

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
September 28, 2018
12:00 p.m.
Kerckhoff Hall Staterooms**

PRESENT: Pouria Abbassi, Paul Abramson, Teni Adewumi-Gunn, Aidan Arasasingham, Erika Bricky, Michelle Goodman, Kevin Kato, Joshua Mayer, Avi Oved, Navi Sidhu, Jesse Torres, Lawrence Traylor Jr., and Frank Wada

LATE: Kevin Eagan

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

GUESTS: Florencia Di Sarli, verynice.
Anders Tse, verynice.

CALL TO ORDER

Mr. Kato called the meeting to order at 12:07 p.m.

APPROVAL OF AGENDA

Mr. Kato called for consent to approve the Associated Students UCLA Board of Directors' September 28, 2018, Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

Mr. Kato called for consent to approve the Associated Students UCLA Board of Directors' August 24, 2018, Regular Meeting Minutes. 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 BenefitsU Welcome Packet
A new mini-folder and coupon book was handed out to students at the Move-in Fair and Graduate Student Orientation and will be distributed through the ASUCLA BenefitsU booth on A-Level.
2. ASUCLA App
The second phase of the App has begun with the beta test release for push notifications. Push notifications were tested successfully for IOS devices but will need additional development for the Android devices. ASUCLA and Citrusbits design teams have started working on revamping the ASUCLA website homepage, tutorial pages, and events page.
3. ASUCLA 2017-18 Annual Report
The ASUCLA Annual Report was completed last week. This 30-page document is a comprehensive overview of ASUCLA's Student-Run Enterprises and the FY 2017-2018 accomplishments. This report presents another communication channel to the Association's constituents and stakeholders. Additionally, the report is a reminder to ASUCLA's family of employees of the great work that the organization does and will also serve as a reference document.
4. Business Intelligence Dashboards
Management is creating Financial Dashboards to help track relevant finance in one central point of access. It empowers departments to stay on top of their financial performance, allows for effective cash management, and enables to track expenses, sales and profits in detail to meet financial objectives.
5. ASUCLA Employee of the Year Celebration
ASUCLA held its annual Employee of the Year celebration on September 19 where 19 career employees were celebrated for making outstanding contributions to ASUCLA during the FY 2017-2018.
6. ASUCLA Student Job Fair
ASUCLA held its annual Student Job Fair on September 25. The fair is ASUCLA's largest hiring event of the year. Ms. Moyer stated that 32 departments were represented, 1800 applications were submitted, and 120 students were hired on the spot.
7. New Coffee Brands and Improvements throughout all Coffeehouses
Southern Lights is now offering Peet's Coffee. The transition to Peet's included all new equipment, staff training, and new products in addition to the Peet's standard coffee line that includes Cold Brew, Nitro, and Kombucha coffee. Terasaki Café and Café Synapse will convert to these brands in October.

8. Café Synapse
Ms. Bolton explained that a survey is being distributed to the occupants of the building to determine what type of menu could be considered. Management is also partnering with the Healthy Campus Initiative group to bring events to the area.
9. Bearwear Sales Floor Refresh
Installation of new lighting is underway with new wayfinding signage to follow. Design plans for feature merchandise fixtures are in the final stages of review.
10. Campus Partnerships
A new marketing partnership has been finalized with the UCLA Alumni Association. The new agreement will provide the Store with opportunities to message alumni via the alumni database and social media.

In collaboration with UCLA Dining Services, the BookZone will be selling the UCLA's Bruin Plate Cookbook when it is available on October 15.

11. LED Lamp Replacement Project
Management received the notice to proceed from the DWP Commercial Lighting Incentive Program. This notice will bring the financial support of an estimated \$88,000 to energy efficiency efforts. As a part of this, LED installations were identified for two separate sets of Store product light fixtures. This project will also result in significant utility cost savings.
12. LuValle Commons Air Conditioning Replacements
Replacement of HVAC units and repairs to the system in the LuValle Store and Jimmy's Coffee House will be completed by the end of zero week.
12. Student Union
Welcome signs will be installed during the first week of October and will be followed by new exterior banners on the Ackerman exterior stairway.
13. System Upgrades
ASUCLA Marketing, Information Services, and the UCLA Store are in the training phase for the transition to a new Electronic Service Platform (ESP) to manage the email databases and automate select email marketing campaigns.
14. CAPS
ASUCLA entered into an Occupancy Agreement with Counseling and Psychological Services (CAPS) at LuVall Commons to provide mental health services to UCLA students.

EXECUTIVE COMMITTEE REPORT

Ms. Adewumi-Gunn stated the committee met on September 19 and was held in Executive Session.

FINANCE COMMITTEE REPORT

Mr. Sidhu stated that the committee met on September 21 and reviewed the Student-Run Enterprises and Communications Board current financials. The committee also approved and sent forward the North Campus Restroom Capital Expenditure and the Corporate Credit Card agenda items to the Board.

SERVICES COMMITTEE REPORT

Ms. Bricky explained that the committee met on September 14 and heard a presentation from Guy Adams regarding the t-shirt design contest. The committee agreed that it was time to choose a new recipient of the donation box and management will present new options at the next meeting. Finally, the committee reviewed the new logos submitted by Clever Creative. The committee did not find the logos very appealing and asked for Clever Creative to develop new options.

STRATEGIC COMMUNICATIONS AD-HOC COMMITTEE REPORT

Mr. Mayer indicated that the committee met earlier today and discussed hosting a meet and greet event for all four entities which will occur sometime in October. The committee also reviewed the final verynice. report which will be presented later today to the Board.

PERSONNEL COMMITTEE REPORT

Mr. Oved stated that the committee will meet today after the Board meeting.

FINANCIAL STATEMENTS

August 2018 Financial Results

Gross income for August was **\$4.8M** (compared to July at **\$4.3M**) which was **\$200K below** plan and **\$50K below** last year. Gross margin at **\$2.2M** was **\$9K better** than last year and **\$86K below** plan. Contribution at \$303K was **\$18K below** plan and at last year. Net income for the month was **\$30K better** than budget.

Store gross income was mostly impacted by the decline in computer hardware sales to institutional clients given that there has been no new Apple product introduced. Lower than anticipated visitor traffic also had a negative impact on merchandise sales. The overall impact on the bottom line was significantly mitigated through Used Textbooks and Law School Book Rental. It is expected that September merchandise sales will be impacted negatively given the outcome of the football games and the lack mentioned above of the Apple refresh cycle.

Gross income in Restaurants was mostly impacted by soft sales in the Kerckhoff Coffeehouse and Taco Bell as well as the shift in timing of special events. Café

Synapse continues with negative results, but a plan for the introduction of new products and partnership with Health Sciences are being finalized. ASUCLA in collaboration with the HCI are planning activities in and around the Café. The below plan performance for the month was partially mitigated through cost control.

Below plan performance of domestic licensing line significantly mitigated through better than plan international and campus related revenues.

The Student Union performed ahead of plan due to some filming and photo shoots.

Better than plan results in wages and employee benefits augmented by better interest income mitigated the anticipated of LuValle's HVAC system and rental of portable units. This expense item will continue into September as repair/replacement of the failed units is in progress.

The Association reported a cash book balance of \$14.2M for the month. Of this balance, \$1.8M has been reserved for capital projects, leaving \$11M in uncommitted cash which is (\$3.7M) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$122K or 4%. Store inventories at cost were \$6M while inventory turns were at 4%.

Student-Run Enterprises September Preliminary Sales

September sales figures in the Store are negative to plan by (\$688K). Bearwear is negative by (\$121K), and Used Text is positive to plan by \$10K. Computer Store is negative to plan by (\$107K). The Health Science Store is negative to plan by (\$234K) due to the timing of dental kits. The Hilltop Shop is positive to plan by \$5K, and MTW is negative by (\$123K).

Food Service sales are negative to budget by (\$67K). Court of Science Student Center is (\$16K) negative to plan and Catering and Concessions are both negative to plan by (\$19K) and (\$6K) respectively.

VERYNICE. PRESENTATION

Florencia Di Sarli and Anders Tse from verynice. presented their final workshop documentation and recommendations report.

NORTH CAMPUS RESTROOM CAPITAL EXPENDITURE

The North Campus Student Center restrooms have not been fully renovated since the building opened in 1976. Their condition requires renovation, including ADA modifications. The project includes plumbing (removal and installation of new fixtures), paint and drywall (patch, wall prep and paint), new lighting, removal and installation of new partitions, and flooring/tile including the demo of existing tiles, and replacement of accessories.

The project in the current fiscal year budget was approved at \$250,000. The Board is hereby requested to approve a \$249,984 capital expenditure for this project.

Mr. Sidhu made a motion, seconded by Mr. Wada that the Associated Students UCLA Board of Directors approve a \$249,984 capital expenditure to renovate the men's and women's restrooms at the North Campus Student Center. Mr. Kato called for a vote. The motion was approved by a vote of 10 yeas and no nays.

CORPORATE CREDIT CARD

On August 23, 2013, the Finance Committee recommended to the Board of Directors that the Association obtain four Corporate Credit Cards for the purchase of books, supplies, E-Commerce services, and other services with a \$50,000 credit limit. This limit is still in place. Four additional credit cards are now being recommended for purchases from certain ASUCLA vendors who would only sell to ASUCLA via credit card. Additionally, these cards will reduce the use of personal credit cards for large and or immediate purchases made by key employees. The monthly amount varies between \$4K and \$12K. Management feels an additional \$30,000 credit limit should suffice.

Mr. Sidhu made a motion, seconded by Mr. Mayer that the Associated Students UCLA Board of Directors approve management to obtain four Corporate Credit Cards for the purchase of supplies and other services with a \$30,000 credit limit. Mr. Kato called for a vote. The motion was approved by a vote of 10 yeas and no nays.

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 1:46 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 1:52 p.m.

ADJOURNMENT

Mr. Kato called for consent to adjourn the Associated Students UCLA Board of Directors' September 28, 2018, Regular Meeting. There being no objections, the meeting was adjourned at 1:52 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