

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
January 25, 2019
12:00 p.m.
Kerckhoff Hall Staterooms**

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

ABSENT: Erika Bricky and Lawrence Traylor Jr.

MANAGEMENT: Donna Baker, Finance 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
Lisa Perez, Marketing Director

CALL TO ORDER

Mr. Kato called the meeting to order at 12:00 p.m.

APPROVAL OF AGENDA

Mr. Kato called for consent to approve the Associated Students UCLA Board of Directors' January 25, 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' December 07, 2018, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

ELECTION OF OFFICERS

Ms. Adewumi-Gunn stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the appointment of Teni Adewumi-Gunn as Board Chair and Kevin Kato as Board Vice-Chair effective immediately. Mr. Kato called for a secret ballot vote. The nominations were approved by a vote of 10 yeas and no nays.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the Board on the following topics:

ASUCLA App

ASUCLA has begun developments for the next phase of the ASUCLA App which will include a new screen for push notifications, a new Student Union events page, dashboard capability to add new events, and a home screen update.

Ethical Labor Video

Trademarks and Licensing is developing education and training tools for the internal campus community including ethical labor videos that will be hosted on the ASUCLA YouTube channel and pushed through all digital channels including social media, website, and email updates.

Storewide #OneSweetSale

The UCLA Store will host a #OneSweetSale on February 13. DJ Trevor will play music in the Store from 2:00-5:00 p.m. There will also be flower and candy giveaways throughout the day.

Social Media

ASUCLA will be hosting a Valentine's Day Basket Giveaway to increase Instagram followers.

Campus Partnerships

The Computer Store, Essentials Department, and Bruin Custom Print will participate in the UCLA Staff Assembly Small Business Resource Fair on January 31. The fair will provide the opportunity to promote tech products and services, supplies, and custom products.

Improved Food Quality

The new Café Synapse menu was finalized and placed on display in the café on January 7. LuValle Commons also launched new chicken wings, quesadillas, and loaded nachos menu items at Epazote.

Catering Revitalization

Management is finalizing the use of the new catering software called “Caterease.” IT is currently reviewing the terms of the contract and making preparations to roll out the new software later in the quarter.

ASUCLA Open House is scheduled for February 7, 11:00-2:00 p.m. in the Ackerman Grand Ballroom. This event will highlight new items offered on the catering menu, ASUCLA Event Services, and Bruin Custom Print services.

North Campus Exterior Painting

The painting will commence at North Campus once the rainy season passes. This work will also include woodwork repairs.

Ackerman Union Solar Panel Expansion

The contract was approved for the fieldwork to begin in late March for the installation of additional solar panels. This project is expected to be completed by the end of April 2019.

LED Store Lighting Conversion

The store lighting project began in January and was completed in two weeks. The rebate from LADWP, which totaled approximately \$80K, will now allow the Association to pursue additional projects.

Custodial Improvements

ASUCLA is working with a consultant to review operations and recommend methodology, equipment, processes, and procedures to improve custodial operations. Management plans to create a custodial manual that will allow for consistency of operations and level setting expectations.

Development of Information Cards

Collaborations have begun to have better communication channels with student groups and SOLE advisors to direct students to utilize the Ackerman Union A-level Information Window that will direct them to the appropriate places around campus.

Supply Chain Transparency

Trademarks and Licensing Director, Cindy Holmes, was appointed as Chair to the UC-systemwide Code of Conduct Committee.

Trademarks and Licensing plans to meet with Campus Purchasing to refine the number of current promotional products and to gain leverage of UCLA’s buying power across multiple product categories.

Business Intelligence Dashboard

ASUCLA has signed an agreement with Prism|rbs to become a beta site for dashboard capability. ASUCLA has also completed the design for the financial dashboard and will be working with a third party development group to accelerate the implementation.

EXECUTIVE COMMITTEE REPORT

Mr. Kato stated the committee met and discussed the mid-year retreat and the Entities Committee meeting that is scheduled for February 1.

FINANCE COMMITTEE REPORT

Mr. Sidhu stated that the committee met and discussed the KPMG external audit results and heard a presentation regarding the new email service provider, Bronto.

STRATEGIC COMMUNICATIONS AD-HOC COMMITTEE REPORT

Mr. Mayer indicated that the committee met earlier today and discussed the Entities Committee agenda, the centennial campaign, and UC deferred maintenance.

FINANCIAL STATEMENTS

December 2018 Financial Results

Gross income at \$5.4M (compared to \$4.8M in November) was \$80K ahead of plan and \$500K better than last year. Gross margin at \$2.4M was \$150K better than last year and \$160K below plan. Contribution at \$440K was at last year and \$114K below plan driven by Store and Restaurant performance. Better than plan performance of other income at \$100K ahead of budget and better than last year helped with the month end of (\$379K) which was \$50K better than budget and \$100K better than last year in terms of net income. The better than plan results helped close the gap of performance compared to budget by \$50K and compared to last year by \$100K in YTD results.

BearWear sales have been significantly impacted by low fan attendance and enthusiasm at sporting events. This trend extended to the virtual store, computer store, used text, rental programs, and the fulfillment of dental kits backorders allowed for partial mitigation of BearWear sales. It is anticipated that the dental kits, used text, and CRS will continue to post strong results in January.

Concessions have been underperforming due to weak attendance at the sporting events. Regarding catering, we are looking at the February open house to increase engagement with campus entities as experienced following last year's open house. Overall, YTD customers count is at last year's numbers, but below plan. The introduction of new concepts and diversification of the coffee experience significantly mitigated the customer traffic decline.

International Licensing and the Wescom deal have mitigated below plan performance of Domestic Licensing with cumulative YTD results in contribution being ahead of plan and ahead of last year. This trend is expected to continue into next month.

The Association reported a cash book balance of \$16.8M for the month. Of this balance, \$1.6M has been reserved for capital projects, leaving \$14.4M in uncommitted cash which is (\$914K) less than the board-required cash reserve.

Past due accounts receivables were at roughly 3% or \$127K. Store inventories at cost were \$6.9M; while inventory turns were at 4.3.

Student-Run Enterprises January Preliminary Sales

January Store sales are (\$90K) negative to plan. BearWear sales are (\$24K) below plan; however, Men's FastTrack is \$20K better than plan. LuValle is negative to plan by (\$48K) due to new and used textbook sales. Health Sciences Store is negative to plan by (\$25K).

Restaurant sales are (\$113K) below plan due to lower customer counts in all areas. Catering is (\$20K) below plan and Concessions is positive by \$17K.

APPROVAL OF FY 17-18 AUDITED FINANCIAL STATEMENTS

Mr. Sidhu made a motion, seconded by Mr. Abramson that the ASUCLA Board of Directors approve of the FY 17-18 Audited Financial Statements for Student-Run Services and Enterprises, Communications Board, Graduate Student Association, and Undergraduate Student Association. Ms. Adewumi-Gunn called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

MARKETING PRESENTATION

Ms. Perez provided the Board with a marketing update that included the following:

- New marketing projects including, Discover ASUCLA - annual report, customer department flyers, and the ASUCLA App
- New ASUCLA website landing page
- ASUCLA 101 – “How to:” information cards
- Social media – Increased Instagram followers and increased social media team
- Student Union connection to highlight events on the App and website
- ASUCLA BenefitsU email campaign
- Bruin Up Campaign
- Bronto – Automated and personalized email campaigns
- New ASUCLA logo-visual ID

EXECUTIVE SESSION

Mr. 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 1:07 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 1:15 p.m.

Mr. Kato made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Mr. Kato called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

ADJOURNMENT

Ms. Adewumi-Gunn called for consent to adjourn the Associated Students UCLA Board of Directors' January 25, 2019, Regular Meeting. There being no objections, the meeting was adjourned at 1:15 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