

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Services Committee Meeting
November 16, 2012
12:00 p.m.
Kerckhoff Hall 417**

PRESENT: John Bollard, Roy Champawat, Jake Ferrari, Monet LeMon, Amy Liu, Michael Weismeyer, and Bob Williams

LATE: Adam Swart

MANAGEMENT: Cindy Bolton, ASUCLA Food Service Director
Rick Crowe, UCLA Computer Store Manager
Sandi Gillespie, Association Affairs Manager
Karen Noh, ASUCLA Special Projects Director
Neil Yamaguchi, General Manager/Director of Academic Support

GUESTS: Justin Boogaard, Ark Broadcasting
Joel Carlos, Ashe Center
Wendy Greene, Undergraduate Student
Kyle Graycar, Undergraduate Student
Adrian Martinez, Ashe Center
Amrit Ubhi, Ashe Center

CALL TO ORDER

Mr. Ferrari called the meeting to order at 12:08 p.m.

APPROVAL OF AGENDA

Mr. Williams made a motion, seconded by Mr. Bollard to add agenda item V.E.3 (Executive Session Item) and to move the Executive Director's Report to after the TGIF Proposal. Mr. Ferrari called for consent to approve the Associated Students UCLA Board of Director's Services Committee November 16, 2012 Agenda as amended. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

Mr. Ferrari called for consent to approve the Associated Students UCLA Board of Directors Services Committee October 12, 2012 Minutes. There being no objections, the motion was approved by unanimous consent.

ARK BROADCASTING PRESENTATION

Justin Boogaard from Ark Broadcasting is proposing to bring professional and community based short-form videos to Ackerman Union. The Ark portal would show student organization events, student performances, as well as club messages. Mr. Boogaard provided survey details that indicated the student body at UCLA was interested in community based content. About half of Ark's overall material will be provided by advertisers. Ark would provide and install the video screens and would offer ASUCLA a monthly flat fee per screen and revenue sharing on any advertising. It was suggested that these screens would replace the current mtvU screens in the Terrace Food Court.

The Committee previewed a three minute loop of Ark programming. Mr. Williams asked who would manage the content. Mr. Boogaard explained that ASUCLA would set standards and Ark would modify the broadcasting based on that criterion. Mr. Williams also asked if the advertising would be in direct competition with Student Media. Mr. Boogaard did not feel that it would compete with Student Media since it would be an alternative to the broadcasting/advertising currently running. Mr. Swart asked if Ark Broadcasting was visible in any other University. Mr. Boogaard stated that it is a start-up business and UCLA would be the first campus.

Ms. Liu asked about how Ark would handle copyright issues. Mr. Boogaard explained that he would have a contact assigned to the groups/clubs to address copyright concerns. Mr. Liu also asked who would produce the content which Mr. Boogaard replied it would be produced by the student groups/clubs; however, Ark will be available to produce videos as well.

The Committee was interested in the program, but will need to have further discussions with Mr. Boogaard regarding his business model.

ASHE OPTOMETRY PRESENTATION

Joel Carlos and Adrian Martinez from the Ashe Center are proposing that ASUCLA lease space to Ashe Center for an optometry store on B-level. The space is located in the gift area in the back of the store. The current Ashe Center optometry store has two optometrist and services 3500 students per year. The new location will allow for four optometrists and will be available to all students, faculty, and staff. The design will mimic the current colors and layout of the Store. Since it is a destination location it could also draw more students into the Store. The Committee was in favor of the project and will discuss it further.

TGIF PROPOSAL

Mr. Champawat along with Kyle Graycar and Wendy Greene, undergraduate students whose proposal has been approved by TGIF, gave a presentation on two new solar powered laptop charging bench/tables for the Terrace Food Court patio. These stations have the ability to generate enough power to keep four laptops operating at the same time and are weather resistant. Each station costs approximately \$12,000 and the students would like to purchase two units. Although the tables would not have a huge utility savings, it does follow the Target Zero Waste Core Value; therefore, the committee agreed on their purchase.

SUSTAINABILITY UPDATE

Ms. Noh stated that the official ordinance has not been voted on for the plastic bag ban, and therefore the logistics of the legislation are still unknown.

EXECUTIVE DIRECTOR'S REPORT

Mr. Williams provided a brief update on several projects including:

1. Casual Dining Project-demolition has started
2. Health Science Store- reformatting product lines
3. Hilltop Store- discussions have begun regarding updating the store
4. AU 2408- converting into a designated Board of Director's room
5. Global Viewpoint Lounge- redesigning the space into a small theater
6. Lounge in the Textbook area- will discuss next month
7. Computer Store- Mr. Yamaguchi and Mr. Crowe presented how the computer store can be redesigned.

Phase one of the new ASUCLA website will go live by January 3. The website will have a new homepage as well as a new Board of Director's page and Employment page.

EXECUTIVE SESSION

Mr. Ferrari 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 1:41 p.m.

Mr. Ferrari called for consent to adjourn the Associated Students UCLA Board of Directors Executive Session. There being no objections, the motion was approved by unanimous consent.

The Board adjourned Executive Session at 1:55 p.m.

Mr. Ferrari made a motion, seconded by Mr. Swart that the Associated Students UCLA Board of Directors Services Committee approve all actions taken in Executive Session. Mr. Ferrari called for a vote. The motion was approved by a vote of 5 yeas and 0 nays.

ADJOURNMENT

Mr. Ferrari called for consent for the Associated Students UCLA Board of Directors Services Committee to adjourn the November 16, 2012 Meeting. There being no objections, the meeting was adjourned at 1:56 p.m.