

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
March 17, 2017
12:00 p.m.
Kerckhoff Hall Staterooms**

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

ABSENT: Kirk Koenig and Andrew Lewis

MANAGEMENT: Donna Baker, Finance Director
Cindy Bolton, 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
Lisa Perez, ASUCLA Marketing Director
Neil Yamaguchi, UCLA Store Director-Academic Materials

GUESTS: Navi Sidhu, Undergraduate Student
Michael Skiles, GSA President

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' March 17, 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' February 24, 2017 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:

February Financial Results

The positive trends of January have continued into February where the Association is expected to exceed its net income projections by \$198,000. These positive results continue to be led by better sales results in BearWear, Graduation Etc., and in the Computer Store. Contribution for the month showed a positive variance of over \$120,000. Food Service results were off plan by a small amount in both sales and contribution most of which is due to the high number of rainy days that tend to restrict sales. The Services Division was off a bit while the Student Union fell just short of its contribution plan. Positive results in A&SS, Maintenance, Utilities and Depreciation helped in making February a positive month.

March Sales Trends

March sales in the Store are very close to plan through the first few weeks, but Food Service is still seeing slower sales than its aggressive plan despite strong concessions sales.

2017-2018 Budget Process

Management has finished the first pass at some estimated actual results for 2016-2017. It is projected that that the Association can make the budgeted contribution for the year despite the increase in UC Path costs and FSLA. These numbers can still change as the projections are updated based on actual results up to the finalization of the budget. The final budget will be developed for presentation to the ASUCLA Finance Committee on May 5 from 12:00- 4:00 p.m. All Board members are strongly encouraged to attend.

ASUCLA 2015-2016 Financial Statements

The ASUCLA Audited Financial Statement will run in the Daily Bruin on Monday, March 20.

ASUCLA-Bruin Day

In support of Bruin Day, the Association will set up several tents on the UCLA Store patio. There will also be student union tours, an ASUCLA display on A-level, and a USAC display in the Kerckhoff Hall lobby. The UCLA Store has a 20% off coupon in the event brochure.

Also for Bruin Day, newly admitted Bruins can get a free *UCLA Class of 2021* cell phone wallet from the Computer Store.

Dodger Stadium College Baseball Classic

BearWear concessions were at Dodger Stadium on March 3 and 5 supporting the Bruins during the Dodger Stadium College Baseball Classic.

NCAA Women's Basketball

UCLA has been chosen to host the 1st/2nd rounds of the NCAA Women's Basketball Tournament on Saturday, March 18. Ackerman Union Store hours will be adjusted to account for visitor traffic attending the games. Food Service concessions will have two main stands open for the events as well as Jersey Mike's.

BearWear Models

Models are needed for the fall BearWear catalog. Applications are being accepted at the Graduation Etc. counter on A-level April 17 and 18.

Art in the Union

The annual *Art in the Union* program is in progress. Call for entries going on now; submissions are due April 14.

24-Hour Study Lounge

March 15-23, the lounges and dining rooms will be turned into 24-hour study spaces to support students in their study efforts for finals.

AU 1st Floor Dining Room

The design team has developed flooring alternatives, acoustic proposals and electrical and lighting schemes. These options and pricing will be presented at the committee meetings in April.

Student Union Timeline/Message/Mural

Management will consult with an outside professional to help develop this project.

Ackerman Union/Kerckhoff Hall Restrooms

Work is ongoing within all various AU and KH restrooms.

AU/KH Trash Cans

The new trash cans have arrived and the marketing department is working on the signage. It will take some time to get them placed.

Employee Appreciation Event

Today is the last day of the Employee Appreciation Sale. ASUCLA employees including the Board of Directors save 33% on the normally discounted items.

Bruin Custom Print Shop

The Custom Print Shop is expanding and adding new services.

Breakfast Sandwiches

On Monday, March 6, Food Service launched a breakfast sandwich program in Bruin Buzz, Kerckhoff Coffee House, Northern Lights, and Music Café.

UCLA Licensing-China

- 5-6 years ago UCLA Menswear licensee reduced the number of UCLA stores due to China retail market economic stresses – reduced to 30-35 stores.
- Over the past two years many western brands are exiting China due to continuing downward market trends.
- In the last year UCLA Menswear licensee has doubled the number of UCLA stores to 70; in void left by other exiting brands the licensee has been able to negotiate better retail space lease rates.

- 2017 UCLA store opened in Guangzhou airport – 3rd largest airport in China and 17 or 18 in the world.

Long-Term Human Resources Planning

In coordination with the Personnel Committee, Mr. Williams has updated and modified the Executive Director's position profile.

EXECUTIVE COMMITTEE REPORT

Ms. Perera stated the committee met on March 10 and discussed the first floor dining room and student space collaboration with the University. The committee also discussed the Association's independence as it relates to UC Path.

FINANCE COMMITTEE REPORT

Ms. Riess stated the committee met on March 10 and approved to forward to the Board the FY 17-18 Final Budget Assumptions. The committee also reviewed the ASUCLA Services and Enterprise financial statements as well as the statements for the Communications Board. The committee also discussed the Student Media deferment and tabled the motion until next month.

SERVICES COMMITTEE REPORT

Mr. Glovinsky stated that the committee met on March 10 and also discussed the first floor dining room and debriefed the visit to UC San Diego.

PERSONNEL COMMITTEE REPORT

Mr. De Vera stated that the committee will meet today, March 17 to discuss the Executive Director's evaluation and succession planning.

ASUCLA BRANDING AD-HOC COMMITTEE REPORT

Ms. Mokhtarzadeh stated that the committee met today, March 17 and brainstormed possible new tag lines for ASUCLA and came up with three options that marketing will develop.

FINANCIAL STATEMENTS

Services & Enterprises February Financial Statements

Gross income for the Association was negative by (\$22,000); which was mostly due to the Restaurants and Licensing. Net income for the month was positive by \$198,000.

The Store was positive in gross income by \$64,000 and \$122,000 in contribution. UCLA Restaurants were negative by (\$33,000) in gross income and (\$27,000) in contribution.

The Services Division was negative to plan by (\$48,000) in gross income and (\$21,000) in contribution.

The Student Union was negative by (\$5,000) in gross income and (\$8,000) in contribution due to less events scheduled.

The Association reported a cash book balance of \$11,700,000 for the month. Of this balance, \$1,252,000 has been reserved for capital projects, leaving 9,602,000 in uncommitted cash which is (\$4,009,000) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$235,000 or 6%. Store inventories at cost were \$5,400,000; while inventory turns were at 4.4.

March Month-to-Date Preliminary Sales

March sales figures in the Store are negative to plan by (\$24,885). There are positive sales in BearWear and Graduation Etc.; however, textbooks and computers are negative to plan. The Health Science Store is negative to plan by (\$33,677) due to dental kits which was a timing issue. The Hilltop Shop is positive to plan by \$11,426 and MTW is positive by \$7,244. Estimated Gross Margin for March is negative by (\$2,898).

Food Service is negative to budget in sales for March by (\$92,561). Catering is negative to plan by (\$24,822) due to a very aggressive budget and Concessions is negative to plan by (\$10,135).

APPROVAL OF FY 17-18 FINAL BUDGET ASSUMPTIONS

Ms. Riess made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve the FY 17-18 Final Budget Assumptions. Mr. Adler called for a vote. The motion was approved by a vote of 9 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 1:14 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 1:52 p.m.

ADJOURNMENT

Mr. Adler called for consent to adjourn the Associated Students UCLA Board of Directors' March 17, 2017 Regular Meeting. There being no objections, the meeting was adjourned at 1:52 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