

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

**PRESENT:** Teni Adewumi-Gunn, Michaela Boster, Kevin Eagan, Kevin Kato, Lena Riess, Navi Sidhu, Jesse Torres, Lawrence Traylor, Agnes Warren, and Bob Williams

**LATE:** Andrew Lewis

**ABSENT:** Nathan Glovinsky, Alexandra Latshaw and Christine Wilson

**EARLY DEPARTURE:** Andrew Lewis and Agnes Warren

**MANAGEMENT:** Donna Baker, Finance Director  
Cindy Bolton, Food Service Director  
Roy Champawat, Student Union Director  
Sandi Gillespie, Association Affairs Manager  
Michelle Moyer, Director of Business Affairs and Compliance  
Karen Noh, Special Projects Director  
Lisa Perez, Marketing Director

**GUESTS:** Patrick Adler, BOD Executive Committee  
Kirk Koenig, BOD Finance Committee  
Apsara Perera, BOD Executive Committee

**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' July 28, 2017 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

Approved: August 25, 2017

## **ELECTION OF OFFICERS**

Ms. Perera stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the following officer nominations for the 17-18 term:

Chair	Lena Riess
Vice-Chair	Nathan Glovinsky
Secretary	Agnes Warren

Mr. Adler called for a secret ballot. The motion was approved by a vote of 9 yeas and 0 nays.

## **ELECTION OF STANDING AND AD-HOC COMMITTEES**

Ms. Perera stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the following standing and ad-hoc committee nominations for the 17-18 term:

### Executive Committee:

The newly elected officers of the Associated Students UCLA Board of Directors were appointed as members of the Executive Committee by virtue of their positions as outlined in Bylaw 4.5.

### Finance Committee: (From August 1 until July 31)

Alexandra Latshaw	Graduate Representative
Navi Sidhu, Chair	Undergraduate Representative
Kevin Eagan	Non-Student Representative
Jess Torres	Non-Student Representative
Andrew Lewis	At-Large Member
Robert Williams	Executive Director (ex officio)
Donna Baker	Finance Director (ex officio)

### Services Committee: (From August 1 until July 31)

Teni Adewumi-Gunn	Graduate Representative
Lawrence Traylor	Graduate Representative
Michaela Boster, Chair	Undergraduate Representative
Kevin Kato	Undergraduate Representative
Andrew Lewis	Non-Student Representative
Christine Wilson	Non-Student Representative
Robert Williams	Executive Director (ex officio)
Roy Champawat	Student Union Director (ex officio)

Personnel Committee: (From August 1 until July 31)

Alexandra Latshaw-Chair	Graduate Representative
Michaela Boster	Undergraduate Representative
Kevin Eagan	Non-Student Representative
Christine Wilson	Non-Student Representative

ASUCLA Fee Referendum Ad-hoc Committee (July 1-June 30):

Nathan Glovinsky, Co-Chair	Undergraduate Representative
Kevin Kato	Undergraduate Representative
Navi Sidhu	Undergraduate Representative
Teni Adewumi-Gunn	Graduate Representative
Lena Reiss	Graduate Representative
Lawrence Traylor, Co-Chair	Graduate Representative
Robert Williams	Executive Director (ex officio)

Mr. Adler called for a secret ballot. The motion was approved by a vote of 9 yeas and 0 nays.

Mr. Adler passed the ASUCLA Board of Directors' Chair responsibilities to Ms. Riess.

**EXECUTIVE DIRECTOR'S REPORT**

Mr. Williams updated the Board on the following topics:

May Financial Results

May results were slightly off the net income budget targets by \$29,000. While the Store had a fairly strong month in sales, they were unable to make their contribution targets due to the mix and timing shortfalls in Graduation Etc. Food Service continued with sales that were somewhat sluggish especially in the northern parts of campus and missed planned contribution. These negatives were offset by positive variances in controllables and savings in utilities and depreciation.

June Financial Results

June financial results were stronger than May's. The Store saw a positive variance to plan with BearWear, Graduation Etc., Hill Top Shop, and some academic areas all coming in ahead of plan. The only area with a sizable shortfall was the Computer Store, which is connected to the timing of Apple promotions. Food Service continued to fall short of an aggressive budget primarily due to small variances in many units. The Services and Student Union Divisions were on plan and savings in A & SS as well as Depreciation helped lead to a strong month. Overall, the Association exceeded its plan in June by \$116,000 leading to a year-to-date positive variance of \$218,000 as compared to the 2016-2017 budget plans.

July Sales Trends

July sales trends, so far, are tracking ahead of plan in the Store with stronger than expected results in BearWear and the Computer Store. E-commerce numbers are also

strong and the past few months have helped push the numbers ahead of both last year and this year's budget despite a relatively slow start to the year. Food Service is also seeing a stronger trend, tracking slightly ahead of both budget and last year.

#### ASUCLA Passport to Savings

*Passport to Savings* coupon books will begin distribution in early August with the purchase of textbooks at the UCLA Store for registered ASUCLA Benefits U members.

#### ASUCLA's Family Fair workshop

Management has developed a program titled "Navigating Affordable Textbooks and Technology" which has been added to the Family Fair Workshops during the orientation tours.

#### Store Inventory

The Store inventory results led to a year-end shrinkage savings versus plan of approximately \$22,000. While the shrinkage is quite low compared to industry standards there have been stronger results in previous years. Management is considering additional actions to protect the assets of the Student's Association.

#### Store Credit Card Processing

The Association's IT group is in the process of enabling all the MX915 credit card devices to accept EMV chipped cards. Ackerman Union was completed by Thursday, July 27 and all outlying stores will be upgraded by Thursday, August 3.

#### BearWear Catalog Mailing

The new 32-page catalog includes an additional 8-page Under Armour insert. Catalogs will be sent to the customer list of 75,000+ plus 125,000 alumni addresses. Target mail date to be received in homes is August 11-13. Launch includes free standard shipping offer with orders of \$75 or more through September 4.

#### Computer Store Bruin Bundle Promotion

Postcard mailing to incoming freshman and transfer students featuring a Bruin Bundle Offer: Buy any CPU, Safeware warranty, and laptop bag together and get an additional \$50 off of your educational pricing. Offer extends through Summer Orientation and the target mail date is to be received July 17.

#### Under Armour

The Under Armour program was launched on July 1. The launch included the opening of the new fan shop on B-level, email blasts to customers on Bruin Team Shop and shop.UCLAstore.com, and a series of social media posts on the UCLA Store Facebook and Instagram. Response has been very positive.

#### Football Scrimmage

There is a football scrimmage scheduled for August 12 on campus. Viewing of the event will be done from the roof of parking structure 8, where the Store will be selling Under Armour and other football gear. In addition, the Ackerman Store will be open and will adjust operating hours once the final schedule is received from Athletics.

### UCLA Staff Appreciation Week

During the UCLA Staff Appreciation week on August 7-11, ASUCLA will be offering a 20% discount at the UCLA Store with Bruin ID, and a coupon for a free coffee or ice tea at any UCLA Restaurant.

### UCPath

The Association is within a few months of implementing UCPath. At this time, there are multiple departments and divisions focused on the details of developing interfaces to the GL, testing, and unit training. This is a major undertaking that has complex attributes due to the ASUCLA organizational structure and is requiring a significant amount of key labor resources including Karen Noh in the project lead role along with Janelle Marcus from the Payroll department. The project also includes work from Michelle Moyer and her entire Payroll and HR team as well as Kamran Mehdian and much of his IT department along with testing support from many of the divisions and key managers.

### ASUCLA Benefits U

ASUCLA Benefits U signups will be offered at orientations for both new undergraduates and graduate students. Welcome emails will be sent weekly to freshman, transfer and graduate students who sign up during *Summer in the Union* orientation events.

### Ackerman Union First Floor Dining Room

Based on the support of the full Board and due to the timing of the project, the Executive Committee has approved both the dining room projects and the new furniture expenditure. No asbestos was found in the testing which will help save money that can be used for other aspects of the project. The floor tile installation has been delayed due to the availability of the tile. Once confirmation is received for the delivery, timing on the installation will be discussed at Services and with the Board next month.

### Student Union Timeline/Message/Mural Wall

Estimates and options for this project have been developed and will be reviewed with the committees in August.

### Ackerman Union/Kerckhoff Hall Restrooms

Work is ongoing within all various AU and KH restrooms.

### Coffee Experience

Cindy Bolton and her coffee group are looking at various coffee products, operators, and vendors. Her team met with the current coffee vendor, Farmer Brothers, for a presentation of their new high end coffee brand. Additionally, management met with Starbucks this week for an initial presentation from them. The management team will begin presenting ideas for discussion at the August Services Committee Meeting.

### Customer Service/Engagement

Management is beginning to review the existing customer service initiatives throughout the Association for best practices and will report to the appropriate committees.

### Graduate Students

New graduate student welcome brochures will be distributed throughout the summer by the outreach team. Segments include School of Medicine, School of Nursing, School of Dentistry, Anderson School of Management, School of Theater, Film, and Television, School of Law, and the Graduate Students Association which is distributed at GSA Orientation. Brochures include an iPad Pro raffle for students who sign up for ASUCLA Benefits U.

### Branding / Social Media

Ms. Perez has been developing a Branding/Social Media strategy over the past few months and has been in contact with several outside vendors to see if their services would be helpful. Management will also be considering other avenues or partnerships as discussions begin with the Services Committee in August.

This summer the marketing team put together a new program called *Start Here* with signage in the Store. This also was one of the first opportunities to use the Student Run Enterprises tag line.

### Licensing

Management will be bringing forth updates on both domestic and international licensing programs in the next two months.

## **EXECUTIVE COMMITTEE REPORT**

Ms. Adler stated the committee met on June 2 and on behalf of the Board approved a capital expenditure of \$747,400 to upgrade the Ackerman Union First Floor Dining Room and an expenditure of \$360,000 to purchase dining room furniture. The committee also continued to plan the orientation retreat. The committee met again on July 18 and discussed UCPATH, Executive Director Search, and acting as the nominating committee for the election of officers and standing committees put forth today's nominations.

## **FINANCE COMMITTEE REPORT**

Ms. Riess stated the committee met on July 21 and approved both the Undergraduate and Graduate Students Associations FY 17-18 Budgets. The committee also approved a capital expenditure for the food service self-serve pay kiosks and held an executive session.

## **SERVICES COMMITTEE REPORT**

Mr. Adler stated that the committee met July 14 and also discussed the self-serve pay kiosks and held an executive session.

## **PERSONNEL COMMITTEE REPORT**

Mr. Eagan stated that the committee met May 19 and discussed the Executive Director's evaluation and Executive Director Search. The Executive Director's Evaluation will be discussed today in Executive Session.

## **FINANCIAL STATEMENTS**

### **Services & Enterprises May 2017 Financial Statements**

Gross income for the Association was positive to plan by \$69,000 mostly due to Graduation Etc. Dental Kits were positive to plan by \$28,000 and the Computer Store was negative by (\$10,000).

Contribution was negative to plan by (\$70,000) in the Store and positive by \$47,000 in the Services Division. Total Contribution was negative by (\$67,000). Net Income for the entire Association was negative to plan by (\$29,000); however, year-to-date the Association is positive by \$101,000.

### **Services & Enterprises June 2017 Financial Statements**

Gross income for the Association was negative to plan by (\$207,000); which was mostly due to the Computer Store and Licensing. Net income for the month was positive by \$116,000 and \$218,000 year-to-date.

The Store was negative in gross income by (\$153,000) and positive \$74,000 in contribution. UCLA Restaurants were negative by (\$57,000) in gross income and (\$39,000) in contribution.

The Services Division was negative to plan by (\$9,000) in gross income and \$5,000 positive in contribution due to less than anticipated licensing promotional royalties.

The Student Union was positive by \$12,000 in gross income and \$5,000 in contribution due to additional events.

The Association reported a cash book balance of \$11,639,000 for the month. Of this balance, \$744,000 has been reserved for capital projects, leaving \$9,831,000 in uncommitted cash which is (\$4,889,000) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$189,000 or 5%. Store inventories at cost were \$4,900,000; while inventory turns were at 4.5.

### **July 2017 Month-to-Date Preliminary Sales**

July sales figures in the Store are positive to plan by \$286,464. The positive sales are due to Bearwear which is positive to plan by \$206,364 and the Computer Store by \$143,676. The Hilltop Shop is positive to plan by \$8,110 and MTW is positive by \$52,425 including both the UCLA Store and the Athletics websites. Estimated Gross Margin for

July is positive by \$121,682.

Food Service is positive to budget in sales for July by \$23,047. Catering is positive to plan by \$14,061 and Carl's Jr. is positive by \$24,588.

### **UNDERGRADUATE STUDENTS ASSOCIATION FY 17-18 BUDGET**

The Undergraduate Student Association FY 17-18 Budget has been reviewed by the ASUCLA Student Government Services Division to ensure fiscal soundness in accordance with proper accounting and budgeting principles. The Undergraduate Students Association Council approved this budget at their July 18, 2017 meeting.

Ms. Riess made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve the FY 17-18 Undergraduate Students Association Budget. Ms. Riess called for a vote. The motion was approved by a vote of 9 yeas and no nays.

### **GRADUATE STUDENTS ASSOCIATION FY 17-18 BUDGET**

The Graduate Students Association FY 17-18 Budget has been developed by the leadership of the Graduate Students Association, and has been reviewed by ASUCLA staff for fiscal soundness in conformance with proper accounting and budgeting principles. GSA Forum approved this budget at its meeting on May 10, 2017.

Ms. Riess made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve the FY 17-18 Graduate Students Association Budget. Ms. Riess called for a vote. The motion was approved by a vote of 9 yeas and no nays.

### **FOOD SERVICE SELF-SERVICE PAY KIOSKS**

The Finance and Services Committee discussed and approved to add one or two self-serve stations in the Kerckhoff Coffeehouse during the summer as a pilot program to test the flow and operation of these devices. Upon testing and review, additional stations would be added at following locations for the fall quarter: Wetzel's/Lollicup, Bruin Buzz, Court of Sciences Fusion, Northern Lights, Jimmy's, and Music Café.

Ms. Riess made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve a \$100,000 capital expenditure to add 14 self-serve register kiosks as a pilot program in several food service locations. Ms. Riess called for a vote. The motion was approved by a vote of 9 yeas and no nays.

### **EXECUTIVE SESSION**

Ms. Riess 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 1:54 p.m.

Ms. Riess 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 4:33 p.m.

Mr. Eagan made a motion, seconded by Mr. Sidhu that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Ms. Riess called for a vote. The motion was approved by a vote of 7 yeas and 0 nays.

### **ADJOURNMENT**

Ms. Riess called for consent to adjourn the Associated Students UCLA Board of Directors' July 28, 2017 Regular Meeting. There being no objections, the meeting was adjourned at 4:34 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