

**ASSOCIATED STUDENTS UCLA  
BOARD OF DIRECTORS**

**Regular Meeting**

December 5, 2014

12:00 p.m.

Kerckhoff Hall Staterooms

**PRESENT:** Mike Anderson, John Bollard, Carly Calbreath, Kevin Eagan, Precious Elam, CJ Gabbe, Karleen Giannitrapani, Denea Joseph, Katrina V̄o, Agnes Warren, Bob Williams, Jordan Wong, and David Zeke

**LATE:** Monet LeMon

**MANAGEMENT:** Donna Baker, ASUCLA Financial Planning and Treasury  
Cindy Bolton, ASUCLA Director of Food Operations  
Roy Champawat, ASUCLA Student Union Director  
Sandi 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:** Melyssa Cruz, Daily Bruin  
Yael Levin, Daily Bruin

**CALL TO ORDER**

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

**APPROVAL OF AGENDA**

Mr. Zeke called for consent to approve the Associated Students UCLA Board of Directors December 5, 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

October 31, 2014 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

## **EXECUTIVE DIRECTOR'S REPORT**

### A. Financial/Operational Items

#### 1. November Summary

Overall results for the Association for the October and November periods were strong. ASUCLA financial trends are ahead of plan and several new products, services, and programs were introduced successfully and well received. The UCLA Store continues its positive trend in sales while also working on several new programs with campus partners. Sales trends in food service have improved greatly with the opening of the new facilities and upgraded menus. The Board of Director priorities continue to be the center of focus with several new initiatives and plans beginning to take shape and several new initiatives added to the list.

### B. \* Our Independent Bookstore

#### 1. Textperts

The "TEXTperts" will be available for winter rush in the textbook location.

#### 2. OpenStax

Mr. Williams explained that he has met with former California Senator and BOD Chair, Dean Florez who is now the President of The Michelson 20 Million Minds Foundation regarding their initiative, OpenStax, which is to provide open source books to California's higher education students. The foundation would like ASUCLA to offer their open source books to students along with their required textbooks.

Mr. Eagan and Ms. Giannitrapani explained that before the books are offered to students, they should be to introduce to the faculty since they would need to adopt the book into their syllabus. The Board felt that shelving the books next to the required textbooks could be misleading to students.

### C. \* Campus Partnerships

#### 1. Troy Aikman Collection

The Troy Aikman jersey retirement ceremony at the Stanford football game went well and replica jerseys are available in the store.

#### 2. Jackie Robinson Collection

A collection of t-shirts and hats commemorating the naming of the UCLA Jackie Robinson Athletic and Recreation Complex are available for sale at the Rose Bowl as well as in-store and online.

3. Healthy Campus Initiative

Partnership for a Healthier America (PHA) announced its version of the Healthier Campus Initiative on November 16. The commitments are focused on adopting guidelines around food and nutrition, physical activity, and programming. ASUCLA Food Service and the Residence Halls worked closely with the UCLA Eat Well Pod to develop guidelines that will take a step further with healthier options over the next three years.

4. Food Trucks

Management is moving forward to support the request for adding some late night food trucks for students studying for finals.

5. TGIF

ASUCLA received a \$20,000 grant from TGIF to scale, cost, and bid for an expansion of the solar panels on the Ackerman Union roof.

D. \*Championship Service

1. Victory Merchandise

The football merchandise celebrating the victory over USC were available in the store on Sunday following the game.

2. Rose Bowl Concessions

New sales records were achieved in the month of November with concessions breaking the \$100,000 mark at the USC game. Following that, sales at the game against Stanford were even better, coming in at \$125,000.

3. E-commerce

E-commerce experienced record breaking sales with the victory over USC and a Score Big promotion at 25%. A record 1,800 orders were placed on the Monday following the game.

4. Basketball Concessions

ASUCLA has been asked to help with the service in the Pavilion Club and will now provide food with a satellite concession stand.

5. UCLA Store Visual Merchandising

Mr. Williams thanked the UCLA Store and Marketing team for their outstanding efforts in the store signage and marketing during the fall quarter.

E. \*Your Student Association

1. T-shirt Contest

The 2<sup>nd</sup> annual t-shirt contest winner is Chie Tamada who is an undergraduate electrical engineering student with her entry entitled "My City, My Home, My UCLA". This t-shirt will be available in January. A portion of the proceeds will go to UCLA UniCamp.

2. Career Fairs

Career fairs in the Ackerman Grand Ballroom have seen record turnouts this fall. One that was especially popular was the Engineering and Technical Career Fair that lasted over two days and had capacity crowds and long lines.

3. UCLA Student Union

Beginning week ten through finals week, ASUCLA will open several facilities as 24-hour study lounges.

F. \*Building Towards the Future

1. Kikka

New engineering drawings had to be completed slowing work on the project. Kikka will work over the winter break to expedite the project.

2. All Gender Bathrooms

The Space Committee will be considering next steps to try and find a viable location with appropriate costs to add a new all gender bathroom in a main traffic area of Ackerman.

3. Café Powell

Mr. Williams and Ms. Bolton have both completed some preliminary customer count, sales and contribution projections for the general idea of a café in Powell. These analyses are very theoretical since an actual project with a specific location and building requirements has not been finalized or officially requested by the campus.

G. \*Employee Investment

A retirement party for former CFO, Rich Delia was held last week. Mr. Williams thanked all the Board members who attended, as well as Mr. Zeke and Ms. Giannitrapani who said a few words on behalf of the students.

H. \*The Greater Good

The Services Committee has clarified some of the goals for the proposed donation box and will be reviewing several design concepts at their next meeting.

I. \*Target Zero Waste

Management is continuing to work to assess the expenses in adding more composting processes.

## **EXECUTIVE COMMITTEE REPORT**

Mr. Wong stated that the committee met on December 2 and heard an Executive Director's report and discussed the upcoming orientation retreat. The committee also discussed ongoing attendance issues at the standing and ad-hoc committee meetings.

### **FINANCE COMMITTEE REPORT**

Mr. Gabbe stated that the committee met on November 21 and had a joint meeting with the Communications Board Finance Committee. Currently, their financial statements and projections are positive.

### **SERVICES COMMITTEE REPORT**

Ms. Elam stated that the committee met on November 21; however, the committee could not be called to order again due to a lack of quorum.

### **PERSONNEL COMMITTEE REPORT**

Ms. Giannitrapani stated the committee has a meeting scheduled on January 26 at 11:30 a.m.

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

Ms. Joseph stated that the committee met earlier today and discussed the t-shirt contest and YouTube videos. The committee is currently developing a list of organizations that will benefit from a presentation from ASUCA as well as the developing what the message will be.

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

Ms. Calbreath stated that the committee met earlier today and discussed potential retail spaces on Ackerman Union A-level and the possibility of installing an all gender restroom.

### **JOINT OPERATING COMMITTEE REPORT**

Mr. Zeke stated that the committee met on November 21 and ASUCLA provided an update on the current board goals. The committee also discussed the Communications Board and the Athletics Department agreement with ASUCLA.

### **FINANCIAL STATEMENTS**

#### **Services & Enterprises October 2014 Financial Statements**

Mr. Williams stated that gross income for the Association was \$473,000 positive to plan with \$386,000 coming from the Store.

Gross margin was positive to plan by \$195,000 and contribution was positive by \$126,000. Net income for the Association as a whole was positive to plan by \$174,000.

Ms. Baker stated that in terms of cash, the Association reported a book balance of \$11,740,000 for the month. Of this balance, \$3,158,000 has been reserved for capital projects, leaving \$6,082,000 in uncommitted cash which is \$2,671,000 less than the board-required cash reserve.

In October, past due accounts receivable were at roughly \$140,000 or 3% of total accounts. Store inventories at cost in September were \$6,500,000; while inventory turns were at 4.2, which is similar to the same period in the prior year.

#### November Month-to-Date Preliminary Sales

Current month-to-date sales are positive \$357,475 to plan primarily due to the Computer Store which is \$247,623 positive to plan. The LuValle Store is positive to plan by \$16,854 and the Health Science Store is negative to plan by \$21,394 which could be a timing issue with dental kits. Hilltop Shop is positive to plan by \$22,761 and MTW is negative to plan by \$43,594 which also is attributed to a timing issue.

Due to these results, management is expecting the gross margin to be positive by \$1,778.

The UCLA Restaurants are currently positive to plan by \$138,854 which is \$144,576 better than last year. Catering had another great month and is \$22,912 positive to plan. All third party operations are close or better than plan for the month.

### **ELECTION OF OFFICERS**

Mr. Wong stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the appointment of Jordan Wong as Board Chair and Dave Zeke as Board Vice Chair effective at the end of the December 5, 2014 Board meeting. Mr. Zeke called for a secret ballot vote. The nominations were approved by a vote of 10 yeas and no nays.

### **EXECUTIVE SESSION**

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

The Board entered into Executive Session at 1:22 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 2:47 p.m.

**ADJOURNMENT**

Mr. Zeke called for consent to adjourn the Associated Students UCLA Board of Directors December 5, 2014 Regular Meeting. There being no objections, the meeting was adjourned at 2:47 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