

**ASSOCIATED STUDENTS UCLA  
BOARD OF DIRECTORS**

**Regular Meeting**

October 31, 2014

12:00 p.m.

Kerckhoff Hall Staterooms

**PRESENT:** Mike Anderson, John Bollard, Carly Calbreath, Kevin Eagan, Precious Elam, Karleen Giannitrapani, Denea Joseph, Monet LeMon, Katrina V̄õ, Agnes Warren, Bob Williams, and David Zeke

**ABSENT:** CJ Gabbe and Jordan Wong

**MANAGEMENT:** Donna Baker, ASUCLA Financial Planning and Treasury  
Cindy Bolton, ASUCLA Director of Food Operations  
Roy Champawat, ASUCLA Student Union Director  
Rich Delia, ASUCLA Chief Financial Officer/Finance Director  
Sandra Gillespie, ASUCLA Association Affairs Manager  
Dave Hager, ASUCLA Director of Business Affairs  
Patrick Healey, UCLA Store General Manager/Director  
Apparel/Accessories/LuValle Commons/Health Sciences Store  
Karen Noh, ASUCLA Special Projects Director  
Lisa Perez, ASUCLA Marketing Director  
Neil Yamaguchi, UCLA Store General Manager/Director of  
Academic Support

**GUESTS:** Avinoam Baral, USAC Internal Vice President  
Erin Donnelly, Daily Bruin  
Matthew FitzGerald, Law Student/GSA Member  
Andrew Knab, UCLA Academic Planning and Budget  
Laurel Scott, Daily Bruin  
Michael Starr, UniCamp

**CALL TO ORDER**

Mr. Zeke called the meeting to order at 12:10 p.m.

**APPROVAL OF AGENDA**

Mr. Zeke called for consent to approve the Associated Students UCLA Board of Directors October 31, 2014 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

## **APPROVAL OF MINUTES**

Mr. Zeke called for consent to approve the Associated Students UCLA Board of Directors September 26, 2014 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

## **PUBLIC COMMENT**

Avinoam Baral, USAC Internal Vice President thanked the Board for its work on the T-shirt Design Contest and exploring the possibility of providing late night food options during finals.

Michael Starr, UniCamp Program Director also thanked the Board for the donation of the t-shirt contest proceeds which were approximately \$6,000. He explained that the funds have help many campers attend this summer and shared some pictures of campers participating in camp activities as well as provided some statistics on the camp. Mr. Starr introduced, Isabella, a camper for the last five years, who explained how the camp played a role in her success which included being accepted to UCLA.

Mr. FitzGerald introduced himself as a law student and GSA member and explained he was there because he was interested in student government and wanted to observe the board process.

## **EXECUTIVE DIRECTOR'S REPORT**

### **A. Financial/Operational Items**

#### **1. September Financials**

September was another solid month financially for the Association. The Association exceeded its net income target by \$44,000. The overall results were accomplished by another strong performance from the Store and overall cost savings in the A&SS areas offset to some degree by lagging food service results.

The Store exceeded its gross income budget by \$119,000. BearWear sales were strong for the month partially due to early distribution of promotional jerseys while Market sales continued to be slower than anticipated. E-commerce results were strong in both sales and contribution. In the academic division, the textbook areas made gross contribution despite slower new text sales due to stronger than anticipated used text sales and additional other income in Course Readers Solutions. The Computer Store saw a sizable positive variance in both sales and contribution. Both the LuValle Store and the Health Sciences Store had solid performances in September.

The Food Service division continued to fall short of plan primarily due to the many projects that are in process. Several operations were disrupted by construction issues including RX which was being changed to Sweet Spot, as well as the new LuValle menu upgrade and the Music Café. As these projects have now come on line, sales have

already started to increase and calendar adjusted sales comparisons in October are much stronger. Catering results continue to be strong.

The Services Division was off plan slightly with strong international licensing results offset by a slower start in domestic licensing. The Student Union division made its plan for the month and A&SS saw a solid positive variance primarily due to wages savings.

2. October Preliminary Sales

Period three (October) ended on Saturday, October 24 and Store is ahead of its sales budget by over \$300,000 led primarily by strong Computer Store sales. E-commerce sales are behind plan for the month due to budget timing as seen by stronger results in September. Food Service results show a positive sales variance of close to \$60,000 partially driven by very strong Catering results. Due to the fact that there are so many new operations and menus in play this month, Ms. Bolton created new worksheets re-aligning the calendar with last year. This comparison shows very positive trends versus last year for the same weeks.

B. Campus Partnerships

1. Troy Aikman Collection

Management has been working with the athletic department to put together the Troy Aikman Collection which will be an assortment of t-shirts, headwear and a replica Aikman jersey. The product will be introduced online and in-store in anticipation of the November 28 football game where the Aikman's jersey #8 will be retired.

2. Concessions

The first men's basketball game is today, October 31 against Azuza Pacific at Pauley Pavilion. This is the first public event since the flood. At the request of Athletics, the Pavilion Club will sell some concessions this year. Collins Court in the Wooden Center is re-opening to the public today, October 31.

3. Commissary

Food Service added the Med Café as a new client for the Curbside Grab & Go line (sandwiches, salads, plates, vegan wraps & yogurt parfaits.) They approached ASUCLA for supplemental products while they are in transition with the cafeteria. Food Service began delivering to them on October 3 and their orders have been growing significantly from three days a week to five, approximately 200 units a day.

4. Parents Weekend

Parent's weekend is October 31 through November 2. The welcome packets will include a 20% discount coupon for the Store and the hours will expanded in the Store and several units including Wolfgang Puck on Saturday.

5. Alumni Association

Mr. Williams and Mr. Healey met with the Alumni Association leadership and then again with their working committee to see how ASUCLA could support their membership drive efforts.

C. Championship Service

1. Monster Sale

The annual monster sale which is historically the biggest sale of the year was on Wednesday, October 29. Sales exceeded budget by \$108,000.

2. UCLA Faculty and Staff Appreciation

The Faculty and Staff Appreciation event will be on December 2-4. Faculty & Staff will save 20% in BearWear, BookZone, Fast Track and Essentials. The UCLA Computer Store will be discounting MacBook Pros and iPads and offering a free lunch with purchase on December 3.

3. Holiday Catalog

The 2014 BearWear Holiday Catalog is ready to be mailed on November 10-14. It will be sent to the Store's "house" list as well as incoming first year students and transfer students.

D. Your Student Association

1. T-shirt Design Contest

The 2nd annual t-shirt design contest launched on Thursday, October 23 and there are currently two submissions. The USAC IVP staff started outreach efforts this week. As submissions come in, they will be posted to Google Drive available to the Board. Submissions are due by midnight on Monday, November 10. The Campus Engagement Committee Ad Hoc Committee will determine the pre-vote event and judging dates. Voting for finalists will take place during Week 7.

2. ASUCLA Benefits U

ASUCLA Benefits U enrollment numbers after fall rush are fantastic with 27,719 undergraduates in the program which represents over 95% of the population. There are about 50% or 6,611 graduate students signed up as well.

E. Building Towards the Future

1. Engineering Construction

The a-level patio has been partially reopened although there is still no access through that side of the building and the Portola steps have yet to be replaced.

2. Kikka/Tsunami Project

There have been a few construction issues that have slowed the progress of the new Kikka operation. Tsunami will stay open until the new operation is complete.

3. Ostin Music Café

The Music Café opened on September 30 and sales are now exceeding budget.

4. First Floor Patio Construction

The expansion joint repair is close to completion and the upper patio is now completed; however, there are still a few leaks down below.

5. Sweet Spot

The new Sweet Spot yogurt and candy store opened on October 6 and the overall response has been good. Unit sales are ahead of plan but are slightly behind the yogurt projections.

F. Board Priorities

1. Strategic Food Initiatives

Several of the food projects discussed at the retreat are now in operation with the exception of Kikka. It will be critical to analyze the results and trends to inform future initiatives including the consideration of a Powell café and the northern campus region.

### **EXECUTIVE COMMITTEE REPORT**

Mr. Bollard stated that the committee convened on October 22 and discussed the agreement with athletics and Board member attendance which both topics will be discussed today in Executive Session.

### **FINANCE COMMITTEE REPORT**

Ms. Calbreath explained that the committee met on October 24 and discussed the financial statements of both Services and Enterprises and the Communications Board. There was also an audit report of the central restaurants division. The committee also held a joint meeting with the Communications Board Finance Committee that was very productive.

### **SERVICES COMMITTEE REPORT**

Ms. Elam stated that the Committee met on October 17; however, the committee could not be called to order since they did not have quorum. The committee did hear a presentation from Avinoam Baral regarding late night food options for finals and management will investigate the possibility of bringing in a few food trucks during that time.

### **PERSONNEL COMMITTEE REPORT**

Ms. Giannitrapani stated the committee has not formally met, but did convene to interview for the Director of Business Affairs position.

## **CAMPUS ENGAGEMENT AD-HOC COMMITTEE REPORT**

Ms. Joseph stated that the committee met earlier today and discussed the t-shirt contest timeline as well as who will benefit from the proceeds. The committee would like the Board to weigh-in on the beneficiary of the proceeds.

## **STUDENT UNION SPACE INIATIVE AD-HOC COMMITTEE REPORT**

Ms. Calbreath stated that the committee also met earlier today and discussed potential space allocations and a possible remodel of the Ackerman Union dining room. The committee also discussed the possibility of adding more gender neutral bathrooms and will continue that discussion at future meetings.

## **FINANCE DIRECTOR'S REPORT**

### Services & Enterprises September 2014 Financial Statements

Gross income for the Store was positive by \$119,000; however, the remaining operations were negative to plan leaving a \$0 variance for the month.

Wages and benefits were positive to plan by \$60,000 and allocated expenses were positive by \$40,000. Net income for the Association as a whole was positive to plan by \$44,000.

In terms of cash, the Association reported a book balance of \$10,695,000 for the month. Of this balance, \$3,158,000 has been reserved for capital projects, leaving \$5,735,000 in uncommitted cash which is \$2,837,000 less than the \$8,572,000 board-required cash reserve.

In September, past due accounts receivable were at roughly \$135,000 or 4% of total accounts. Store inventories at cost in September were \$7,300,000; while inventory turns were at 4.1, which is lower than the same period in the prior year.

### October Month-to-Date Preliminary Sales

Current month-to-date sales are positive \$317,993 to plan primarily due to the Computer Store which is \$409,058 positive to plan. The LuValle Store is positive to plan by \$34,056 which could be a timing issue with textbooks. The Health Science Store is positive to plan by \$6,322 and MTW is negative to plan by \$46,870 which also is a timing issue.

Due to these results, management is expecting the gross margin to close to plan.

The UCLA Restaurants are currently \$59,517 positive to plan primarily due to Catering.

**EXECUTIVE SESSION**

Mr. Zeke called for consent for the Associated Students UCLA Board of Directors to enter into Executive Session and include Rich Delia, Sandi Gillespie, and Dave Hager. There being no objections, the motion was approved by unanimous consent.

The Board entered into Executive Session at 1:17 p.m.

Mr. Zeke 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 2:00 p.m.

**ADJOURNMENT**

Mr. Zeke called for consent to adjourn the Associated Students UCLA Board of Directors October 31, 2014 Regular Meeting. There being no objections, the meeting was adjourned at 2:06 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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John Bollard  
Board Secretary and Administrative Representative