

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
April 28, 2017
12:00 p.m.
Kerckhoff Hall Staterooms**

PRESENT: Patrick Adler, JC De Vera, Nathan Glovinsky, Kirk Koenig, Alexandra Latshaw, Andrew Lewis, Arielle Mokhtarzadeh, Apsara Perera, Lena Riess, Agnes Warren, Bob Williams, and Christine Wilson

ABSENT: Michaela Boster and Kevin Eagan

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 Affairs and Compliance
Karen Noh, Special Projects Director
Lisa Perez, ASUCLA Marketing Director

GUESTS: Rupan Bharanidaran, Daily Bruin
Navi Sidhu, Undergraduate Student

CALL TO ORDER

Mr. Adler called the meeting to order at 12:06 p.m.

APPROVAL OF AGENDA

Mr. Adler called for consent to approve the Associated Students UCLA Board of Directors' April 28, 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' March 17, 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:

March Financial Results

March financial results for the Association were ahead of plan by \$90,000 in net income. Gross income was behind plan in all areas; however, the sales trends were much closer to plan in the Store. The Store saw positive results in the general merchandise area with strong results in BearWear, E-commerce, Hill Top Shop, Campus Portraits, and the Market. The Academic Materials Division, LuValle Store, and Health Sciences Store all fell slightly behind plan. The Store saw a positive variance of \$35,000 in contribution.

Food Service fell below its sales targets, but made its contribution by approximately \$7,500. Wetzel's/Lollicup, Greenhouse, Bruin Buzz, Curbside, Taco Bell, and Catering were ahead of plan with slower results seen in LuValle and Court of Sciences Student Center.

In Services, Domestic Licensing is negative to plan and in the Student Union event income has seen some decline. However, continued positive results in utilities and depreciation led to a strong month-end net income results.

April Sales Trends

April trends are similar to the other two book rush months where slow book sales are holding down total sales results. Management expects April to be a tougher month similar to October and January but expect a bounce back starting in May.

2017-2018 Budget Process

A preliminary budget and five-year forecast has been completed and preliminary worksheets were given to the Finance Committee. This year's budget meeting on May 5 will not only focus on each individual operating division budgets, but extra time will be required to process key long term questions on space and textbooks.

LA Times Festival of Books

The general book division participated in the LA Times Festival of Books over the weekend at USC. Foot traffic seemed lower this year, but still a good PR event for the UCLA Store.

Storewide Sizzlin' Summer Sale

The summer sale will be on Wednesday, May 17 and will have red tag clearance items as well as UCLA-adidas clothing and accessories that need to be liquidated.

Computer Store Summer Sales

The "Class of 2021" cell phone wallets are being shipped out to over 500 admitted/incoming students. Each shipment is personalized by student staff members, reflecting each recipient's answer to "What excites you most about attending UCLA?"

Transfer Day

The UCLA Store will have same presence for Transfer Day as it did for Bruin Day.

Graduation Etc.

Cap and Gown distribution begins on A-level, Ackerman Union on May 22.

Football Spring Showcase

The football team will be having their Spring Showcase on Saturday, April 29. The UCLA Store will have BearWear concession tents at the event. One stand will be on the upper level of Drake and the other will be down in the Wooden Athletic Fund area near the track. In addition, all adidas will be 25% off regular price and 50% off clearance prices in the Ackerman Store. Food Service is opening the concessions stands at Drake and will also have third party vendors just north of Store tent.

Art in the Union

The annual Art in the Union installation is on display in the Kerckhoff Hall Art Gallery. There was a record 48 entries from the student body this year. Board members are welcome to vote in the selection of four art pieces that ASUCLA will display in the Student Union.

Veterans/Transfer Center

Project is ongoing and is expected to open soon.

Ackerman Union First Floor Dining Room

The design team has developed flooring alternatives, acoustic proposals, and electrical and lighting schemes. The Services Committee looked at the design elements while the Finance Committee reviewed the costs. The project will be discussed in detail at the Finance Committee Budget meeting on May 5.

ASUCLA 2016 Service Awards

The Association had its 2016 Service Awards ceremony on April 19 where ASUCLA employees who reached their five year milestones were highlighted.

Revenue Optimization

The Association has received the preliminary plans for the new Under Armour space in the Store. Mr. Healey briefed the Services Committee and is currently analyzing other branding ideas within the emblematic areas to correspond with the change in sideline providers.

Several Food Service operational changes continue to be in process including the Sbarro's replacement. Further discussions will occur in the May committee meetings while other ideas will be presented as part the upcoming budget process or at the retreat.

Sustainability/Corporate Social Responsibility

In collaboration with the EVP Office, the UCLA Store Market worked with a contingency of students advocating for the Store to carry items that use sustainably sourced Palm Oil. New products were featured within the Earth Day display in Ackerman Union, supported by information signage provided by the EVP office.

As a participant in the UCLA Earth Day Fair that was held on April 20, the Computer Store promoted both the Trade-in Program (keeping older computers out of landfills) as well as repair

services, especially with its partnership with Staymobile device repair. Staymobile coupons were also distributed to attendees.

The licensing program continues to be the clear leader in the area of social responsibility with its support of the UC Code of Conduct and continued work to improve the supply chain of product that is both sold and those given away. ASUCLA Licensing Director, Cynthia Holmes has been selected as the 2017 Inductee into the ICLA Hall of Fame.

Long-Term Human Resources Planning

Mr. Williams and Mr. De Vera met to review ideas and draft documents including a potential timeline for the Executive Director Search process. The Personnel Committee will review and make adjustments to be presented to the full Board in May.

EXECUTIVE COMMITTEE REPORT

Ms. Perera stated the committee met on April 18 and starting preparing for the June Orientation Retreat.

FINANCE COMMITTEE REPORT

Ms. Riess stated the committee met on April 21 and reviewed the February Communications Board Financial Statements as well as the March Services and Enterprises Financial Statements. The committee also discussed the budget for the Ackerman Union First Floor Dining Room which will be discussed at the budget meeting. The committee also reviewed the preliminary FY 17/18 Services and Enterprises Budget and Five-Year Forecast. Finally, the committee approved and forwarded to the Board a Student Media Deferment.

SERVICES COMMITTEE REPORT

Mr. Glovinsky stated that the committee met April 14 and discussed the Ackerman Union First Floor Dining Room and reviewed the proposed Under Armour layout in the UCLA Store.

PERSONNEL COMMITTEE REPORT

Mr. De Vera stated that the committee met March 17 and discussed the timeline for the Executive Director's evaluation and reviewed the documents for the new Executive Director position.

ASUCLA BRANDING AD-HOC COMMITTEE REPORT

Ms. Mokhtarzadeh stated that the committee met today, April 28 and finalized the potential ASUCLA taglines.

FINANCIAL STATEMENTS

Services & Enterprises March Financial Statements

Gross income for the Association was negative to plan by (\$136,000); which was mostly due to textbook and computer sales. Net income for the month was positive by \$90,000.

The Store was negative in gross income by (\$32,000) and positive \$35,000 in contribution. UCLA Restaurants were negative by (\$42,000) in gross income and positive by \$8,000 in contribution.

The Services Division was negative to plan by (\$52,000) in gross income and (\$16,000) in contribution. The negative results were mainly due to Domestic Licensing.

The Student Union was negative by (\$10,000) in gross income and (\$12,000) in contribution due the loss of several events.

The Association reported a cash book balance of \$10,106,000 for the month. Of this balance, \$1,252,000 has been reserved for capital projects, leaving \$7,907,000 in uncommitted cash which is (\$5,802,000) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$250,000 or 7%. Store inventories at cost were \$6,000,000; while inventory turns were at 4.4.

April Month-to-Date Preliminary Sales

April sales figures in the Store are negative to plan by (\$347,761). There are positive sales in BearWear; however, Textbooks and the Computer Store are negative to plan. LuValle Commons is negative to plan by (\$49,700) and the Health Science Store is positive to plan by \$3,236 due to the dental kits sales. The Hilltop Shop is positive to plan by \$11,624 and MTW is positive by \$14,894. Estimated Gross Margin for April is negative by (\$70,869).

Food Service is negative to budget in sales for April by (\$45,773). Catering is negative to plan by (\$4,492) and Concessions are negative to plan by (\$4,797).

APPROVAL OF STUDENT MEDIA DEFERMENT

Ms. Riess made a motion, seconded by Ms. Wilson that the Associated Students UCLA Board of Directors approve a deferment of Student Media's administrative and support services payments for a maximum of \$100,000 until July 31, 2017. 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 1:08 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 2:42 p.m.

Ms. Perera made a motion, seconded by Ms. Riess that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Mr. Adler called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

ADJOURNMENT

Mr. Adler called for consent to adjourn the Associated Students UCLA Board of Directors' April 28, 2017 Regular Meeting. There being no objections, the meeting was adjourned at 2:43 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