

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Services Committee**

March 8, 2019
12:00 p.m.
Kerckhoff Hall 417

PRESENT: Pouria Abbassi, Paul Abramson, Teni Adewumi-Gunn, Aidan Arasasingham, Roy Champawat, Josh Mayer, and Avi Oved

ABSENT: Erika Brickly and Michelle Goodman

MANAGEMENT: Ari Baron, Director of Marketing, Sales, and Promotions
Sandra Gillespie, Association Affairs & External Affairs Manager

CALL TO ORDER

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

APPROVAL OF AGENDA

Mr. Arasasingham called for consent to approve the Associated Students UCLA Board of Directors' Services Committee March 8, 2019, Agenda. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

Mr. Arasasingham called for consent to approve the Associated Students UCLA Board of Directors' Services Committee February 15, 2019 Minutes. There being no objections, the motion was approved by unanimous consent.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi reported on the following items:

1. Ari Baron will replace Lisa Perez as Director of Marketing, Sales, and Promotions effective immediately. Ari will oversee the Marketing Department as well as strengthening the Association's social media presence. Mr. Baron will also continue to support international licensing.
2. The refresh of the Human Resource suite is complete, and Mr. Abbassi shared before and after pictures.

3. The *Bruin Up Eats* Campaign hosted a free tasting at LuValle on March 5 from 3:00-5:00 p.m. The tasting included chicken wings and quesadillas as well as a Hydroflask pop-up store, surveys, and raffles. There were approximately 700 attendees at the event. There were several surveys deployed in connection with the event which will be analyzed and presented at the April meeting.
4. The Kerckhoff Coffee House now has a simplified menu and new menu boards were installed.
5. The final ethical labor video is complete and all three videos will be deployed on social media as well as presented to campus at various meetings.
6. An ASUCLA general video is in production to be played in Pauley Pavilion before the Chancellor speaks on Bruin Day, April 13.

UCLA STORE SIGN UPDATE

Mr. Healey presented the new suggested UCLA Store logo and exterior sign for the Store. The Committee liked the logo as it connects with the new University style guideline while still maintaining ASUCLA's uniqueness. Management will move forward to gain approval of the new logo from the external communications and capital programs.

CALFRESH UPDATE

Mr. Healey and Ms. Moyer explained that the application process for a non-profit includes having three top-level individuals named on the application with their name, social security number, and personal information. The reasoning is that if there is any type of fraud, those individuals will be identified in the program/system. Since Management and Board members will not want to provide their personal information, management is going to attempt to explain the complexity of ASUCLA and move forward without providing that information.

DONATION BOX

Ms. Gillespie explained that ASUCLA is involved with the UCLA United Way campaign for ending poverty in Los Angeles. The campaign is for one month April 1-May 1, and she suggested having the donation box support the campaign. The Committee was in favor of changing the donation box.

EXECUTIVE SESSION

Mr. Arasasingham called for consent for the Associated Students UCLA Board of Directors' Services Committee to enter into Executive Session. There being no

objections, the motion was approved by unanimous consent.

The Committee entered into Executive Session at 12:38 p.m.

Mr. Arasasingham called for consent to exit the Associated Students UCLA Board of Directors' Services Committee Executive Session. There being no objections, the motion was approved by unanimous consent.

The Committee exited Executive Session at 12:55 p.m.

ADJOURNMENT

Mr. Arasasingham called for consent for the Associated Students UCLA Board of Directors' Services Committee to adjourn the March 8, 2019 Meeting. There being no objections, the meeting was adjourned at 12:55 p.m.