

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

February 14, 2020  
12:00 p.m.  
Kerckhoff Hall Staterooms

**PRESENT:** Pouria Abbassi, Paul Abramson, Ernesto Arciniega, Erika Brickly, Roy Champawat, Frank Wada, and Alexis Wells

**LATE:** Adewunmi Adelaja

**MANAGEMENT:** Ari Baron, Director of Marketing, Sales, and Promotions  
Rick Crowe, Associate Director, Store/Marketing & Computer Store  
Sandi Gillespie, Association Affairs & External Affairs Manager  
Patty Zimmerman, Student Union Division Manager

**CALL TO ORDER**

Ms. Wells called the meeting to order at 12:03 p.m.

**APPROVAL OF AGENDA**

Ms. Wells called for consent to approve the Associated Students UCLA Board of Directors' Services Committee February 14, 2020, Agenda. There being no objections, the motion was approved by unanimous consent.

**APPROVAL OF MINUTES**

Ms. Wells called for consent to approve the Associated Students UCLA Board of Directors' Services Committee January 10, 2020 Minutes. There being no objections, the motion was approved by unanimous consent.

**EXECUTIVE DIRECTOR'S REPORT**

Mr. Abbassi reported on the following items:

1. Mr. Abbassi and Ms. Gillespie meet with the deputy and supervisor of the Los Angeles County Supervisor, District 3 Office, to discuss housing insecurity at UCLA. There may be an opportunity to have a Peer Navigator assigned to work with housing insecure students.
2. Customer service survey results are being tabulated and will be distributed to the EMG group.

3. Textbook Dibs is a student entrepreneur project for textbook buyback that allows students to drop off their textbooks in a receptacle and be paid electronically. Mr. Abbassi shared a video of the concept.

### **STUDENT UNION DIRECTOR'S CONFERENCE PRESENTATION**

Ms. Zimmerman and Mr. Champawat gave a presentation on the Pac-12, Big 10, and Big 12 Student Union Director's Conference at the University of Washington, where they met with directors and staff from 33 universities and discussed best practices, challenges, and new initiatives. Additionally, they toured the UW Union, New Cultural Center, and Amazon Headquarters in Seattle, WA. ASUCLA will be hosting the Pac-12 Directors Conference next year.

### **SUPER BOWL PARTY/EVENT RECAP PRESENTATION**

Mr. Baron provided the committee with a recap of the Super Bowl event with the Dashew Center, which had 183 students in attendance. The event included free food, UCLA Store swag raffle, and a photo backdrop for students to enjoy during the game. The event was very successful.

### **ASUCLA CAMPUS CONNECTIONS PRESENTATION**

Mr. Crowe and Mr. Baron explained that ASUCLA Campus Connections' objective is to develop an outreach program that serves 40K+ faculty and Staff. ASUCLA launched Campus Connections at the Small Business Resource Fair and signed up more than 500 members. The first email that was sent had more than 1,300 opens with no unsubscribes.

### **EXECUTIVE SESSION**

Ms. Wells 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 12:58 p.m.

Ms. Wells 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 1:10 p.m.

## **ADJOURNMENT**

Ms. Wells called for consent for the Associated Students UCLA Board of Directors' Services Committee to adjourn the February 14, 2020 Meeting. There being no objections, the meeting was adjourned at 1:10 p.m.