

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Services Committee**

October 13, 2017
12:00 p.m.
Ackerman Union 2412

PRESENT: Teni Adewumi-Gunn, Michaela Boster, Roy Champawat
Kevin Kato, Lawrence Traylor, Bob Williams, and Christine
Wilson

LATE: Andrew Lewis

MANAGEMENT: Guy Adams, Publishing & Outreach Manager
Cindy Bolton, Food Service Director
Sandi Gillespie, Association Affairs Manager
Karen Noh, Special Projects Director
Lisa Perez, Marketing Director
Michelle Moyer, Director of Business Affairs and Compliance

CALL TO ORDER

Ms. Boster called the meeting to order at 12:01 p.m.

APPROVAL OF AGENDA

Ms. Wilson made a motion, seconded by Mr. Traylor that the Associated Students UCLA Board of Directors' Services Committee add "Branding at UCLA Restaurants" to the agenda. Ms. Boster called for a vote. The motion was approved by a vote of 5 yeas and no nays.

Ms. Boster called for consent to approve the Associated Students UCLA Board of Directors' Services Committee October 13, 2017 Agenda as amended. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

Ms. Boster called for consent to approve the Associated Students UCLA Board of Directors' Services Committee September 15, 2017 Minutes. There being no objections, the motion was approved by unanimous consent.

EXECUTIVE DIRECTOR'S REPORT

Mr. Williams reported on the following:

- UCPath- The UCLA campus has delayed the project; however, ASUCLA is moving forward.
-
- Textbooks-Mr. Williams is not sure of the financial numbers yet since the Store shifted over to an in-house rental program. The Store will be providing textbooks for the Geffen Academy.
- Under Armour-Sales are doing well with the new Under Armour product.
- Tailgating Merchandise-Management updated the tailgating area in the Store which is adjacent to the Under Armour area.
- Holiday Catalog-The staff is currently photographing for the holiday catalog.
- Apple Watch-The Computer Store is now selling the Apple Watch.
- Health Science Store-There will be some remodeling in the Store. The old computer area will be converted to extend the BearWear product line.
- Monster Sale-The Monster Sale, which is the largest sale of the year, will be on October 26
- ASUCLA Food Service-Food sales are off to a slow start. There are several factors including the delayed opening of both Veggie Grill and Blaze Pizza. There is also the elevated minimum wage impact as well having a very aggressive budget.
- Coffee House Self-Service Kiosk-There was delay with the self-service kiosk in the Kerckhoff Coffee House. It should be online soon.
- Wi-Fi-The IT team is in the process of updating the Wi-Fi in Ackerman Union. Once Ackerman is completed they will begin working in Kerckhoff Hall.
- Licensing-Licensing has partnered domestically with Tommy Bahama and Internationally, China is still struggling.
- ASUCLA Benefits U-There are currently 37,000 members. Statistics show that 14,000 open/view the ASUCLA Benefits U emails.
- Veggie Grill-Management is still waiting for the Veggie Grill design plans.
- Blaze Pizza-Construction is underway and management is still hopeful for a January opening.

- ASUCLA Branding-There is an RFP out for an outside firm to help with branding. The student social media team has started this week in the marketing department.
- T-shirt Design Contest- Mr. Adams presented the contest information on the website. He also stated that year-to-date the 2017 design has sold 1100 shirts, which is the second highest since the contest began. The first email will be sent next week through ASUCLA Benefits U and signage is being added in the Union.
- Miscellaneous-Mr. Traylor suggested that the passport to savings coupon books have better imaging and branding.

Ms. Adewumi-Gunn stated that there having been a few occasions that Fusion in Court of Sciences Student Center has run out of food.

ACKERMAN UNION FIRST FLOOR DINING ROOM UPDATE

Mr. Champawat provided the committee with an updated schedule for the dining room project. He also showed the committee the various options for the graphic wall design. This is the wall directly across from the Veggie Grill location. After a lengthy discussion the committee agreed to go forward with the designer's choice.

ACKERMAN UNION FIRST FLOOR ELECTRONIC MESSAGE WALL

Based on the feedback from the committee regarding the demonstration of the laser projectors, management is asking the committee to recommend to the Board of Directors a capital budget of \$150,000 to bid, install, and program two laser projectors, including processor, graphics computer and software, projection screen, installation and electrical infrastructure.

The committee was concerned about the life of the projectors and the length of warranties, if any. Mr. Champawat will inquire about those questions and report back to the committee.

Ms. Adewumi-Gunn made a motion, seconded by Ms. Wilson that the Associated Students UCLA Board of Directors' Services Committee approves and recommends to the Board of Directors a capital budget of \$150,000 to install a laser video wall on AU 1st floor Dining Room west wall. Ms. Boster called for a vote. The motion is approved by a vote of 6 yeas and no nays.

UCLA RESTAURANT BRANDING

Mr. Sidhu asked what the theory was for the ASUCLA food operations to be named UCLA Restaurants. Mr. Williams gave a brief history which included why the store was also named the UCLA Store. The committee talked about possibly renaming and branding of the name of the stores and restaurants. The committee will continue the discussion next month.

COFFEE EXPERIENCE CUP & SLEEVE DESIGN

The committee looked a few coffee cup designs that Ms. Perez presented. The committee discussed at length the style, color, and possible design of a new coffee cup. Ms. Perez will provide the committee with several more options next month.

SUSTAINABILITY UPDATE

Mr. Champawat provided the composting facts to the committee. Composting has gone from 30 tons to 80 tons in the last 18 months which is three times more than the prior year.

ADJOURNMENT

Ms. Boster called for consent for the Associated Students UCLA Board of Directors' Services Committee to adjourn the October 13, 2017 Meeting. There being no objections, the meeting was adjourned at 1:56 p.m.