

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
September 29, 2017
12:00 p.m.
Kerckhoff Hall Staterooms**

PRESENT: Teni Adewumi-Gunn, Michaela Boster, Nathan Glovinsky, Kevin Kato, Alexandra Latshaw, Lena Riess, Navi Sidhu, Jesse Torres, Lawrence Traylor, Agnes Warren, Bob Williams, and Christine Wilson

LATE: Kevin Eagan and Andrew Lewis

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

GUESTS: Pouria Abbassi, Executive Director Candidate
Yun Kyung Kim, Daily Bruin
Michael Skiles, GSA President

CALL TO ORDER

Ms. Riess called the meeting to order at 12:05 p.m.

APPROVAL OF AGENDA

Ms. Riess called for consent to approve the Associated Students UCLA Board of Directors' September 29, 2017 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

Approved: October 27, 2017

APPROVAL OF MINUTES

Ms. Riess called for consent to approve the Associated Students UCLA Board of Directors' August 25, 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:

August Financial Results

ASUCLA Financial Results for August were ahead of plan with a positive net income versus budget of \$56,000. The Store was ahead of its plan in contribution primarily due to strong BearWear sales and positive controllable expense results. Food Service had savings in wages and benefits. Domestic Licensing was above plan, but International Licensing was below plan. A&SS had a positive variance due to lower benefit costs and savings in various controllable areas.

September Sales Trends

September sales trends are ahead of plan in the UCLA Store led by positive results in BearWear, Computers, and MTW. Food Service is tracking slightly behind plan due to slower than anticipated sales in Concessions.

Passport to Savings

Passport books are being distributed with textbook purchases.

Westwood Block Party

The UCLA Store participated in the first Westwood Block Party, coordinated by UCLA Recreation. The event was held on Sunday, September 24 in Westwood Village. The Store had a 10x20 tent that was outfitted with a bean bag toss game, giveaways, and signage highlighting services and products. In addition, a raffle was conducted with a UCLA-Star Wars tent being offered as the grand prize and sign-ups were taken for the Computer Store email list.

ORL Tech Fair

Computer Store @ ORL Tech Fair is Wednesday, October 11. The Computer Store will be providing giveaways and discounted product for Residential Life to help promote the event.

Venice Beach Tip-Off

In conjunction with Under Armour and UCLA Athletics, the UCLA Store will be onsite at the Venice Beach Tip-Off event for the kick-off of the basketball season. The event will run from 10:00 a.m. to 8:00 p.m., and will feature music, food trucks, artist performances, 3-on-3 competition, and both the men's and women's open practice.

New Vending Machine

In collaboration with the Ashe Center and UCLA Vending, a vending machine will be installed on A-level that will dispense various birth control products and assorted academic test materials. This may sound like a strange combination, but by housing both product categories in one vending machine will address the demand for such items outside the normal operating hours of the both the Bruin Health Pharmacy and the UCLA Store.

UCLA Open House

Saturday, October 7, 9:00 a.m. – 3:00 p.m., UCLA will be having an Open House. The event is geared to potential students; activities include campus tours, learn about applying for admission, financial aid, and hear about academic programs and student life at UCLA. They will be having events in Pauley Pavilion, so there will be one concession stand open as well as Jersey Mikes. Also, food service in Ackerman Union will be extended including Greenhouse, Taco Bell, Curbside and Bruin Buzz for the event.

Storewide Monster Sale

Thursday, October 26 will be the annual Monster Sale. This is the largest sale of the year which has many marketing and outreach elements.

BearWear

White Out at the Rose Bowl / promotional “Protect This House” t-shirt available in the UA Shop and online (both websites).

ASUCLA Job Fair

ASUCLA had its annual Job Fair on Tuesday, September 26 in Bruin Plaza and hired approximately 300 students during the fair.

UCLA Store after Hours Sale

The After Hours Sale was on Tuesday, September 26. After normal hours, the UCLA Store reopened with an exclusive student sale featuring 20% off storewide (almost everything except computer hardware & software).

Art in the Union

The annual SCA-ASUCLA Art in the Union event featured 17 student bands, dance, comedy, spoken word, a capella, and visual art, as a part of the After Hours store sales event during Welcome Week.

AU 1st Floor Dining Room

Products are on order and there will be a schedule update next month.

Student Union Timeline/Message/Mural Wall

The Services Committee was able to see an onsite demonstration of the video projector technology to determine if it was a viable option. The test went well and the Finance Committee had further cost discussions regarding the various options. Management will be bringing forward an agenda item for both committees in October.

Employee of the Year Awards

The annual Employee of the Year Awards Ceremony was on September 13 and Mr. Williams listed the winners with the main award going to Janelle Marcus in Human Resources for efforts in UCPATH.

Coffee Experience

Food service management team presented a blind taste test to the Services committee on September 15. The committee tasted the current coffee, the new high end Wild Owl line from the current vendor and Starbucks. Results for preference were evenly split between all three. Management is now going to reach out to other even higher end roasters for some additional tastings in the next few months. The committee also began discussions regarding the cup and sleeve design.

Customer Service / Engagement

Management is in the process of re-imaging and installing new software to one of the current registers in the Kerckhoff Coffee House. The pilot testing should begin in October.

Licensing

Cindy Holmes gave her first presentation, in what will be an ongoing process, to the Finance Committee this month. She covered the basics of the licensing strategy as it relates to ASUCLA's industry leading social responsibility standards along with some of the sales challenges. She also gave some insight into the challenges associated with the reduction in the number of brick and mortar stores in the area and the approach her team is using to expand to new outlets and strategies to get greater participation from larger retailers. In coming meetings, she will expand upon this introduction and go into International Licensing strategies. Ms. Holmes was also able to speak to the Campus Sustainability Committee as it relates to intersection between the corporate responsibility aspirations and the goals of the committee.

Revenue Optimization

The Veggie Grill and Blaze Pizza projects continue to move forward. Blaze construction is underway. Barring any further delays, the current schedule estimates construction completing sometime in early December. There will still be some on-site training and pre-opening work once the remodel is done. Ms. Bolton also briefed the Services Committee on menu adjustments at Fusion in the Court of Sciences Student Center.

Ms. Bolton has been working with the Taco Bell design team on the re-imaging aspects of Taco Bell. These will include design elements of new wall tile, re-lamination of the front counter, new paint and artwork on the walls, and a new signage package.

Freestyle Coke machines will replace the current soda machines in the North Campus food and Greenhouse operations. This will allow for 100's of different flavor combinations and healthier options for our customers. Management is finalizing the conversion and installation and hopes to have the new machines in place sometime early October.

EXECUTIVE COMMITTEE REPORT

Mr. Glovinsky stated the committee met on September 22 and the meeting was held in Executive Session.

FINANCE COMMITTEE REPORT

Mr. Sidhu explained that the committee met on September 22 and heard a description of the external audit that will be performed by KPMG. The committee also reviewed the current financial statements for the Student-Run Enterprises and the Communications Board. Ms. Holmes provided the committee with a licensing presentation that outlined the current strategies.

SERVICES COMMITTEE REPORT

Ms. Latshaw stated the committee met on September 15 and reviewed past branding strategies with Ms. Perez and also reviewed the *Year-in Review*. The committee also had a demonstration of the short-throw laser projector for the first floor dining room and also had a coffee taste test. Mr. Adams provided the group with an overview of the t-shirt design contest timeline.

PERSONNEL COMMITTEE REPORT

Mr. Eagan stated that the committee did not meet in August.

ASUCLA STUDENT FEE REFERENDUM AD-HOC COMMITTEE REPORT

Mr. Glovinsky stated the committee met earlier today, September 29 and agreed to meet twice a month. Mr. Glovinsky invited all board members to attend if they were available.

FINANCIAL STATEMENTS

Student-Run Enterprises August 2017 Financial Statements

Gross income for the Association was negative to plan by (\$106,000). Net income for the month was positive by \$56,000.

The Store was negative in gross income by (\$67,000) and positive \$11,000 in contribution. UCLA Restaurants were negative by (\$14,000) in gross income and positive \$14,000 in contribution.

The Services Division was negative to plan by (\$2,000) in gross income and (\$3,000) in contribution due to less than anticipated licensing promotional royalties and international licensing.

The Student Union was negative by (\$23,000) in gross income and (\$18,000) in contribution due to a reservation cancellation of a large client.

The Association reported a cash book balance of \$12,544,000 for the month. Of this balance, \$1,473,000 has been reserved for capital projects, leaving \$12,562,000 in uncommitted cash which is (\$1,567,000) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$124,000 or 4%. Store inventories at cost were \$6,100,000; while inventory turns were at 4.5.

September 2017 Month-to-Date Preliminary Sales

September sales figures in the Store are positive to plan by \$366,422. The positive sales are due to the Computer Store which had a department purchase. BearWear is positive to plan by \$39,252. The Health Science Store is positive to plan by \$39,482 due to dental kits and MTW is positive by \$64,254. Estimated Gross Margin for September is positive by \$82,846.

Food Service is negative to budget in sales for September by (\$18,503). Catering is positive to plan by \$2,156 and Concessions is negative (\$10,001). Court of Science Student Center is (\$19,458) negative to plan due to the delay in opening the pizza concept. Wetzel's/Lollicup is positive (\$15,373) due to an aggressive budget. Wolfgang Puck and Kikka Sushi are well above plan.

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 1:14 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 1:57 p.m.

ADJOURNMENT

Ms. Riess called for consent to adjourn the Associated Students UCLA Board of Directors' September 29, 2017 Regular Meeting. There being no objections, the meeting was adjourned at 1:57 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