



## **BOARD OF DIRECTORS**

### **Regular Meeting**

October 25, 2019

12:00 p.m.

Kerckhoff Hall Staterooms

**PRESENT:** Pouria Abbassi, Paul Abramson, Adewunmi Adelaja, Noreen Ahmed, Aidan Arasasingham, Avi Oved, Jesse Torres, Siena Villegas, Frank Wada, and Alexis Wells

**ABSENT:** Ernesto Arciniega, Erika Bricky, Kevin Eagan, and Steve Yu

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

**GUESTS:** Jazmin Perez, ASUCLA Student Employee

### **CALL TO ORDER**

Mr. Oved called the meeting to order at 12:06 p.m.

### **APPROVAL OF AGENDA**

Mr. Arasasingham made a motion, seconded by Ms. Adelaja that the Associated Students UCLA Board of Directors amend the agenda to include a Trademarks & Licensing Presentation. Mr. Oved called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

Mr. Oved called for consent to approve the Associated Students UCLA Board of

Directors' October 25, Regular Meeting Agenda as amended. There being no objections, the motion was approved by unanimous consent.

### **APPROVAL OF MINUTES**

Mr. Oved called for consent to approve the Associated Students UCLA Board of Directors' September 27, 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:

#### **Marketing**

The Dashew Center has hired ASUCLA Marketing to develop seven videos at approximately 20 minutes in length per video. The deadline for project completion is March 2020 and will generate approximately \$21,000 in gross revenue.

#### **T-shirt Contest**

T-shirt entries are due November 8 and online voting will be December 2-6. The Services Committee is involved in the process.

#### **Storewide Monster Sale**

The Storewide Monster Sale is planned for Wednesday, October 30.

#### **Pull&Bear**

The co-branded pop-up shop in the UCLA Store pinnacle will be November 5-24. It will be promoted through ASUCLA BenefitsU; and @asucla and @uclastore social media channels.

#### **Economic Impact Study**

The Finance Department is obtaining bids to conduct an economic impact analysis of ASUCLA. The proposal includes an assessment of cultural events, improvements in meeting sustainability goals, revenues from Trademarks & Licensing, student training opportunities, brand value, and much more.

#### **Summer Session Student Union Fee**

The Finance Director is revisiting the application of summer fees charged for the ASUCLA Student Union Fee. Management is addressing a change to the fee starting in fiscal 17-18 and forward: The fees in 17-18 were applied to only UCLA enrolled students versus prior years for which all students enrolled in the summer session were charged.

### UCLA: Our Stories, Our Impact- Centennial Exhibit

The opening of a traveling exhibit regarding the impact on a number of UCLA alumni in advancing equity and equality in America took place in Kerckhoff Art Gallery October 3-17. The exhibit featured works commissioned especially for the exhibit. ASUCLA worked closely with both the exhibit curator, Institute for Research on Labor & Employment and the USA Cultural Affairs Commission in bringing this to ASUCLA. More than 2,000 people enjoyed the exhibit.

### North Campus Facility Upgrades

The Association continues to work with campus partners to bring about the renovation of the North Campus Restrooms.

### Ackerman and Kerckhoff Elevators

Maintenance work on all public elevators is underway and will be completed by October 30.

### Student Employee Sales Incentive Program

The Restaurant Division expanded the student sales incentive program to all retail restaurants. The feedback from the student employees so far has been positive.

### Illegal Food Sales on Campus

Management has been made aware of a specialty cuisine delivery service dropping off to campus customers on the roadway at Dickson Court. This began with a single car and was originally thought to be delivery only. In addition to the sales-erosion concerns, violations of UCLA policy and that the practice is, in essence, illegal food vending, it is clear that there are no safe-food handling procedures in place in these vehicles. Management has informed them that this is not permitted and has also reached out to UCLA Parking, UCLA EH&S, UCPD and LA County Health Department.

### Help Desk Application

The Help Desk application can now be used by the Association for submitting help desks for any maintenance-related issues.

### Customer Feedback Kiosks

ASUCLA will be installing customer feedback kiosks at multiple locations to enable customers to provide feedback on services provided. The surveys will be very quick and the results will be available on a dashboard for analysis.

### UCLA Store

With the long term vision of ASUCLA's changing dynamic of academic provisional material, physical textbooks are transitioning out and the need for educational materials will continue. Under the leader of UCLA's Executive Vice Chancellor, a new group named Instructional Designers has been formed to identify classroom curriculum. ASUCLA will be part of the team to design the next set of online materials.

### Academic Materials Committee

The committee has scheduled its first meeting to be held on November 6 and will consist of department chairs and directors from various areas of campus, as well as key team members from the UCLA Store's Academic Materials Division.

### BearWear Trade-In

Planning is still underway to develop a “BearWear Trade-in” for customers to receive a discount on purchases in BearWear when they bring in a “gently used” UCLA BearWear item. Management is researching possible groups for those in need.

### New Systems Provider

With the goal of improving reporting and efficiencies, management has entered into the discovery phase of reviewing a new systems provider to replace the current accounting, inventory management, and point of sale (POS) platforms.

### Sustainability Leadership

Director of Ethical Labor and Sustainability Liz Kennedy and Director of Trademarks & Licensing Cindy Holmes organized and led the first UC Trademark Licensing Code of Conduct Steering Committee on October 15. Fourteen representatives from other UC campuses and UCOP participated in discussion topics including current UC Code provisions, risk of forced labor pertaining to cotton goods sourced from Xinjiang, China, up-coming supply transparency/disclosure systems resource updates, and blank apparel supplier and scored card resources among other topics. Liz Kennedy has accepted a seat on the Fair Labor Association (FLA) Board of Directors.

### Pull&Bear

Efforts to engage UCLA student influencers are in full swing with an immediate focus of supporting the Pull&Bear’s pop-up location in the UCLA Store on November 5. 50+ Influencers will receive free samples from this collection, an opportunity for them to write about the products, and post on their socials.

### UCLA x Kareem Abdul-Jabbar x Mitchell & Ness

In conjunction with Mitchell & Ness, UCLA will be launching a Kareem Abdul-Jabbar Collection prior to the UCLA vs. USC basketball game on January 11, 2020. Kareem will be featured on the basketball game program that night. The initial launch consists of five printed t-shirts plus one limited-edition.

### Community Programs Office

ASUCLA has formed a partnership with the UCLA Community Programs Office (CPO). The CPO is made up of student-initiated, student-run projects that strive to increase access to higher education for students from underserved communities, increase retention and graduation rates; and engages in dozens of community service projects.

### Discussion Panels

In conjunction with UCLA community partners, ASUCLA will host a series of panels over the coming months that focus on a variety of career-related topics. First in the series is Women in Technology, featuring Rose Roccio and Davida Johnson of the UCLA Office of Information Technology, on November 14 in the Kerckhoff Hall Staterooms.

### CalFresh/SNAP

ASUCLA has submitted an application to become a CalFresh/SNAP benefits provider. SNAP is a federal program administered by the USDA's Food & Nutrition Service that provides nutrition benefits to supplement the food budgets of individuals and families in need so they can purchase healthy food and move toward greater self-sufficiency. If approved as a provider of these benefits, customers will be able to use their CalFresh/SNAP-issued EBT cards to purchase eligible food.

## **EXECUTIVE COMMITTEE REPORT**

Mr. Oved stated the committee met on October 10 and discussed the Pull&Bear presentation.

## **FINANCE COMMITTEE REPORT**

Ms. Villegas stated the committee met on October 18 and heard a presentation from Mr. Healey on textbook transactions citing results and discussed the changes being implemented.

## **SERVICES COMMITTEE REPORT**

Ms. Wells stated the committee met on October 11 and spoke about the Wescom Student Terrace status, the success of UCLA's "Our Stories, Our Impact" art exhibit, and the upcoming Centennial Mural.

## **PERSONNEL COMMITTEE REPORT**

Ms. Ahmed stated the committee met on October 17 and had a presentation from a BearWear employee on her growth and success in her experience. The Committee also heard from Ms. Moyer who provided updates on the Student Employee Engagement Committee.

## **DEVELOPMENT AD HOC COMMITTEE REPORT**

Mr. Arasasingham stated the committee met earlier today and reviewed a presentation from UCLA External Affairs and Development on creating a case for long-lasting support and long term growth.

## **FINANCIAL STATEMENTS**

### **September 2019 Financial Statements**

Gross Income at \$8.1M (compared to August at \$4.8M) was (\$200K) below last year and (\$700K) below plan. Gross margin at \$3.1M was (\$330K) below plan and (\$90K) below last year. While gross income was significantly down, the combination of cost controls in wages/benefits and other areas closed the contribution gap against plan, posting \$900K contribution for the month. Mitigated by solid performance in allocated expenses and other income, the net income at \$100K was (\$190K) below plan. It is important to note that while gross income on a YTD basis is (\$950K) below plan, the bottom line net income deviation from plan is only (\$70K).

In retail operations, e-commerce and BearWear were significantly impacted by the decline in fan attendance and enthusiasm. Additionally, Used Text was down partially due to a decline in overall requisition and enrollment in classes requiring material. The Computer Store was down mainly due to a time shift of institutional purchases.

In Food Service, Anderson Café sales are climbing and the deviation to plan is mainly due to lack of historical data reference. It should be noted that while sales are not at plan level for restaurant, Food Service is ahead of last year by \$130K. Various programs enacted in Food Service including customer service initiatives, sales incentive programs, and marketing programs are expected to improve fiscal performance.

The Association reported a cashbook balance of \$13.4M. The required cash reserve is \$6.6M leaving a \$6.9M surplus.

Past due accounts receivables were roughly \$163K or 4%. Store inventories at cost were consistent at \$6.1M, while inventory turns were 4.3.

### **October 2019 Preliminary Sales**

October sales figures in the Store are negative to plan by (\$184K), and of that amount, \$158K is in BearWear. The Computer Store is positive to plan by \$110K and the Health Sciences Store is positive to plan by \$39K.

ASUCLA Restaurants are negative to plan by (\$300K) due to an overall drop in customer count and sales. Panda Express and Kerckhoff Hall Coffeehouse are negative to plan (\$30K) and (\$22K) respectively.

## **FINANCE DIVISION PRESENTATION**

Ms. Baker presented a general overview of the Finance Division.

## **RESTAURANT DIVISION PRESENTATION**

Ms. Bolton provided the Board with an update on the major initiatives for the year including the opening of Anderson Café, the revitalization of Catering with a brand new Catering Manager, and the ongoing collaboration with Events. Ms. Perez, from the customer service training initiative in food service, presented on her experience as a student employee. Ms. Bolton discussed the updated technology within the restaurant and catering division, as well as new marketing initiatives, such as the Centennial Campaign. Ms. Bolton ended her presentation introducing the Board to the new Corporate Executive Chef, Kristen Woolley.

## **PULL&BEAR PRESENTATION**

Ms. Holmes and Ms. Omidfar gave a presentation on the upcoming UCLA x Pull&Bear collaboration. For the collaboration, an open casting call was used to encourage UCLA Student models for the international campaign. A pre-launch party is set for November 4 in the UCLA Store and the Pop-Up with UCLA x Pull&Bear merchandise is scheduled for November 5. The purpose of the pre-launch party is to promote the UCLA Store as a go-to place for fashion and to communicate the UCLA brand and ASUCLA projects to the larger UCLA community. With the use of social media and on-campus signage, the hope is to drive a large crowd to experience the US's first-ever Pull&Bear Store.

## **EXECUTIVE SESSION**

Mr. Oved 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 2:29 p.m.

Mr. Oved 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 2:33 p.m.

## **ADJOURNMENT**

Mr. Oved called for consent to adjourn the Associated Students UCLA Board of Directors' October 25, 2019, Regular Meeting. There being no objections, the meeting was adjourned at 2:33 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