



BOARD OF DIRECTORS

Regular Meeting

January 24, 2020

12:00 p.m.

Kerckhoff Hall Staterooms

PRESENT: Pouria Abbassi, Paul Abramson, Adewunmi Adelaja, Noreen Ahmed, Aidan Arasasingham, Ernesto Arciniega, Erika Brickly, Avi Oved, Jesse Torres, Siena Villegas, Alexis Wells, and Steve Yu

ABSENT: Kevin Eagan

LATE: Frank Wada

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, UCLA Store Director
Cindy Holmes, Trademarks & Licensing Director
Kamran Mehdian, Information Technology Director
Michelle Moyer, Director of Business, Compliance, and Legal Affairs

GUESTS: Ana Antonio, ASUCLA Student Employee
Marilyn Chavez-Martinez, Daily Bruin
Carlos Uriarte, ASUCLA Student Employee
Inga Hwang, Daily Bruin

CALL TO ORDER

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

APPROVAL OF AGENDA

Mr. Oved called for consent to approve the Associated Students UCLA Board of Directors' January 24, 2020 Regular Meeting Agenda. 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' October 25, 2019, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

ELECTION OF OFFICERS

Ms. Bricky stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the appointment of Erika Bricky as Board Chair and Avi Oved as Board Vice-Chair effective immediately. Mr. Oved called for a secret ballot vote. The nominations were approved by a vote of 9 yeas and no nays.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the Board on the following topics:

Faculty and Staff Outreach

Bruin Up is developing a Staff/Faculty outreach program similar to ASUCLA Benefits U. The launch of the program will occur within the next two to four weeks, leveraging the Association's presence at the Small Business Resource Fair on February 6. Key elements to driving membership will also include a welcome kit/gift box, member-only services like free campus delivery, and more.

Dashew Center Super Bowl Viewing Party

ASUCLA will be partnering with the Dashew Center to create a Super Bowl viewing party in the Ackerman A-level TV lounge. There will be free food and prizes, and other partners include the Transfer Center, IMG, and Athletics.

Veterans Resource Center

Through focused advocacy and collaboration with state agencies, ASUCLA was able to identify a potential funding source to support the work of the Veterans Resource Center.

Basic Needs Funding

ASUCLA has been working with various campus partners to obtain state funding to support basic student needs, especially in the areas of food and housing insecurity. This effort was led through Campus Life and has resulted in a significant allocation of \$1.35M per year for three years for Basic Needs and an additional \$407K per year for three years for housing insecurity.

Economic Impact Study

Phase 2, with the LAEDC on economic impact analysis of ASUCLA, is underway. This study will include an assessment of cultural events, improvements in meeting

sustainability goals, revenues from Trademarks & Licensing, student training opportunities, brand value, and much more.

External Audit of Year-End Financial Statements

KPMG, the external auditors, have completed fieldwork on the audits for USA, GSA, Communications Board, and S&E's Financial Statements. KPMG presented its findings and draft statements to the Finance Committee on January 17. There are no proposed adjustments or management comments.

Wescom Student Terrace

The arches have been refinished, and work is underway to resurface the concrete deck. Paving will continue in phases, into April. Phase two will include the introduction of shade structures between the arches and around the planters, additional seating, and lighting.

UCLA-LA County Vote Center

Ackerman Union Bruin Reception Room will serve as an 11-day Vote Center for the upcoming Presidential Primary. In this evolution of voting access, eligible voters in LA County can visit any of the county's Vote Centers to cast their votes. We have worked closely with USAC External Vice President's office, campus partners, LA County Registrar, and the CA Secretary of State's Office to accommodate the center. Voting will take place February 22-March 3.

Bounce Back Coupons

721 register coupons were redeemed during the fall quarter. This program is being continued for the winter quarter.

Athletic Training Table

Catering provided a breakfast meal on Thanksgiving Day for the football team and continental breakfasts during finals week; discussions are ongoing for future opportunities with the team.

Catering acquired a new program that provides breakfast in Acosta for Men's Water Polo and Men's Volleyball. Catering also offered a few game-day meals during the season and provided the catering for their season-end banquet on January 14.

ASUCLA Open House

ASUCLA Catering co-hosted the 3rd ASUCLA Open House on December 5. In addition to the core Catering, Events, and Bruin Custom Print services, other ASUCLA departments included were Essentials, BookZone, BearWear, the Market, Computer Store, Textbooks, LuValle Commons Bookstore, Formal and Informal Photography, Health Science Store, ASUCLA Post Office Express, Trademarks and Licensing, and ASUCLA Marketing. Many departments had giveaways and raffle prizes and personal representatives to share information about the services they provide. There

were over 500 registered guests, and we received a lot of positive feedback. Plans are being made to continue this event for next August or September 2020.

Concessions

ASUCLA Concessions introduced a refillable Centennial-themed Collector's Cup, for \$10, at the Men's Basketball Centennial game on January 19. Fans can bring their cup to any athletic event in Pauley Pavilion and get \$1 refills until June 2020.

Wild Owl Coffee Brand Change

Currently, the Wild Owl-brand coffee from Farmer Brothers is offered at Untitled, Northern Lights, Kerckhoff Coffeehouse, Music Café, and Bruin Buzz. Farmer Brother's will no longer offer the Wild Owl brand and are converting to the Public Domain brand on February 3. All five of the Wild Owl locations will be converted to the new coffee.

Public Domain is a 3rd-wave coffee experience, encompassing the quality, sustainability methods, and a story that brings people together through the taste of lighter roast, exquisite coffees. Public Domain also enhances its offerings with a strong commitment to sustainability that seeks to positively impact the social, environmental, and economic development aspects at origin through their buying practices.

Student Employee Sales Incentive Program

This program continues throughout all the restaurants, although positive sales trends have been slow to materialize. The Greenhouse is the gold star winner as they have exceeded their sales targets for the last three months.

Customer Feedback Kiosks

To further enhance customer service and also build communication with our constituents, ASUCLA has developed and installed three mobile digital Customer Feedback Kiosks at UCLA Store, Anderson Café, and Ackerman First Floor. This is an opportunity for customers to provide feedback on the service they received.

BearWear Trade-In Event

The UCLA Store is hosting a BearWear trade-in event on January 27-February 7, where customers can get new Bruin gear at a discounted price by donating gently used BearWear and UCLA-branded clothing. Items can be brought to the Customer Service window on Ackerman B-Level, the Service Counter at the Health Sciences Store or Customer Service at LuValle Commons Store, and receive a coupon for 20% off an entire BearWear purchase. The coupon can be redeemed by Feb. 7. All of the trade-in items will be donated to the UCLA Thrift Store, which supports UCLA Health and Patient Care.

Academic Materials

The Academic Materials Team will be hosting a group of faculty and administrators at the end of February to discuss the cost of academic materials and how to communicate to the campus at large on how ASUCLA can help to lower costs.

Kareem Abdul-Jabbar

UCLA x Kareem Abdul-Jabbar by Mitchell & Ness Collection and signing event was held on January 11, and all 100 of the limited-edition style sold out, as well as did the “Skyhook” design. Select styles remain available in the UCLA Store and online, as well as through retailers such as Dick’s Sporting Goods, PacSun, Lids, Prolmage, and directly through Mitchell & Ness.

Ms. Holmes gave a brief presentation on the signing event. Carlos Uriarte, a Trademarks & Licensing student employee, spoke to the board about his experience with the Pull & Bear launch.

Trademarks & Licensing

New apparel licensee for France, Stone Kids, has designed its first collection to launch spring '20. A new agent/representation agreement in Korea has been negotiated and a prospective apparel licensee deal-point has since been submitted for review. Fall '20 Costco results reflect the significant increase in sell-through rates (68%) over the same period of the prior year. Also, for the first time, UCLA was featured on Costco.com.

Holiday Party & Partnership with the Community Programs Office

ASUCLA’s Annual Holiday Party took place on December 16 in the Ackerman Grand Ballroom. Many student and career employees attended, along with their families. There were lots of great food, games, prizes, gifts, music, singing, and dancing, and all had a good time. Additionally, employees gave over \$500 in gift cards to the Community Programs Office.

Internship Program

ASUCLA is developing an internship program that will launch in Summer 2020. The program will be designed to allow ASUCLA student employees to continue working with ASUCLA after graduation, to enhance the retention of those employees, and to develop their skills further.

Graduation Party

Human Resources in the early stages of planning a graduation party for student employees who will be culminating this spring.

EXECUTIVE COMMITTEE REPORT

Ms. Brickly stated the committee met on November 22 and January 21. On November 22, the committee, acting in place of the Board (the December Board meeting was canceled), approved a contract with ArroyoWest for continued advocacy support at the City and State level. Mr. Abramson asked if the contract is a conflict of interest since ArroyoWest is owned by Mr. Torres, the Alumni Representative on the Board. Ms.

Moyer explained that all parties discussed the potential conflict and, according to the policy, felt that ASUCLA entered into the transaction for its own benefit, and it was fair and reasonable.

Ms. Brickly also stated that at the January 21 meeting, the committee discussed the Centennial Mural and the Kareem Abdul-Jabbar event.

FINANCE COMMITTEE REPORT

Ms. Villegas stated the committee met on January 17 and approved two action items that are on today's agenda. The committee also heard a presentation from Mr. Mehdiian on the ASUCLA Financial Dashboard.

SERVICES COMMITTEE REPORT

Ms. Wells stated the committee met on January 10 and approved several action items that are on the agenda today. The committee heard several presentations, including Single-use Plastic, Wescom Student Terrace Patio Progress, and the Maintenance Helpdesk.

PERSONNEL COMMITTEE REPORT

Ms. Ahmed stated the committee met on January 21 and heard several presentations, including student and employee engagement.

DEVELOPMENT AD HOC COMMITTEE REPORT

Mr. Arasasingham stated the committee met earlier today and discussed the Case for Support and the next steps for a development roadmap.

FINANCIAL STATEMENTS

December 2019 Financial Statements

Gross Income at \$5M was (\$500K) below plan with the Store and Restaurants with the most significant deviance. Gross margin was \$2.1M, which was (\$380K) below plan. Wages & Benefits and Controllables posted a strong positive variance with \$150K better than budget results. This combined with better than budget performance in Allocated Expenses and strong position in Other Income categories, resulted in net income, which at (\$570K) was \$43K below plan. It is important to note that a (\$530K) deviation in Gross Income translated to only a (\$43K) deviation from plan in terms of net results for

the month.

In December, BearWear and E-Commerce were impacted by both the condensed shopping season and the continued impact of team performances and fan enthusiasm. New and Used Text performed below plan partially due to YTD Gross Margin calculation. CRS and Bruin Custom Print performed better than plan. In terms of Restaurant Operations, the most significant deviation was in Concessions resulting from poor event attendance. Losses were partially mitigated through excellent performance in Utilities and Maintenance savings.

The Association reported a cashbook balance of \$12.8M. The required cash reserve is \$6.1M leaving a \$6.7M surplus.

Past due accounts receivables were roughly \$154K or 4%. Store inventories at cost were consistent at \$7.1M, while inventory turns were 4.24.

January 2020 Preliminary Sales

Current Store sales for January show a negative variance to plan by (\$437K). New text was negative by (\$174K) and Used Text by (\$73K). Graduation Etc. is positive by \$28K.

ASUCLA Restaurants are negative to plan by (\$165K). Catering is positive by \$1K, and Concessions are negative by (\$31K) due to low attendance at the basketball games.

EXECUTIVE COMMITTEE/BOARD SECRETARY REPLACEMENT

Ms. Bricky stated that due to the departure of Mr. Eagan, the Nominating Committee is recommending that Steve Yu be appointed to the Executive Committee as Board Secretary for the remainder of the FY 19-20 term.

Ms. Bricky made a motion, seconded by Mr. Arciniega, that the Associated Students UCLA Board of Directors approve Steve Yu as the ASUCLA Board of Director's Secretary. Ms. Bricky called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

PERSONNEL COMMITTEE REPLACEMENT

Ms. Bricky stated that due to the departure of Mr. Eagan, the Nominating Committee is recommending that Frank Wada be appointed to the Personnel Committee as Board Secretary for the remainder of the FY 19-20 term.

Ms. Bricky made a motion, seconded by Mr. Arciniega, that the Associated Students UCLA Board of Directors approve Frank Wada to the ASUCLA Board of Director's

Personnel Committee. Ms. Bricky called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

APPROVAL OF FY 18-19 AUDITED FINANCIAL STATEMENTS

Ms. Villegas made a motion, seconded by Mr. Abramson, that the ASUCLA Board of Directors approve of the FY 18-19 Audited Financial Statements for Student-Run Services and Enterprises, Communications Board, Graduate Student Association, and Undergraduate Student Association. Ms. Bricky called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

NOTICE OF AMENDMENT OF POLICY ON FINANCE

Ms. Villegas explained that the proposed amendment to the Policy on Finance has two edits that increase the capital expenditure authorization for the approval of the Finance Committee and Board of Directors. The current authorization has not been increased since 2007, and it is recommended to be aligned with inflation and increases in capital and construction costs.

There is no motion at this time. The Board will vote on the amendment at the February meeting.

UCLA STORE PRESENTATION

Mr. Healey presented a general overview of the UCLA Store.

PULL & BEAR PRESENTATION

Ms. Holmes provided a recap of the Pull & Bear launch.

EXECUTIVE SESSION

Ms. Bricky 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 2:09 p.m.

Ms. Bricky 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 2:22 p.m.

Ms. Bricky made a motion, seconded by Mr. Abramson, that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Ms. Bricky called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

ADJOURNMENT

Ms. Bricky called for consent to adjourn the Associated Students UCLA Board of Directors' January 24, 2020, Regular Meeting. There being no objections, the meeting was adjourned at 2:23 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.

Steve Yu
Board Secretary and Alumni Representative