

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
December 4, 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: 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
Michelle Moyer, ASUCLA Director of Business and Legal Affairs
Karen Noh, ASUCLA Special Projects Director
Lisa Perez, ASUCLA Marketing Director
Neil Yamaguchi, UCLA Store General Manager/Director of
Academic Support

GUESTS: Helen Immerso, Daily Bruin

CALL TO ORDER

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

APPROVAL OF AGENDA

Ms. Joseph made a motion, seconded by Mr. Adler to add a Non-Denominational Prayer/Meditation Space discussion item to the agenda.

Ms. Calbreath called for consent to approve the Associated Students UCLA Board of Directors December 4, 2015 Regular Meeting Agenda as amended. 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 October 30, 2015 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

EXECUTIVE DIRECTOR'S REPORT

Mr. Williams updated the Board on the following topics:

October Financial Summary

October sales trends are not as strong as they had been during the summer and September. Sales were soft in the Store and there was the timing reversal in Licensing from last month. However, strong margin results and savings in A&SS led to a net income result which was off plan by only \$4,000. Year-to-date there is a large positive variance in net income versus budget.

November Trends

December sales patterns are soft in both the Store and Food Service. General campus traffic seems slower this quarter.

Textbook Customer Service

Management will change the customer traffic flow in the area during Winter Rush. The book team has moved the bag check to relieve the congestion at the front door and will change the way the line feeds to the bullpen registers.

Textbook Price Comparison

The textbook website price comparison feature has been enabled and management will continue to monitor the impact on sales with the added information and transparency.

Student Union

24 hour Study Lounge at various locations in Kerckhoff Hall and Ackerman Union will be available during Week 10 and Finals Week.

Non-denominational Prayer & Mediation Space

Mr. Williams and Mr. Champawat met with the campus architect and Mick Deluca to look at some more permanent and expansive ideas. No final and fundable solutions were decided on; however they plan to continue looking at various ideas together.

Apple Educational Pricing

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

T-Shirt Design Contest

First place went to Yujin Tsuruo (First Year Design|Media Arts student). The 2016 Shirt will be available for purchase at the UCLA Store in January. Second and third places went Ingrid Channa and Tanuj Lalwani, respectively. Through November, the 2015 shirt has sold 749 units for a donation total of \$3300.00 to UCLA UniCamp.

Global Viewpoint Lounge Project

The project has progressed most of the way through the electrical installation phase. The A/V-acoustical contract has been awarded and plans are moving forward.

Variable Frequency Drive Project

The variable-frequency drive project is underway. When complete this will allow the Union to use significantly less energy for cooling and heating.

Ackerman Union Project

Management is awaiting rough cost estimates on the two way finding plans. The Revenue Ad Hoc Committee is looking at various facility and service flow ideas and will begin discussions on the dining room design parameters next.

Store Training Program

The store has now completed three management training workshops focusing on Monthly Reconciliation, Customer Service, and Management Development. Some sessions were presented by senior management while professional trainers were brought in to lead the sessions pertaining to customer service and development in order to capitalize on current philosophies and trends in these areas.

Employee of the Year/Holiday Party

ASUCLA's annual Employee of the Year event will be on December 17. Board members are all invited to attend.

Long-Term Space Planning

Mr. Williams and the campus architect have been discussing the challenges and possibilities of long-term space options. The architect will be looking at the entire loading dock and surrounding area which will be very helpful in understanding options going forward.

Short-Term Space Planning

The Ackerman Union planning group looked at various options and the architects are developing cost estimates.

Branding/Communication/Engagement

The staff is beginning some design mock up for a year-end report. Management is continuing paid advertising in Gmail and Facebook, and Mr. Williams will report on the results after the holiday shopping season.

Composting

The new bins and signs are in place at LuValle Commons. The manager observes that customers are taking time to read the signs and seem to be doing a pretty good job of sorting their waste. The program will be promoted during winter quarter through ASUCLA Benefits U.

Strategic Planning

With the filling of the Director of Business and Legal Affairs position the management team and organizational expertise has been strengthened. In the Store, there is another long-term Director, Robin Broudy who is retiring. Mr. Healey and Mr. Yamaguchi have presented a two phase secession plan that will give opportunities to other key store managers to move up into higher levels of responsibility.

EXECUTIVE COMMITTEE REPORT

Mr. Gabbe stated the committee met on November 17 and discussed the Communications Board joint Executive Committee meeting.

FINANCE COMMITTEE REPORT

Mr. De Vera stated the committee met on November 20 and heard a status update from the external auditors and discussed the internal draft audit of Student Media.

SERVICES COMMITTEE REPORT

Ms. Joseph stated the committee met on November 13 and heard presentation on the non-denominational prayer space, selected the 20 t-shirt design finalists, and discussed the composting video competition.

PERSONNEL COMMITTEE REPORT

Ms. Võ stated that the committee met to interview the new Director of Business and Legal Affairs.

REVENUE ENHANCEMENT AD-HOC COMMITTEE REPORT

Mr. Adler stated that the committee met earlier today, December 4 and was held in executive session.

FINANCIAL STATEMENTS

Overall net income for the month was \$4,000 negative to plan. Gross income in the Store was negative by \$228,000 and positive by \$19,000 in contribution due to good cost control and margins.

UCLA Restaurants were negative to plan by \$36,000 in gross income and positive by \$14,000 in contribution. The negative results were mainly due to the loss of Training Table.

The Services Division was negative to plan by \$100,000 in gross income and \$52,000 in contribution. The negative results are a timing issue with an adidas payment that was received in September.

The Student Union was negative by \$18,000 in gross income \$1,000 in contribution due to the timing of several annual events.

The Association reported a cash book balance of \$12,604,000 for the month. Of this balance,

\$3,425,000 has been reserved for capital projects, leaving \$6,485,000 in uncommitted cash which is \$3,428,000 less than the board-required cash reserve.

Past due accounts receivables were at roughly \$225,000. Store inventories at cost were \$6,100,000 or 5%; while inventory turns were at 4.5.

November Month-to-Date Preliminary Sales

November sales figures in the Store are negative to plan by \$505,013, but ahead of last year by \$123,358. Most of the negative sales are in BearWear and the Computer Store. MTW is positive to plan by \$21,397 for the month and negative \$38,767 for the year. Estimated Gross Margin for November is negative by \$102,833.

Food Service is tracking behind budget in sales for November by \$79,316 due to catering. Kikka is performing well and is positive to plan by \$27,409. Panda is negative to plan for the month by \$15,712.

NON-DENOMINATIONAL PRAYER/MEDATATION SPACE

The Board discussed at length the concept of a non-denominational prayer and meditation space, specifically where it could be located and how the room would be controlled. One consideration is the Ackerman Union 3rd Floor Lounge area where walls could be erected to allow for privacy.

Mr. Adler made a motion, seconded by Mr. Eagan that the Associated Students UCLA Board of Directors approve to utilize the Ackerman Union 3rd Floor Lounge for a non-programmable contemplative space for prayer, meditation, and wellness. This is a six month pilot program to evaluate future strategies. Ms. Calbreath called for a vote. The motion was approved by a vote of 10 yeas and no nays.

ELECTION OF OFFICERS

Mr. Gabbe stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the appointment of CJ Gabbe as Board Chair and Carly Calbreath as Board Vice Chair effective at the end of the December 4, 2015 Board meeting. Ms. Calbreath called for a secret ballot vote. The nominations were approved by a vote of 10 yeas and no 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 1:48 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 2:35 p.m.

Mr. De Vera made a motion, seconded by Ms. Võ 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 December 4, 2015 Regular Meeting. There being no objections, the meeting was adjourned at 2:36 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.

Agnes Warren
Board Secretary and Administrative Representative