

**ASSOCIATED STUDENTS UCLA  
BOARD OF DIRECTORS**

**Regular Meeting**

October 30, 2015

12:00 p.m.

Kerckhoff Hall Staterooms

**PRESENT:**

Patrick Adler, Mike Anderson, Carly Calbreath, JC De Vera, Kevin Eagan, CJ Gabbe, Denea Joseph, Kirk Koenig, Arielle Mokhtarzadeh, Apsara Perera, Katrina Võ, Agnes Warren, Bob Williams, and Christine Wilson

**MANAGEMENT:**

Donna Baker, ASUCLA Finance Director  
Cindy Bolton, ASUCLA Food Service Director  
Roy Champawat, Student Union Director  
Sandi Gillespie, ASUCLA Association Affairs Manager  
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:**

Sam Hoff, Daily Bruin  
Jared Smith, ASUCLA Student Employee  
Keshar Tadimeti, Daily Bruin

**CALL TO ORDER**

Ms. Calbreath called the meeting to order at 12:02 p.m.

**APPROVAL OF AGENDA**

Ms. Calbreath called for consent to approve the Associated Students UCLA Board of Directors October 30, 2015 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

**APPROVAL OF MINUTES**

Ms. Calbreath called for consent to approve the Associated Students UCLA Board of Directors September 25, 2015 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

## **PUBLIC COMMENT**

Jared Smith, ASUCLA Student Employee (Student Union Building Manager) addressed the Board with his concern for “Holiday Pay” for building managers that work late nights, weekends, and holidays. Discussion ensued regarding the UC policies, which ASUCLA must adhere to, for holiday pay and student employees. Ms. Calbreath stated that the Board will follow up with the Association’s executive management team to clarify the Board’s role within the context of both its own bylaws as well as broader UC policy.

## **EXECUTIVE DIRECTOR’S REPORT**

Mr. Williams updated the Board on the following topics:

### September Financial Summary

Overall, financial results for September were very strong for the Association. Net income for the month was \$244,000 over plan. The UCLA Store and Licensing had the strongest results. It should be noted, though, that some of this positive result is due to timing which will be seen as negative variances in October.

### Textbook Sales

Overall, year-to-date textbook sales for all stores combined are tracking approximately 4% behind last year, but this is 3.3% better than what was planned. The Ackerman Store had the strongest results showing only a 1.7% decline and a positive 5.6% above plan. Course reader sales are slightly behind last year, but on plan. New marketing efforts and added services have been introduced this fall.

### Parents Weekend

*Parents Weekend* is Friday, October 30– Sunday, November 1. UCLA will welcome approximately 4,000 parents and family members to campus. ASUCLA is supporting this event with extended hours in the Store, Food Service, and by opening additional facilities.

### ASUCLA Donation Box

The Donation Box is installed and taking donations. The Services Committee chose to donate the first round of collections to support relief for refugees from Syria through the Doctors without Borders charity. The Services Committee will regularly review and recommend donation recipients.

### Pauley Concession Update

The first basketball game is today, Friday, October 30 and there are some food changes that include Jersey Mikes replacing Subway, while CPK & Jamba return for the season. Due to construction impacts for the new football & basketball buildings, the outside south marketplace will need to be adjusted.

For the regular concessions stands, there will be a few product changes and the addition of some items to improve the quality and variety. ASUCLA will be the vendor for the Pavilion Club for the coming season.

Maria Sharapova & Friends, presented by Porsche

This is a new tennis event being held in LATC on Saturday, December 12 and Sunday, December 13. The event will showcase men's, women's and legend's singles, mixed doubles, and celebrity doubles matches. Estimated attendance at this time is 4000-5000 per day. ASUCLA will provide several concessions booths and will be partnering with CPK for a pizza tent and bars.

Halloween Sale

The 38th annual Monster Halloween Sale took place on Wednesday, October 28 and sales were down by approximately \$130,000.

ASUCLA Pumpkin Carving Contest

The ASUCLA 38th Annual Pumpkin Carving Contest entrants will be on display on Ackerman A-level today from 10:30 am to 4:00 pm.

Faculty, Staff, and Alumni Appreciation Sale

There will be several sales during December for Faculty and Staff, as well as Alumni.

Apple educational pricing is again available for Alumni through the end of the calendar year. The Computer Store will be advertising in the November and December editions of Alumni Association e-newsletter – *Connect*.

T-Shirt Design Contest

The contest is open and there are six entries so far. USAC IVP is advertising with the Question Mark shirts, through ORL publicity channels, and on social media. All entries are due on Monday, November 9 and will be displayed at the PREVOTE event on Thursday, November 12. Services Committee will choose the 20 finalists at their meeting on Friday, November 13.

Social Media

Management has launched a new hashtag campaign, #ASUCLAEats, in which students can post pictures of their favorite foods from ASUCLA. A winner will be randomly picked at the beginning of every month to win a \$25 UCLA Restaurant voucher.

Global Viewpoint Lounge Project

Final estimates have been shown to the Finance Committee that fall within the budget; therefore, the project is moving forward.

Portola Stairs

The Portola Stairs are now open and there is a new expanded patio for Avenue A. Traffic is slowly returning to prior patterns, but will take some time.

Ackerman Union Project

The second Ackerman Project planning meeting is scheduled for November 6 at 1:30 p.m.

### Employee Appreciation Sale

The next Employee Appreciation Sale is November 20-25. ASUCLA staff including Board members save 33% off storewide on those items normally discounted by 20%.

### Sustainability

Kitchen composting is under way and going well. Preparations for the post-consumer composting pilot at LuValle Commons are almost finalized. Services Committee reviewed the signs for the bins that are scheduled to arrive in mid-November. USAC Facilities Commission is working on some great ideas for outreach including a YouTube competition and hashtag campaign, which they hope to launch in early winter.

## **EXECUTIVE COMMITTEE REPORT**

Mr. Gabbe stated the committee met on October 20 and discussed the Director of Business and Legal Affairs position. The committee also discussed current space planning projects and agreed to schedule a meeting with both the ASUCLA and Communications Board Executive Committees to discuss future plans for Student Media.

## **FINANCE COMMITTEE REPORT**

Mr. De Vera stated the committee met on October 23 and discussed financial statements for both Services and Enterprises, as well as the Communications Board. The committee also discussed the draft student media internal audit and has forwarded to the Board a Communications Board Deferment agenda item. The committee also approved two items in Executive Session that have been forwarded to the Board.

## **SERVICES COMMITTEE REPORT**

Ms. Joseph stated the committee met on October 16 and reviewed the composting signs for the LuValle consumer composting pilot program. The committee also discussed the t-shirt design contest and strategies for new YouTube videos.

## **PERSONNEL COMMITTEE REPORT**

Ms. Võ stated that the committee met on September 25 and discussed the Director of Business and Legal Affairs position and succession planning.

## **REVENUE ENHANCEMENT AD-HOC COMMITTEE REPORT**

Mr. Adler stated that the committee met earlier today, October 30 and discussed the strategic vision regarding the possible staircase and brainstormed several ideas for moving and/or

expanding possible operations. The Committee also walked through the revenue generating and revenue loss analysis for possible scenarios.

### **FINANCIAL STATEMENTS**

Overall net income for the month exceeded budget by \$244,000. Gross income in the Store was positive by \$359,000 and \$148,000 in contribution. The two large contributors were BearWear and the Computer Store.

UCLA Restaurants were negative to plan by \$60,000 in gross income and \$14,000 in contribution. The negative results were mainly due to the loss of Training Table.

The Services Division was positive to plan by \$101,000 in gross income and \$43,000 in contribution. The positive results are a timing issue with an adidas payment and will offset in October.

The Student Union was negative by \$19,000 in gross income \$4,000 in contribution due to a smaller turnout for Admissions Open House.

The Association reported a cash book balance of \$13,582,000 for the month. Of this balance, \$3,858,000 has been reserved for capital projects, leaving \$7,742,000 in uncommitted cash which is \$1,868,000 less than the board-required cash reserve.

Past due accounts receivables were at roughly \$205,000. Store inventories at cost were \$6,100,000; while inventory turns were at 4.6.

#### **October Month-to-Date Preliminary Sales**

October sales figures in the Store are negative to plan by \$251,648, but ahead of last year by \$695,191. Most of the negative sales are in BearWear and the Computer Store. Ackerman Union New Textbooks are positive by \$159,980. MTW is positive to plan by \$24,237 for the month and negative \$47,345 for the year. Estimated Gross Margin for October is negative by \$82,520.

Food Service is tracking ahead of budget in sales for October by \$6,998. Kikka is performing well and is positive to plan by \$28,976.

### **STUDENT MEDIA DEFERMENT**

Mr. De Vera explained that in order for Student Media to get through the next few months in terms of cash flow, it will be necessary to defer their administrative payments.

Mr. De Vera made a motion, seconded by Mr. Adler that the Associated Students UCLA Board of Directors approve a deferment of the Student Media administrative and support services payments for a maximum of \$150,000 until January 31, 2016. Ms. Calbreath called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

**EXECUTIVE SESSION**

Ms. Calbreath 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 1:17 p.m.

Ms. Calbreath 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 2:39 p.m.

Mr. De Vera made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Ms. Calbreath called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

**ADJOURNMENT**

Ms. Calbreath called for consent to adjourn the Associated Students UCLA Board of Directors October 30, 2015 Regular Meeting. There being no objections, the meeting was adjourned at 2:40 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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Agnes Warren  
Board Secretary and Administrative Representative