

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
February 22, 2019
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, and Jesse Torres

ABSENT: Kevin Eagan, Lawrence Traylor Jr., and Frank Wada

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

GUESTS: Brittany Eshelman, UCLA Student
Kathryn Nucci, Daily Bruin

CALL TO ORDER

Ms. Adewumi-Gunn called the meeting to order at 12:05 p.m.

APPROVAL OF AGENDA

Mr. Sidhu made a motion, seconded by Mr. Mayer to move agenda item VIII.C to Executive Session. Mr. Adewumi-Gunn called for a vote. The motion passed with a vote of 8 yeas and 0 nays.

Ms. Adewumi-Gunn called for consent to approve the Associated Students UCLA Board of Directors' February 22, 2019, Regular Meeting Agenda as amended. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

Ms. Adewumi-Gunn called for consent to approve the Associated Students UCLA Board of Directors' January 25, 2019 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 Instagram Update

The #OneSweetSale Giveaway was posted February 8–14 to promote the sale and increase engagement. The post received 678 likes, 775 comments, reached 2,609 users and added 300 followers. Instagram following is now up to 2,100, (133%) compared to 900 at the beginning of Fall Quarter.

UCLA Student Union

Art in the Union entries are being accepted until April 12. There will also be a 24-Hour Study Lounge in the Student Union March 13 – 21.

Coffeehouse Refresh

A complete installation of the new menu boards and wall graphics in Kerckhoff Coffeehouse took place the week of February 18. Plans to roll out the new menu boards in Bruin Buzz, Northern Lights, and Music Café will be completed by March 15. Kerckhoff Coffeehouse logo sign will be installed by March 28, and the matcha tea signage will be on display beginning March 1.

Human Resources

Completion of the lobby refresh, mural, banner, and updated job boards will take place on March 15. Round two of the employee orientation video was delivered on February 19.

E-commerce Initiatives

Spring Collection Instagram shopping posts/Pinterest boards will be posted every Friday in March.

Mr. Baron updated the Board on the Bruin Up Eats tasting event that will take place at LuValle Commons on March 5, 3:00-5:00 p.m.

Bruin Custom Print

Bruin Custom Print has hired a student ambassador to assist with outreach efforts to all student groups.

Micro websites were launched to enable groups to place orders for products specific to their UCLA department.

ASUCA is collaborating with the UCLA Centennial Celebration Committee to review the products that will be available for campus departments to order. Also, management is in discussions with the Committee for partnership opportunities with the CicLAvia event to be held this fall.

LuValle Commons Store

In partnership with the School of Arts and Architecture, posters are being installed in the Broad Arts building highlighting department specific merchandise that is available in the LuValle Commons Store.

Internal Audits

The Finance Division has completed discussions with UCLA Audit and Advisory Services and has achieved annual current, budget, and forecast year savings. We have also improved the timeline and resources for the Association departmental audits.

ASULCA Open House

The ASUCLA Open House took place on February 7 from 11:00 a.m.–2:00 p.m. in Ackerman Grand Ballroom. The event highlighted many of the Catering menu offerings, the venues from ASUCLA Event Services and services available at Bruin Custom Print. We had over 550 attendees and positive feedback from potential clients.

Additionally, Catering will be participating in the Alliance Supplier and Bruin Buy Fair taking place in Ackerman Grand Ballroom on March 7. This event has many service providers from both on and off campus that work with UCLA departments. Catering will participate in the event with an information table and food tastings

New Marketing Initiatives Throughout Restaurants

To drive more customer traffic, flyers promoting the wings at LuValle Commons were distributed to the surrounding buildings. Also, flyers were distributed for Café Synapse for its new menu and a discount coupon to UCPD, Facilities, Transportation, Engineering, and at the Regan Medical Center. The School of Medicine also distributed a follow-up email to thank everyone for participating in the survey and offered a discount coupon for participation.

Collaboration with Residence Halls on Meal Plan Swipes

Effective February 18, the residence halls will increase the value of the meal coupons by \$.32. The value will now be \$3.17 plus the ASUCLA additional contribution of \$.60 for a new net retail value to the students of \$3.77.

Performance Appraisal Process

A new form was designed for career employees that include organizational objectives so that individual goals can be set and aligned with the managers' objectives

Introduction of ASUCLA to Campus New Hires

Focused efforts are underway to increase the knowledge and visibility of ASUCLA to campus new hires. UCLA HR, Housing and Hospitality HR, and other HR departments

will be including an ASUCLA promotional flier in new hire materials to introduce new employees to ASUCLA services.

Ackerman A-Level Organized Viewing Parties

Viewing parties for major non-sporting events such as the Super Bowl and Grammy Awards were organized for students to watch and included raffle prizes. Outreach to constituencies such as Dashew Center for International Students and the Transfer Center is a part of planning. The next viewing party is for the Oscars on February 24.

Developing and Launching New Events

Management is putting together various concepts to better utilize ASUCLA's spaces as focal points for the campus community. The goal is the production of recurring events (music/food/pop-ups) in collaboration with student groups. The first of these will be April 26 on the Kerckhoff Patio and feature a Casino Night and a Pop-Up tent with new menu offerings from UCLA Restaurants. The April event is in collaboration with the Transfer and Veterans Centers.

North Campus Exterior Painting

The painting has been delayed due to the rainy season. Additionally, more wood rot has been discovered as the work has progressed and will require additional work.

Supply Chain Transparency

Management is currently constructing a supplier agreement with a strategic supplier for apparel cut-and-sew to be done in Los Angeles to help with targeting completion in time for the Centennial marketing and participation in Made in LA roadshow.

Food Service Kiosk

ASUCLA will be installing a self-service Kiosk at Taco Bell.

Food Service Mobile Ordering App

ASUCLA has signed an agreement to become a beta site for a Mobile App developed by Blackboard (current Food Service POS vendor). This App will be tested at one location during the beta testing period.

EXECUTIVE COMMITTEE REPORT

Ms. Adewumi-Gunn stated the committee met in Executive Session.

FINANCE COMMITTEE REPORT

Mr. Sidhu stated that the committee met and discussed the Data Security Audit that was a result of the FACTA lawsuit and approved the tentative budget assumptions.

SERVICES COMMITTEE REPORT

Mr. Arasasingham stated that the committee met on February 15 and discussed installing two massage chairs in the Kerckhoff Hall third floor study lounge. The chairs will be donated by the USAC Internal Vice President's office. The committee also heard a presentation from the food consultant and previewed the second ethical labor video.

PERSONNEL COMMITTEE REPORT

Mr. Oved stated the committee met and discussed the ongoing compensation study and the Executive Director's evaluation

STRATEGIC COMMUNICATIONS AD-HOC COMMITTEE REPORT

Mr. Mayer indicated that the committee did not meet in February.

FINANCIAL STATEMENTS

January 2019 Financial Results

Gross income at \$5.6M (compared to \$5.4M in December) was \$200K better than last year and (\$80K) below plan. Gross margin at \$2.7M was \$270K better than last year and at plan. Contribution at \$817K was \$90K better than last year and \$20K ahead of plan driven by Licensing & Services performance. Better than plan performance of other income at \$70K ahead of budget and \$60K better than last year helped with the month end of (\$28K), which was \$144K better than budget and at last year in terms of net income. The better than plan results helped close the gap of performance compared to budget by \$150K in YTD results.

Please note that while gross income through the first half of the year was (\$1.7M) below plan, the bottom line net income was only (\$60K) below from plan. The significantly better than plan performance in terms of expense controls, Licensing & Services and Other Income categories have close to fully mitigated for the Store sales decline driven by team performance and declines in the restaurant customer count.

Retail Operations

The strong performance of the Textbook Rental Program mitigated the drop in financial returns from the New Text category. Graduation etc. was below plan due to timing and is expected to more than recover through spring given the demand for the new Centennial sashes.

Restaurants

Customer count in January was negatively impacted due to inclement weather and while

the average check is higher than budget & last year, the restaurant operation needs to further the efforts to increase customer traffic. Marketing efforts effectuated in February for Café Synapse and the implementation of the recommendations by the food consultant are expected to improve the performance output in this area. The Catering Open House was well received and we expect additional catering opportunities to arise, especially with the planning of centennial and graduation events.

Services & Student Union

International Licensing and revenues from the Wescom deal continue to result in significantly better returns cumulatively ahead of budget and ahead of last year. This trend is expected to continue for the next reporting period.

Other

Better than anticipated results in Other Income (exp) categories has helped mitigate the contribution gap and reduced the Net Income deviation from plan.

The Association reported a cash book balance of \$19.4M for the month. Of this balance, \$912K has been reserved for capital projects, leaving \$17.3M in uncommitted cash which is \$1.1 higher than the board-required cash reserve.

Past due accounts receivables were at approximately 3% or \$130K. Store inventories at cost were \$6.5M; while inventory turns were at 4.24.

Student-Run Enterprises February Preliminary Sales

February Store sales are \$154K positive to plan. BearWear sales are \$57 positive to plan and Men's FastTrack is \$23K better than plan. Health Sciences Store is also positive to plan by \$143K due to dental kit sales. E-commerce is \$2K better than plan and (\$98K) below last year.

Restaurant sales are (\$209K) below plan due to lower customer counts in all areas. Catering and Concessions are negative to plan (\$15K) and (\$23K), respectively.

APPROVAL OF REVISED CASH RESERVED POLICY

Mr. Sidhu made a motion, seconded by Mr. Mayer that the ASUCLA Board of Directors approve the revised Cash Reserve Policy. Ms. Adewumi-Gunn called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

APPROVAL OF FY 19-20 TENTATIVE BUDGET ASSUMPTIONS

Mr. Sidhu made a motion, seconded by Mr. Kato that the ASUCLA Board of Directors approve the FY 19-20 Tentative Budget Assumptions. Ms. Adewumi-Gunn called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

EXECUTIVE SESSION

Ms. Adewumi-Gunn 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 1:24 p.m.

Ms. Adewumi-Gunn 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 2:39 p.m.

ADJOURNMENT

Ms. Adewumi-Gunn called for consent to adjourn the Associated Students UCLA Board of Directors' February 22, 2019, Regular Meeting. There being no objections, the meeting was adjourned at 2:39 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