

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
March 15, 2019
12:00 p.m.
Kerckhoff Hall Staterooms**

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

ABSENT: Erika Brickly, Michelle Goodman, and Navi Sidhu

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: Jason Vu, UCLA Student

CALL TO ORDER

Mr. Kato called the meeting to order at 12:02 p.m.

APPROVAL OF AGENDA

Mr. Kato called for consent to approve the Associated Students UCLA Board of Directors' March 15, 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' February 22, 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:

Bruin Day

The Association will have a general ASUCLA and a Computer Store tent for Bruin Day on April 13 as well as promotional materials in the Kerckhoff Hall lobby and on the ASUCLA website. Employee ambassadors will be promoting the ASUCLA App and the organization. ASUCLA will have a one-minute video playing in Pauley Pavilion before the Chancellor speaks.

Art in the Union

Art in the Union submissions are due by April 12 and will be displayed in the Art Gallery. Judging will occur on April 26 with a winner's reception on May 1.

UCLA Store

BearWear fall catalog models will be selected in April and the photoshoots will start shortly after.

Email Campaigns

Various campaigns will be focused on special events such as Earth Day, April 22, (featuring apparel made from recycled material) as well as the apparel launch for the Centennial Celebration on April 29.

Restaurant Menus

New and improved menu boards will be installed in Bruin Buzz, Music Café, and Northern Lights.

Finance Division

The final Budget Assumptions have been approved and recommend by the Finance Committee. Financial Dashboards are moving forward and IT will analyze data and attend weekly progress meetings until the project is completed.

Trademark and Licensing

ASUCLA is partnering with UCLA Sustainability for training tools and platforms. ASUCLA will be represented at trade shows; the upcoming BLE show in London this October secured. Additional international trade show locations are being explored in China and Latin America.

ASUCLA agent, Oceania is pitching two potential partners for international licensing. UCLA was featured in Paris Fashion Week for Comme Des Garcons.

Catering

Coffee and coffeehouse locations are the primary focus, following recommendations from a consultant who includes adding imagery to promote those services, as well as a

reduced menu.

Café Synapse

Discount coupons were distributed in surrounding areas and management is developing other promotions to bring foot traffic.

Workers Strike at UCLA

AFSCME workers will be on a sympathy strike March 20. Senator Bernie Sanders will be speaking at the rally on campus. The strike can result in high foot traffic in ASUCLA facilities.

North Campus Exterior Painting

The painting has been completed at North Campus, significantly updating and modernizing the building.

Kerckhoff Patio

Two Kerckhoff Patio events scheduled for spring include a game night event with a partnership with the Transfer Student Center and a student centennial celebration event on May 18. These will lead to the production of recurring events (music/food/pop-ups) in collaboration with student groups.

LED Store Lighting

The Store lighting project, which began in January, has been completed as well as the DWP inspection. The DWP rebate check will be received within two months, which totaled approximately \$88K.

Human Resources Orientation Video

The new employee orientation video has been completed and reviewed by the Board. The video will be viewed by employees during the new hire process.

Information Services Site

Management is moving forward with a mobile ordering app to launch on a trial basis at one UCLA restaurant.

ASUCLA - Sacramento

ASUCLA visited Sacramento to re-establish a connection with the State to develop an advocacy and partnership for ASUCLA projects and State building maintenance.

EXECUTIVE COMMITTEE REPORT

Mr. Kato stated the committee met on February 15 and discussed the Entities Committee meeting, breakfast with the Chancellor and held an Executives Session.

SERVICES COMMITTEE REPORT

Mr. Arasasingham stated that the committee met and discussed Cal Fresh as well as changing the donation box on A-level. This would support the United Way/UCLA campaign that helps the homeless in Los Angeles.

FINANCE COMMITTEE REPORT

Mr. Abramson stated that the committee met and discussed the February and March student-run enterprises preliminary sales, approved the final budget assumptions, and reviewed the January Communication Board financial statements.

STRATEGIC COMMUNICATIONS AD-HOC COMMITTEE REPORT

Mr. Mayer indicated that the committee met earlier today and discussed the Entities Committee, had a Centennial Campaign presentation and finally reviewed the breakfast with the Chancellor in May.

FINANCIAL STATEMENTS

February 2019 Financial Results

Gross income was at \$5.1M and \$200K better than last year. Gross margin was \$2.6M which is \$23K better than last year, but (\$150) below plan. Contribution is at \$700K, which is (\$150K) below plan. Cumulatively better performance of allocated expenses and other income categories both compared to plan and last year has significantly reduced the net income deviation from the plan. Net income for the month was negative (\$160K), which is 1.7% below plan.

February was strong for retail operations, exceeding budget significantly in terms of gross income and reaching contribution targets, driven by FastTrack, Graduation Etc., Course Readers, and the delivery of dental kit backorders.

Restaurants were negatively and significantly impacted by the rains. The focus on customer counts for Café Synapse has reduced the comparative decline. However, more work needs to be done. Court of Sciences Student Center has posted better than plan results driven by Blaze Pizza and Peet's Coffee. Concessions were weak in February and Catering needs to obtain better results going into spring, looking forward to Centennial events that will increase financial results.

While Domestic Licensing has not hit its target, International Licensing has strong results. Revenues from the Wescom continue to deliver a positive inflow. Higher interest income helped mitigate the below plan performance in other areas.

The Association reported a cash book balance of \$21.5M for the month. The Board

required cash reserve is \$5M leaving a surplus of \$16.5M. Ms. Baker did remind the Board that there are still outstanding UCPath invoices that will reduce the high cash reserve.

Past due accounts receivables were at roughly 3% or \$151K. Store inventories at cost were \$5.5M; while inventory turns were at 4.3.

March Preliminary Sales

BearWear sales are negatively affected by the early rain that reduced foot traffic. BearWear sales, in general, are ahead. The gymnastics meet and “I’m Going to College” event brought high foot traffic to campus. High school students and college tour groups are improving foot traffic. The Store received a large order from the education area and will be hosting another event in summer. The Computer Store is getting early faculty orders and Dental Kits are projected to fulfill the final backorders.

APPROVAL OF FY 19 - 20 FINAL BUDGET ASSUMPTIONS

Mr. Abramson made a motion, seconded by Mr. Kato that the ASUCLA Board of Directors approve of the FY 19 - 20 Final Budget Assumptions. Ms. Adewumi-Gunn called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

BRUIN UP PRESENTATION

Mr. Baron provided the Board with a Bruin Up recap that included the following:

- Bruin Up Eats Campaign - March 5 to promote Lu Valle dining and increase customer count – resulted in 1.7K surveys, \$800 were made in 2 hours, 500 response cards for feedback – 114 returned, 40 bounce back card promotion, 33% higher survey response, 16K student reach from the Facebook event and 1K+ engagement because of compelling digital content
- Survey results and word cloud showed healthy options as high. These results will help promote healthy choices and use consumers language in food service marketing campaigns
- Recap video of Bruin UP Eats made and shown to the Board
- Bruin Up as a brand and ASUCLA bonding project as different departments work to bring it together.

STUDENT UNION PRESENTATION

Mr. Champawat gave a general Student Union presentation that included the following:

- Regular updates to the Student Union building: repainted dining rooms, added accent area, new chairs, and beautiful recycled/surplus furniture.

- New opportunities to update florescent light, and expanding the installation of solar panels of the north and east side.
- Kerckhoff Patio programming – finding events that work best and continuing those events. New programming: Super Bowl, Academy Awards viewing party, casino gaming, dance/club space, and picnic lunch.
- More integration of social media for events
- Next step for ASUCLA App is a new events section and will be launching in April
- ASUCLA introductory sessions for Student Government will continue

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 1:31 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 1:39 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' March 15, 2019, Regular Meeting. There being no objections, the meeting was adjourned at 1:39 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