at 12:08 p.m.

**APPROVAL OF AGENDA**

Mr. Adler called for consent to approve the Associated Students UCLA Board of Directors' February 24, 2017 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

**APPROVAL OF MINUTES**

Mr. Adler called for consent to approve the Associated Students UCLA Board of Directors' January 27, 2017 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

Approved: March 17, 2017

## **EXECUTIVE DIRECTOR'S REPORT**

Mr. Williams updated the Board on the following topics:

### January Financial Results

January financial results for the Association were excellent. Sales trends were stronger in the Store and costs controls were improved in the Food Service Division. Improved BearWear, E-commerce, and Graduation Etc. trends led to a positive contribution of \$114,000 in the Store. Textbook results are still a challenge but the Market had a better month. In Food Service, several areas saw better food and labor cost results. While Catering struggled to meet its targets, there was a large positive variance in Concessions. The other income areas were solid and this along with A&SS savings led to a positive variance in net income of \$241,000 for the month.

### February Sales Trends

February sales trends are very close to plan in the Store. The pattern is similar to January with solid General Merchandise sales being offset by slower than anticipated results in the Academic Materials Division. Food sales are struggling primarily due to the number of rainy days which has a negative impact on sales.

### FY 2017-2018 Budget Process

In addition to their daily operational duties, the management staff is working on preparing next year's budget plan to present to the Finance Committee in May.

### Spring Quarter Textbooks

Spring quarter textbooks will be available online beginning March 6.

### UCLA Store Valentine's Day Sale

Sales for the Valentine's Day event, *#onesweetsale* were ahead of plan. The sale benefited from the UCLA vs. Oregon basketball game, which was on the same day.

### BearWear Marketing

*A New for Spring* tri-fold direct mailer will be going out to 15,000 most recent customers with an exclusive 20% offer through March 26.

### Art in the Union

The annual *Art in the Union* program is in progress. This is the annual program that adds to the student art pieces that are displayed throughout Kerckhoff Hall and Ackerman Union. Submissions are due by April 14.

### 24-Hour Study Lounge

The 24-hour study lounge program, where the lounges and dining rooms are turned into 24-hour study lounges to support students in their study efforts for finals, will be going on March 15–23.

### Bruin Custom Print Shop

Sales are sluggish but management is adding products and services, as well as enhancing outreach and marketing.

Loading Dock Tunnel

The new loading dock and tunnel is now open and the transition thus far has been very smooth. Management will be monitoring the expenses to determine if labor costs rise.

Veterans/Transfer Center

Project is ongoing. Framing of the walls for office and meeting spaces are being completed.

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

There was a very good discussion regarding the challenges of this project at the JOC meeting. Management is currently awaiting some alternate proposals for flooring and other design elements to review in the committees.

Employee Appreciation Event

March 15-17 will be the next Employee Appreciation Sale. ASUCLA employees/BOD save 33% on the normally discounted items.

Revenue Optimization

Court of Sciences Student Center (CSSC) new food concept is still in the development phase. Curbside started offering new Halal product on January 31. After management receives more sales data, they will look into possibly expanding the product to other locations. Food Service is also developing new menu ideas which will be reviewed with the Board in the next two months.

Partnership for a Healthier America

The Association is in its final year of reporting for the Partnership for a Healthier America Memorandum of Understand (MOU) that UCLA Healthy Campus Initiative signed three years ago. ASUCLA is actively participating in all the initiatives this year.

Long-Term Human Resources Planning

The Personnel Committee will review the previous Executive Director search and will begin to edit previous job profile documents.

**EXECUTIVE COMMITTEE REPORT**

Ms. Perera stated the committee met on February 22 and debriefed the Entities Committee meeting. The remainder of the meeting was in executive session.

**FINANCE COMMITTEE REPORT**

Ms. Riess stated the committee met on February 17 and approved to forward the FY 17-18 Tentative Budget Assumptions to the Board. The committee also reviewed the ASUCLA Services and Enterprise financial statements as well as the statements for the Communications Board. The committee also heard an internal audit report for loss prevention.

### **SERVICES COMMITTEE REPORT**

Mr. Glovinsky stated that the committee met on February 17 and reviewed the new catering website and discussed other marketing strategies. The committee also heard a waste analysis update from Ms. Noh, which indicated that waste diversion, is increasing.

### **PERSONNEL COMMITTEE REPORT**

Mr. De Vera stated that the committee will meet today, February 24 to discuss the Executive Director's evaluation and succession planning.

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

Ms. Mokhtarzadeh stated that the committee met today, February 24 and debriefed the Entities Committee meeting. The committee will use the entities committee activity regarding common core values to develop an overall ASUCLA tagline.

### **JOINT OPERATING COMMITTEE (JOC) REPORT**

Ms. Perera stated the committee met on February 3 and updated the university on ASUCLA's current projects as well as financial status.

### **ASUCLA ENTITIES COMMITTEE REPORT**

Mr. Adler stated the committee met on February 17 and had an activity to find common core values to determine a new overall ASUCLA tagline. The committee had two meetings this year which is a major accomplishment.

### **FINANCIAL STATEMENTS**

#### **Services & Enterprises January Financial Statements**

Gross income for the Association was positive by \$317,000; which was mostly due to BearWear and Computer Store. Net income for the month was positive by \$241,000.

The Store was positive in gross income by \$338,000 and \$114,000 in contribution. UCLA Restaurants were negative by (\$2,000) in gross income and \$19,000 positive in contribution.

The Services Division was negative to plan by (\$5,000) in gross income and positive \$7,000 in contribution. The positive results were mainly due to Domestic Licensing.

The Student Union was negative by (\$14,000) in gross income and (\$7,000) in contribution due

to less events scheduled.

The Association reported a cash book balance of \$10,452,000 for the month. Of this balance, \$1,688,000 has been reserved for capital projects, leaving \$8,207,000 in uncommitted cash which is (\$4,799,000) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$141,000 or 3%. Store inventories at cost were \$6,200,000; while inventory turns were at 4.4.

#### February Month-to-Date Preliminary Sales

February sales figures in the Store are negative to plan by (\$4,312). There are positive sales in BearWear and Graduation Etc.; however, textbooks and computers are negative to plan. LuValle's new and used textbooks are positive to plan by \$12,314 and the Health Science Store is negative to plan by (\$10,060) due to medical supplies. The Hilltop Shop is positive to plan by \$13,364 and MTW is positive by \$10,393. Estimated Gross Margin for February is positive by \$21,011.

Food Service is negative to budget in sales for February by (\$87,510). Catering is negative to plan by (\$13,063) due to a very aggressive budget and Concessions are positive to plan by \$51,306 due to increased attendance at the basketball games. Mr. Williams reminded the Board that the rain has a negative impact on food sales.

### **APPROVAL OF FY 17-18 TENTATIVE BUDGET ASSUMPTIONS**

Ms. Riess made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve the FY 17-18 Tentative Budget Assumptions. Mr. Adler called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

### **EXECUTIVE SESSION**

Mr. Adler 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 1:13 p.m.

Mr. Adler 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 2:44 p.m.

**ADJOURNMENT**

Mr. Adler called for consent to adjourn the Associated Students UCLA Board of Directors' February 24, 2017 Regular Meeting. There being no objections, the meeting was adjourned at 2:44 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