

**ASSOCIATED STUDENTS UCLA  
BOARD OF DIRECTORS  
Regular Meeting  
April 26, 2019, 2019  
12:00 p.m.  
Kerckhoff Hall Staterooms**

**PRESENT:** Pouria Abbassi, Erika Brickly, Kevin Eagan, Kevin Kato, Joshua Mayer, Avi Oved, Navi Sidhu, Jesse Torres, Lawrence Traylor, and Frank Wada

**ABSENT:** Paul Abramson, Aidan Arasasingham, and Michelle Goodman

**LATE:** Teni Adewumi-Gunn

**MANAGEMENT:** Donna Baker, Finance Director  
Ari Baron, Marketing Director  
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  
Jasmine Omidfar, Executive Assistant ASUCLA

**GUESTS:** Thomas Lim, Daily Bruin  
Kristina Miller, Licensing Manager  
Leilani Donato, Facilities Maintenance Manager

**CALL TO ORDER**

Mr. Kato called the meeting to order at 12:05 p.m.

**APPROVAL OF AGENDA**

Mr. Kato called for consent to approve the Associated Students UCLA Board of Directors' April 26, 2019, 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' March 15, 2019, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

## **PUBLIC COMMENT**

Mr. Abbassi and Mrs. Gillespie introduce a new member of the Executive Director's Office, Jasmine Omidfar, as temporary Admin Assistant. Additionally, Mr. Mayer gave his resignation due to conflicts with his Ph.D. dissertation research schedule. Mr. Abbassi extended his appreciation to Mr. Mayer for his efforts in the ASUCLA vision statement, Wescom deal, logo mark, and his work in developing partnerships with other ASUCLA entities.

## **EXECUTIVE DIRECTOR'S REPORT**

Mr. Abbassi updated the Board on the following topics:

### Social Media Update

ASUCLA is moving aggressively to utilize social media to outreach to the larger student population. ASUCLA recently concluded eight days of posts promoting ASUCLA's involvement with Earth Week and Earth Day. Environmental initiatives include the 100+ solar panels installed on the roof of Ackerman Union.

### Centennial Celebration UCLA Store

On May 1, the campaign launches in the store with displays at both shear walls on B-Level, Pinnacle display on B-Level, Under Armour display in Sideline Shop, and holographic decals on all exterior doors and elevator doors.

### Email Campaigns

Various campaigns around UCLA Apparel and accessories such as Centennial online shop launch on May 1, Beach Volleyball Champs contingency on May 5, Mother's Day apparel & accessories on May 6, One Day Sale 25% off on May 20.

### ASUCLA Benefits U

There will be Mexican/Latin food on campus to advertise the various restaurant food options on April 29, Art in the Union winners will be announced on May 6, and the centennial party invitation and reminder on May 17 and May 18.

### United Way

UCLA has been a partner with the United Way for over 50 years to support the homelessness in Los Angeles. At the spring football game, ASUCLA collected over 1500 pounds of food making it the largest food drive on campus for the CPO Food Closet. The donation box on a-level will also support the campaign for the spring quarter.

### Computer Store

An integral component of the Computer Store's Bruin Day outreach efforts is to remain in contact with newly admitted students throughout the summer. Team members will personalize each letter referencing comments that the newly admitted students have made when signing up for the program.

### Supply Chain Transparency

Ethical labor is a core initiative of ASUCLA. Beta testing for a new data system will begin, anticipated to improve transparency by requiring licensees to provide greater and more meaningful detail as to the entities in their supply chain.

### H&M Agreement

Additionally, ASUCLA's agreement with H&M has been handling negotiations about the ethical labor management obligation. H&M announced their most recent progressive move towards transparency via publically posted supply chain information

### Omni channel Brand Story

ASUCLA is evolving a worldwide Omni channel approach for brand story and product collections supplemented by strategic localization. Positive meetings and proposals received from contract resources for the enhancement and building of a brand style-guide with emphasis on lifestyle photography, brand voice, and copyediting.

### Bruin Nights – All In

On April 25 from 6:00-8:00 p.m. *Bruin Nights - All In* featured Vegas-style games for students, collaborating with the Transfer Center to promote the event to their transfer students through their social media and marketing channels.

### Improved Food Quality and Breadth of Choice

The new burger line for Lu Valle is almost finalized and should launch in the next few weeks.

### Catering Department Revitalization

On May 1, Michelle Obama will be at UCLA for College Signing Day at Pauley Pavilion. ASUCLA Catering will be providing 10,000 snack boxes and over 10,700-boxed lunches to attendees.

### Meal Plan Swipes

ASUCLA partnered with the Residence Halls again to offer the increased coupon value during both AFSCME labor strikes on March 20 and April 10 to provide the student residents additional meal options during the limited service during the strike.

### Anderson Café

The Association is moving forward with the Anderson School of Management café space that will now be operated by ASUCLA. The previous service provider ended their contract. At Anderson's request, ASUCLA scheduled food trucks on campus from April 22 until mid-June. In summer, ASUCLA will improve and enhance the kitchen area and

Anderson will improve the dining area, targeted for August completion.

#### Office Restoration

After the storm-water flooding in January damaged the A-Level Student Union offices and B-Level Optometry store, restoration has been completed and ASUCLA is working with insurance underwriters to recoup this cost.

#### North Campus

The exterior painting has been completed. It is the first major painting of the building in more than two decades. The work included the repair of damaged wood in the exterior.

#### Employee Relations

ASUCLA's annual Employee Service Awards ceremony will take place on May 2 in the Bruin Reception Room to honor career employees for many years of service.

Additionally, the annual Exceptional Student Performance Awards ceremony will take place on May 22 in the Bruin Reception Room, honoring student employees.

#### New Applicant Tracking Software

Newton, an online applicant tracking software has been launched for ASUCLA's hiring process to be simpler, more efficient and nearly paperless. Hiring managers will be able to view online applications, availability and resumes, then schedule phone screens and in-person interviews. Additionally, both career and student employees will be able to apply right from their devices and view the status of their applications in real-time. Hiring managers have been trained and the system is fully live.

#### Travel Services

Full integration into the ASUCLA Travel Program (and all the benefits for employees that go along with it) is expected to occur in July, following total integration of the site into UCPATH.

#### UCPath

The Finance, HR, and IT departments are in continuous discussions with UCPATH to make progress on open issues. Invoicing for wages and benefits is up-to-date.

#### Business Intelligence Dash Board

Financial Dashboard is in the testing stage and the developer is resolving the issues reported during the first round of testing.

### **EXECUTIVE COMMITTEE REPORT**

Mr. Kato stated the committee met on April 12 and was held in Executive Session

## **FINANCE COMMITTEE REPORT**

Mr. Sidhu stated that the committee met on April 19 discussed the March Financial Statements.

## **SERVICES COMMITTEE REPORT**

Ms. Bricky stated the committee met and had a presentation from Wescom outlying phase one of the patio project. Phase one is scheduled to be complete before the fall quarter. The committee also heard a presentation on the current surveys that were deployed and valuable information was gained. Finally, the committee previewed the third ethical labor video.

## **PERSONNEL COMMITTEE REPORT**

Mr. Oved stated that the committee met in April and discussed updated HR office, compensation study competition May/June, professional employees' access to travel services, and the new hire video.

## **STRATEGIC COMMUNICATIONS AD-HOC COMMITTEE REPORT**

Mr. Mayer indicated that the committee met earlier today and discussed the Centennial events and breakfast with the Chancellor in May.

## **FINANCIAL STATEMENTS**

### **March 2019 Financial Results**

Gross income at \$5.7M (compared to February at \$5.1M) was \$ 200K better than plan and \$400K better than last year. Gross Margin at \$2.9M was \$155K better than last year and (\$45K) below plan. Contribution at \$800K was at budget and slightly below last year. Combined cumulative better performance of allocated expenses and other income categories resulted in net income of (\$124K) which was \$60K better than plan.

It is important to note that while YTD Gross Income is \$1.5M behind plan and contribution is \$800K below budget (mainly due to the first six months sales decline in retail and weaker food service operation), expense control, Licensing and Services and other income categories have brought the plan deviation below \$100K ~0.3% of the budget.

March was a strong month for stores, exceeding budget significantly in terms of gross margin and contribution targets. The performance of the retail operations was driven by solid results in Bearwear, FastTrack, Graduation Etc., Course Readers, and the continued fulfillment of dental kit backorders.

Restaurant sales have tracked better than last year; the increase in the cost of operation including wages and benefits has outpaced the sales increase and reduced contribution to plan. The decline in customer counts for the month and on a YTD basis has had the most negative impact on financial performance. Utilization of several survey results and better marketing of the variety of offerings are top priorities. Several initiatives have been or are in the process of being effectuated to increase contributions. Café Synapse customer count decline rate has been stabilized and the focus has shifted to more frequent interactions with surrounding buildings and signage. While concession has had a difficult year mainly due to a weak basketball season, March posted strong sales mainly due to the performance of the Women's Gymnastics.

Domestic Licensing revenue has not hit targets, but International Licensing continues to post YTD strong results. It is expected that promotional royalties will pick up with centennial-related products. Revenues from the Wescom deal continue to deliver positive inflow for the organization. The student Union events division is operating slightly better than budget.

Better than anticipated results in Other Income (exp.) categories including higher interest income continues to help mitigate the below plan contribution performance of other areas and the additional facilities repair and painting costs.

The Association reported a cash book balance of 12.8M, 5M compared to 12.8 surplus 7.8M.

Past due accounts receivables were roughly 160K or 4%. Store inventories at cost were \$5.7M; while inventory turns were 4.3.

#### April Preliminary Sales

BearWear sales were 75K below plan but 52K better than last month. The second half of the month was stronger in sales. Next session Mr. Healey will prepare an Under Armour comparison presentation.

### **INFORMATION TECHNOLOGY PRESENTATION**

Mr. Mehdian provided the Board with an Information Technologies presentation that included the following:

- Business Intelligence (BI) Dashboard
- Challenges taking data from legacy systems and putting them in a Financial Dashboard
- Financial Dashboard interface
- Course Material Dashboard
- Data Security Audit
- Digital Signage – implementation for menus in cafes

- Kerckhoff Hall Wireless Expansion for better Wi-Fi connection
- Food Service EMV Implementation
- Mobile ordering launching this year with a soft launch in summer
- Kiosk ordering expanding to Taco Bell

### **TRADEMARKS & LICENSING AMAZON PRESENTATION**

Ms. Miller gave a Trademarks & Licensing Amazon Strategy presentation that included the following:

- Amazon is responsible for 49% of online sales, 5% of the total US retail market, 1.6M of packages a day
- The Amazon strategy involves licensee directed selling, as well as trademarks and licensing products page
- 1,397 visitors to the store page in the last 30 days and 153 orders placed generating \$3,518 sales
- Amazon.com/UCLA: can print on demand so no inventory risk, can highlight items and collection test new graphic ideas
- Selling t-shirts, available in kid's sizes 2-12, Men's up to 3X, and Women's 2X
- The Amazon site launched in mid-February, two campaigns launched in March:
  - Targeted UCLA Gymnastics searches/products and General UCLA product search
  - Both campaigns have a \$15/day spend and run banner ads along top or side of the page
- UCLA gymnastics ad campaign resulted in \$2,692 sales and 136,109 impressions
- UCLA generic ad campaign resulted in \$4,239 sales and 45,709 impressions
- UCLA custom print on demand shirts resulted in \$950 royalties and 235 shirts sold

### **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 1:21 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 1:33 p.m.

Ms. Adewumi-Gunn made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Ms. Adewumi-Gunn called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

### **ADJOURNMENT**

Ms. Adewumi-Gunn called for consent to adjourn the Associated Students UCLA Board of Directors' April 26, 2019, Regular Meeting. There being no objections, the meeting was adjourned at 1:33 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.

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Kevin Eagan  
Board Secretary and Administrative Representative