

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
October 26, 2018
12:00 p.m.
Kerckhoff Hall Staterooms**

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

ABSENT: Paul Abramson

MANAGEMENT: Donna Baker, Finance Director
Ari Baron, Trademarks & Licensing Creative Brand Manager
Cindy Bolton, Food Service Director
Roy Champawat, Student Union Director
Sandi Gillespie, Association Affairs & External Affairs Manager
Cindy Holmes, Trademarks & Licensing Director
Michelle Moyer, Business and Compliance Director
Lisa Perez, Marketing Director

GUESTS: Thomas Lin, Daily Bruin
Jacob Preal, Daily Bruin Editor in Chief
Michael Skiles, GSA President

CALL TO ORDER

Mr. Kato called the meeting to order at 12:06 p.m.

APPROVAL OF AGENDA

Mr. Kato called for consent to approve the Associated Students UCLA Board of Directors' October 26, 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' September 28, 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:

ASUCLA Website

The ASUCLA website new homepage launched on October 22. The new landing page features are consistent with the ASUCLA App.

ASUCLA Logo

Work is continuing with Clever Creative on a new ASUCLA logo package. Three different concepts were presented to the Ad-hoc Committee which are being further developed.

T-shirt Design Contest

Deadline for contest entries is November 9. The t-shirt design showcase will be held on the Kerckhoff Patio on November 14.

Storewide Monster Sale

The Monster Sale will be on October 30 and will offer 50% off all red tagged items, \$25 off any Mac®, iPad Pro® or PC and 25% off store department items. This sale will be one day only across all store locations on campus.

BearWear

Score Big promotions are scheduled for October 29, November 19, and November 26. Customers will receive a 5% discount for every touchdown the Bruins score at the Rose Bowl every Monday following a home game.

UCLA Restaurants

New signage was placed in Café Synapse and Stage Canteen to highlight their locations. Signage's for five new rotating menu themes were placed in Greenhouse and included Classic American, Italian, Caribbean, Asian, and Latin foods.

Financial Reporting

Management is working on developing financial dashboards. This will include additional financial metrics of the organization and up-to-date information that will increase the ability to make sound decisions a strategic roadmap.

Back To School Marketing Results

The store experienced a 71% increase in coupon redemption as a result of the expanded distribution efforts related to the ASUCLA BenefitsU Passport program. Participation in the ASUCLA Loyalty program experienced a 64% issuance of reward certificates as a result of improved messaging efforts.

Bearwear Sales Floor Refresh

Due to quality issues with the track lighting portion of the project, there is a delay in the lighting installation for each of the cashier stations. In the meantime, new energy efficient perimeter lighting will be installed. New merchandise fixtures have been

ordered for the focal wall to improve product presentation. Installation is scheduled for late November.

Bruin Custom Print

The new Bruin Custom Print Website launched on October 22. The site enables customers to design and order custom t-shirts, hoodies, and polo shirts for individuals or groups.

Luskin Conference Center

Tote bags with campus store coupons were left in guest rooms at the Luskin Conference Center. To date, 95 coupons have been redeemed as well as free tote bags have been given away to participants. While usage of the departmental discount coupons that are in the tote bag has been low, the program is proving to be beneficial in the area of campus partnerships.

Wescom Partnership

Management and Wescom are in the process of finalizing the lease agreement for the Wescom branch that will be constructed in the first-floor dining room. The business terms of the lease (i.e., use, term, rent) have been agreed upon. Finalizing the agreement involves negotiating other terms and working with UCLA Real Estate and UCOP toward execution.

ASUCLA Distinguished Speaker Series

The inaugural speaker for this new series will be Coach Val, UCLA Hall of Fame Coach and Author. Coach Val will share the fundamentals of character and success passed down from her inspiration, UCLA Legend Coach John Wooden. The event will be held on November 7 in the Charles E. Young Grand Salon and will benefit ASUCLA.

Ashe Center Physical Therapy at North Campus

Costs for renovations to accommodate a possible physical therapy space at North Campus Student Center are underway in coordination with Ashe Center.

LuValle Commons HVAC Replacements

Replacement of the HVAC units and repairs to the system in the LuValle Store and Jimmy's Coffee House are being reviewed by campus building and safety officials for final approval.

UCLA Centennial RFP

ASUCLA's Centuries of Service RFP has been submitted to the UCLA Centennial Committee. This will involve a yearlong series of events and activities to focus on the student-initiated impact on UCLA and the Los Angeles community. USA, GSA, and Student Media all have participated in a joint program to draw attention to the significant contributions of ASUCLA.

Undergraduate Admissions

Construction activities are underway in the space adjacent to Bruin Viewpoint Room for an Undergraduate Admission Information and Welcome Center.

New Marketing Initiatives throughout Restaurants

The Association is continuing with frequent Instagram food posts. On October 22 an ASUCLA BenefitsU email was sent highlighting the locations with less traffic (Café Synapse, Untitled, Stage Canteen, and Terasaki) and also included a Café Synapse survey.

Collaboration with Residence Halls on Meal Plan Swipes/Vouchers

The Residence Hall's increase of \$1.00 for the dorm food voucher has been in effect since September 27 (with ASUCLA's \$.60 contribution the total is \$3.45), but there are few coupon redemptions. For the regular dorm coupons, 24 coupons were redeemed for the first four weeks of fall quarter. Additionally, for the work stoppage days scheduled October 23 - 25, ASUCLA has partnered with the Residence Halls to offer selected meals in most of the locations for a value of \$8.00. This is an effort to provide residents with additional meal options during the strike.

Maximize Brand Impressions throughout U.S. Domestic Markets

Trademarks & Licensing Brand Retail Manager, Kristina Miller, had very successful meetings at key retailer headquarters earlier this month and presented at the October Finance Committee meeting. The presentation included new merchandising and print-on-demand opportunities at Amazon, alumni zip code and other data expertise sharing with Costco to help with future store location assortment planning and promotion at Dick's Sporting Goods.

EXECUTIVE COMMITTEE REPORT

Ms. Adewumi-Gunn stated the committee met on October 25 and was held in Executive Session.

FINANCE COMMITTEE REPORT

Mr. Sidhu stated that the committee met on October 19 and reviewed the Student-Run Enterprises and Communications Board current financials. The committee also reviewed the draft audit report for Accounts Payable which had no significant deficiencies.

SERVICES COMMITTEE REPORT

Ms. Bricky explained that the committee met on October 12 and heard a presentation from Guy Adams. Mr. Adams updated the committee on the latest improvements with Bruin Custom Print (BCP) Shop and previewed the upcoming website that will be launched later in the year. The website will feature an area where you can customize t-shirts and other items. The committee also chose a new recipient for the donation box which will be Skid Row Trust in Los Angeles.

Ms. Bolton shared with the committee the new coffee cups and sleeves that will be used in all of the ASUCLA coffee houses and also discussed the new food items that will be featured at LuValle Commons.

STRATEGIC COMMUNICATIONS AD-HOC COMMITTEE REPORT

Mr. Mayer indicated that the committee met earlier today and discussed the new logo options from Clever Creative. The committee also came to an agreement for the new ASUCLA Vision Statement that will be presented to the Board in December.

PERSONNEL COMMITTEE REPORT

Mr. Oved stated that the committee met on September 26 and discussed the incentive compensation program and Ms. Moyer gave a presentation regarding several personnel items including an equity study for the Association.

FINANCIAL STATEMENTS

September 2018 Financial Results

Gross income for September was \$8.3M (compared to August at \$4.8M). Gross margin at \$3.2M was (\$335K) below plan. The main contributions to the lag were the performance of product sales (physical and virtual store), the back order of dental kits, and computer sales. The impacts on net income were somewhat mitigated through controls in wages and benefits, other controllables, and allocated expenses to end the month at net positive of \$100K which is (\$170K) below budget. However, the realization of the dental kits backorder is expected to reduce the gap to (\$70K).

Retail sales in the first quarter are substantially dependent on the performance of the football team and reflected in the UA sales. Computer sales were impacted by the absence of new products to market and dental kits are expected to come back to budget level once back orders, due to product availability, are fulfilled.

Soft sales in the food outlets were substantially mitigated through expense control. A number of operational and product enhancement measures have been undertaken to improve customer count and outreach.

Domestic licensing was significantly better than plan and mitigated against the higher than plan expenses in various areas. Leased Operations should be closer to plan as CAPS lease has replaced the Kaplan vacated space in LuValle. Student Union did better than plan driven by additional orientation sessions and positive performance of controllable expenses.

Better than plan results in wages and employee benefits augmented by better interest income and lower utility expenses more than covered the LuValle portable HVAC rental

expenses.

The Association reported a cash book balance of \$14.M for the month. Of this balance, \$1.9M has been reserved for capital projects, leaving \$11M in uncommitted cash which is (\$4M) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$80K or 2%. Store inventories at cost were \$6M while inventory turns were at 4.3%.

Student-Run Enterprises September Preliminary Sales

October sales figures in the Store are negative to plan by (\$220K). Bearwear is positive by \$47K, New Text is negative by (\$51K), and Used Text is positive to plan by \$8K. Computer Store is positive to plan by \$25K. The Health Science Store is negative to plan by (\$101K) due to the backorder of dental kits. The Hilltop Shop is positive to plan by \$5K, and MTW is positive by \$14K.

Food Service sales are positive to budget by \$10K. Court of Science Student Center is \$20K positive to plan as well as Panda Express and Veggie Grill are both positive to plan by \$65K and \$33K, respectively. Catering is negative to plan by (\$31K) and Concessions are positive to plan by \$6K.

UCLA RESTAURANTS PRESENTATION

Ms. Bolton presented to the Board an update on UCLA Restaurants 2018-19 key initiatives which included overall quality improvements, revitalization of Café Synapse and Stage Canteen, and the coffee experience. The division also hired a food service consultant for a high-level operational review of all cash sales locations and catering department. Finally, Ms. Bolton updated the Board on current marketing initiatives and catering department revitalization which will include focusing on details to improve the overall look and feel events.

BRANDING & LICENSING EUROPE PRESENTATION

Ms. Holmes, Mr. Baron, and Ms. Gillespie gave a presentation on the Branding & Licensing Europe tradeshow in London. UCLA had a booth at the tradeshow with over 300 visitors as well as editorial coverage and social media presence. ASUCLA also hosted an alumni event and attended an UC event later in the week. Trade show benefits included brand awareness, strategic partnership opportunities, and ability to tell the UCLA brand story, as well as reconfirm global interest.

ADJOURNMENT

Mr. Kato called for consent to adjourn the Associated Students UCLA Board of Directors' October 26, 2018, Regular Meeting. There being no objections, the meeting

was adjourned at 1:38 p.m.

* * * * *

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