

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
August 24, 2018
12:00 p.m.
Kerckhoff Hall Staterooms**

PRESENT: Pouria Abbassi, Paul Abramson, Teni Adewumi-Gunn, Erika Bricky, Kevin Eagan, Michelle Goodman, Kevin Kato, Avi Oved, Jesse Torres, and Lawrence Traylor

ABSENT: Aidan Arasasingham, Joshua Mayer, and Frank Wada

LATE: Navi Sidhu

MANAGEMENT: Donna Baker, Finance Director
Cindy Bolton, Food Service Director
Roy Champawat, Student Union Director
Sandi Gillespie, Association Affairs & External Affairs Manager
Patrick Healey, UCLA Store Director
Cindy Holmes, Licensing Director
Michelle Moyer, Business and Compliance Director
Lisa Perez, Marketing Director

GUESTS: Paul Engl, IMG
Deena Otto, Wescom
Ashley White, Wescom

CALL TO ORDER

Mr. Kato called the meeting to order at 12:04 p.m.

APPROVAL OF AGENDA

Mr. Kato called for consent to approve the Associated Students UCLA Board of Directors' August 24, 2018 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the Board on the following topics:

1. ASUCLA App is now available for Android and iOS. The next phase will include Push Notifications and will be available before Fall Quarter.

2. The ASUCLA BenefitsU mini folder and coupon book will be distributed with textbook purchases.
3. In collaboration with the Store Director, graphics and content were developed for a welcome packet available to Luskin Conference Center visitors. Each features a UCLA re-useable bag stuffed with information about ASUCLA services. A welcome message left in the room directs guests to pick up their packet at the front desk.
4. QA Director and Corporate Chef have been performing regular comprehensive assessments and inspections in all locations focused on food safety, overall cleanliness and organization of kitchens and storage rooms. Developing strategies and training documents for additional improvements going forward.
5. Intelligentsia opened at Jimmy's on June 11 and at Café 451 on June 18. Feedback is light due to summer schedules and the Law School is out of session. Peet's Coffee will be introduced at Southern Lights, Terasaki Café, and Café Synapse in mid-September. The remaining coffeehouses have converted to the Wild Owl brand and are expecting new equipment and additional marketing in the next few months.
6. Blaze Pizza and Veggie Grill have been open since Spring Quarter and sales results have been very positive so far. Summer trends are different than the school year and management is preparing to be at peak operating capacity for Fall Rush to maximize sales in these new areas.
7. The catering team bid for and won the annual Football Kickoff Dinner on August 22. Management is continuing to reach out to campus clients but due to summer schedules, many departments are not on campus or having events.
8. The coffeehouses reprinted all the menu boards in June and added extra graphic emphasis on the Fair Trade options. Additional Fair Trade signage was added in all coffeehouses.
9. UCLA Dining Services will increase the value of the dorm coupons that residents receive when they trade in a meal swipe for a coupon that can be used in the ASUCLA Restaurants. The last increase was in 2010 and increased the coupon value to \$1.85. Effective with start of the 2018-19 academic school year, the reimbursable value will be \$2.85 per coupon. ASUCLA adds an extra \$.60 per coupon for a total value to the student of \$3.45 per coupon.
10. Management has developed and is continuing to refine the process for welcoming employees into the ASUCLA family. With respect to the student employment process, there will be a greater emphasis during orientation on enlightening students about who ASUCLA is and what it does. ASUCLA is becoming increasingly service-oriented by focusing on the benefits of working for the Association and how students are supported.
11. The new approach this year has successfully engaged our new students more visually, with less verbal description during our Student Union tour. They are being

engaged at four points: The Computer Store, Textbooks (with a double-sided card describing how to buy textbooks either in person or on line), BenefitsU signups outside Wetzel's, ASUCLA App in front of Kerckhoff, where jobs are discussed, and student government and student media. The ASUCLA App is a key feature of the Ackerman Late Night activities on A-level with raffle prizes and incentives, to good effect.

12. There is a preliminary agreement for a two-year rental of the unoccupied meeting room space on the lower level of LuValle Commons to CAPS. Only modest work will need to be done in the space. Project completion is targeted for Fall Quarter.
13. Construction activities are underway in the space adjacent to Bruin Viewpoint Room for an Undergraduate Admission information and welcome center. Opening slated for Fall Quarter.

EXECUTIVE COMMITTEE REPORT

Ms. Adewumi-Gunn stated the committee met on August 16 and was held in Executive Session.

FINANCE COMMITTEE REPORT

Mr. Sidhu explained that the committee met on August 17 did not have quorum until 9:45. The committee was called to order and then entered into Executive Session.

FINANCIAL STATEMENTS

Student-Run Enterprises July 2018 Financial Statements

ASUCLA completed July at \$4.3M in gross revenues which yielded gross margin at \$2.35M that was \$139K better than budget and \$54K better than last year. Contribution at \$657K was \$105K ahead of budget and \$96K ahead of last year. Net Income for the month was \$41K ahead of budget and \$35K ahead of last year.

For FY 2017-2018 and through the end of July, ASUCLA Service and Enterprises attained net income was \$915K or 70% better than budget and \$500K or 55% better than last year. A combination of strong net income from stores and the student union and cost control augmented by significant reimbursement for overbilling of energy charges more than mitigated the below plan performance of Restaurant and Services. Pursuant to board policy the overall fiscal performance of the Services and Enterprises compared to plan activated the incentive allocation process. After application of the incentive compensation, the net income was \$640K better than budget and \$200K better than last year.

July posted another ahead of plan month for stores with strong performance in BearWear, Portrait Studios, Market and Academic Support. Computer Store sales were

down due to the absence of the introduction of new models. However, this category has very low margins (high cost of sales) and as such did not impact stores bottom line.

Restaurants sales were at budget and ahead of last year with strong performance at Wetzel's/ RX, Greenhouse, North Campus Student Center, Café 451, and Jimmy's. Catering and Concessions also had a strong sales month.

Domestic, International and Campus related licensing performed better than budget mitigating the above plan expenditures for payments, fees, and bad debt.

Student Union completed a strong month mainly due to ahead of plan income from hosting events from both campus clients and first time outside clients.

The Association reported a cash book balance of \$13.9M for the month. Of this balance, \$1.2M has been reserved for capital projects, leaving \$11.7M in uncommitted cash which is (\$3.3M) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$75K or 2%. Store inventories at cost were \$4.5M while inventory turns were at 4.5.

Student-Run Enterprises August Preliminary Sales

August sales figures in the Store are negative to plan by (\$159K). Bearwear is negative by (\$50K) and Used Text is positive to plan by \$15K. Computer Store is negative to plan by (\$142K). The Health Science Store is positive by \$53K due to dental kits and medical supplies. The Hilltop Shop is negative to plan by (\$3K) and MTW is negative by (\$4K).

Food Service sales are negative to budget by (\$62K). Court of Science Student Center is \$4K positive to plan and Catering and Concessions are both negative to plan by (\$19K) and (\$5K) respectively.

EXECUTIVE SESSION

Mr. Kato 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 12:38 p.m.

Mr. Kato 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 1:28 p.m.

ADJOURNMENT

Mr. Kato called for consent to adjourn the Associated Students UCLA Board of Directors' August 24, 2018 Regular Meeting. There being no objections, the meeting was adjourned at 1:28 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.

Kevin Eagan
Board Secretary and Administrative Representative