



BOARD OF DIRECTORS

Regular Meeting

January 27, 2023

12:00 p.m.

Kerckhoff Hall 131-133

PRESENT:

Pouria Abbassi, Muratkhan Abdirash, Alejandra Castellanos, Felicia Graham, Wudia Kamara, Jazz Kiang, Live Maluia, Brian MacDonald, Scott Monatlik, Daniel Neuhauser, Julia Terrano, and Megan Vergel de Dios

ABSENT:

Johnathan Franklin and Octavio Navarro

MANAGEMENT:

Donna Baker, Director of Finance
Ari Baron, Director of Marketing
Cindy Bolton, Director of Food Services
Roy Champawat, Director of Student Union Operations
Leilani Donato, Director of Facilities
Sandi Gillespie, Director of Board & External Affairs
Kamran Mehdian, Director of Information Technology
Michelle Moyer, Directors of Legal Affairs and Compliance
Krista Kae Parino, Board of Directors Administrator
Peter Poon, UCLA Store Director

GUESTS:

Julia Brinker, Jung von Matt
Afram Kakur, Jung von Matt
Brian Remedi, Jung von Matt
Craig Thompson, Jung von Matt
Kristina Miller, UCLA Trademarks & Licensing
Edna Salčin, Bruin Custom Print

CALL TO ORDER

Ms. Kamara called the meeting to order at 12:14 p.m.

APPROVAL OF AGENDA

Ms. Kamara made a motion, seconded by Mr. Kiang, to move agenda item VII, JVM Presentation, to agenda item V. Ms. Kamara called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

Ms. Kamara called for consent to approve the Associated Students UCLA Board of Directors January 27, 2023, Regular Meeting Agenda as amended. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

Ms. Kamara called for consent to approve the Associated Students UCLA Board of Directors October 28, 2022, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

ELECTION OF OFFICERS

The Nominating Committee is recommending the following nominations effective immediately:

Jazz Kiang	BOD Chair
Wudia Kamara	BOD Vice Chair
Brian MacDonald	BOD Secretary

Mr. Kiang made a motion, seconded by Ms. Graham that the Associated Students UCLA Board of Directors approve the elected officers as nominated. Ms. Kamara called for a secret ballot. The motion was approved by a vote of 9 yeas and 0 nays.

Ms. Kamara handed the responsibilities of the chair to Mr. Kiang.

JUNG VON MATT PRESENTATION

Mr. Abbassi introduced JVM's goal of extending the UCLA brand by focusing on Women's BB. JVM is a sports marketing company that produces creative storytelling content highlighting athlete accomplishments. Mr. Remedi presented JVM's mission, two case studies, and the opportunity to collaborate with ASUCLA. JVM has worked with INTERSPORT, Anja Blacha, TOPPS, and Jose Mourinho.

Mr. Kiang asked JVM to identify the strengths of focusing on Women's BB. Mr. Remedi mentioned the significance of Title IX and JVM's goal to highlight travel teams on an international level. Mr. Abbassi added that Ms. Close's leadership at the UCLA Women's Basketball team is community-oriented, and NCAA teams can only travel once every four years.

Mr. Neuhauser asked if JVM had completed the project with another sports team. Mr. Remedi replied no and shared how this is a unique opportunity to strategize and globally reach out to UCLA Alumni. Mr. Neuhauser additionally asked if JVM was the only agency at the FIFA World Cup. Mr. Remedi mentioned that JVM works directly with FIFA. Mr. Neuhauser asked how ASUCLA would benefit from JVM's partnership. Mr. Abbassi noted that a separate

presentation would be presented in the future.

Ms. Graham asked how JVM plans to mirror ASUCLA as a student-led organization and how UCLA athletes would benefit from the collaboration. Mr. Remedi emphasized that this would create NIL opportunities for athletes and develop player-centric stories. Mr. Baron further explained how athletes would be exposed to international travels, promote player development, and illustrate how Bruins impact the world.

Mr. Abdirash accentuated the repercussions of highlighting the traumatic experiences of UCLA athletes and how revenue is generated from these stories.

Mr. Kiang highlighted the ambassadorial work through UCLA sports, how the board plays an influential role in the process, and the topic of sustainability.

Ms. Wudia asked why JVM started on a global scale instead of locally and the importance of considering the international dynamics. Mr. Abbassi discussed the nuances of expanding the presence of UCLA sports and student-focused stories.

PUBLIC COMMENT

Mr. Kiang introduced Ms. Castellanos, the new Board of Directors Undergraduate Representative. Mr. Abbassi introduced Ms. Salčin, a student staff from Bruin Custom Print who customizes medical and dental lab coats and graduation sashes. Ms. Salčin ultimately shared her gratitude for ASUCLA's flexibility in maintaining a work-life balance and mentioned how proud she is to feature ASUCLA on her resume.

Ms. Graham read GSA and USAC's letter of concern for Student Government Accounting. Ms. Graham stressed the importance of voicing constituent concerns, questioned whether ASUCLA is complicit, and requested clarity on the situation. Mr. Abbassi disagreed with the comments stated in the letter and emphasized the understanding of financial constraints placed on students. Mr. Abbassi explained how ASUCLA's next steps include identifying specifics and working closely with Mr. Champawat to resolve the situation. Mr. Champawat further commented on how SGA underwent staff transitions and will work on communication and facilitate open house events to address questions.

Ms. Maluia asked if students could avoid paying out of pocket and highlighted financial security. Mr. Champawat mentioned how cash advances or purchase orders are the preferred methodologies.

Mr. Abdirash asked how the concerns of SGA would be resolved. Mr. Champawat replied that the student government and staff are in an ongoing hiring process. Mr. Abbassi added that ASUCLA would reply to GSA and USAC's letter with specific points.

Ms. Kamara informed the board that the CPO requested an update on the distribution of the withheld funds. Mr. Abbassi said the issue would be addressed during executive session.

CHAIR'S REMARKS

Mr. Kiang acknowledged the Monterey Park shooting that occurred on Lunar New Year. Since the previous board meeting, there have been 130 mass shootings in the United States. Mr. Kiang reflected on how the tragedy affected the UCLA community.

Ms. Parino shared that the Board of Directors' Retreat has been successfully scheduled at the University of California, Santa Barbara.

EXECUTIVE COMMITTEE REPORT

Ms. Kamara stated that the Committee met on January 13, 2023, to discuss the following: partnership with UCLA Recreation for Esports, USAC's concerns for CPO, KPMG's external audit, the election of officers, the referendum fee, the orientation retreat at UCSB, the Mid-Year Retreat, Board of Directors Overview, and Information, and the allocation of the ASUCLA T-Shirt Design Contest proceeds.

FINANCE COMMITTEE REPORT

Ms. Terrano shared that the Committee reviewed the internal audit recommendations, the Executive Director's Report, the opening of ScrubJay Café, and the \$5 Friday and \$2 Taco Tuesday programs. Ms. Terrano also shared that the gross income for December was \$4.7M.

SERVICES COMMITTEE REPORT

Ms. Vergel de Dios stated that the Committee did not meet in January due to a lack of agenda items. In the November meeting, the Committee received a Sustainability presentation from Ms. Kennedy and voted on the ASUCLA T-Shirt Design Contest winner. Ms. Gillespie shared that the UCLA Store has sold out of this year's winning design, the Powell Cat T-shirt.

PERSONNEL COMMITTEE REPORT

Ms. Graham stated that the Committee received a presentation from Ms. Vail and reviewed Human Resources updates. Since the beginning of the academic year, ASUCLA has hired 684 employees. The Employee Engagement Committee continues to facilitate focus groups and plans to implement leadership training.

STUDENT FEE AD-HOC COMMITTEE REPORT

Ms. Maluia stated that the Committee met to discuss GSA and USAC's perspectives on the referendum.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the Board on the following topics:

USAC Presidents Reunion

On Jan. 21, the third quinquennial USAC Presidents Reunion occurred in the Charles E. Young Grand Salon. The event included a forum discussion that navigated student leadership during challenging times.

Facilities

In November, the remodel of the Student Union Operations office was completed. Custodial and maintenance employees completed safety training for fall protection and operating mechanical lifts. ASUCLA received a rebate from the Los Angeles Department of Water and Power for upgrading the LED lights in the Ackerman Union Operations office.

Coffee Subscription Program

As of Jan. 6, 156 subscriptions have been sold.

Taco Bell

On Jan. 10, Taco Bell launched a "\$2 Taco Tuesdays" promotion and, on the first day, sold 250 deals. On Jan. 17, the promotion sold 317 orders.

Additional Marketing/Revenue Initiatives

On Jan. 20, ASUCLA Restaurants launched a new "\$5 Friday" promotion. Every Friday through the winter quarter, one item in each location is discounted to \$5.

Concessions

Men's Basketball reached the highest sales figures for the year at \$42K.

Scrub Jay Café

On Jan. 25, a soft opening occurred, and plans for a grand opening are being discussed. The café serves Starbucks Coffee.

Sprinkle Cupcakes

Units sold since launch: 1,700.

CalFresh /EBT Program

Since August 2022, 10,072 EBT transactions have occurred in the UCLA Store Market.

UCLA Trademarks & Licensing Leadership Changes

On Dec. 2, 2022, after 37 years of service and leadership, Cynthia Holmes retired as director of UCLA Trademarks & Licensing. Interim leadership has been distributed along functional areas of trademark legal protection, human resources, domestic licensing, international licensing, marketing, and stakeholder relationships with the UCLA Store.

Licensee Social Compliance Audits

The incidents ranged from forced labor, prison labor, and human trafficking code of conduct noncompliance that affected domestic U.S. workers and migrant workers in licensee factories in Asia. In all cases, licensees have responded quickly to attempt to remediate the noncompliance in a manner that preserves the workers' rights.

New Licensees

UCLA Trademarks & Licensing has on-boarded new licensees, including lululemon (activewear), Johnnie-O (polos/preppy apparel), ProSphere (NIL jerseys), and Blue 84 Merch by Amazon (basic apparel).

New/Expanded Business

An agreement is pending to launch an apparel collection in Brazil that will include 310 locations; the licensee in Turkey has agreed to an amendment to extend the term to 2030 and build out 12 UCLA branded stand-alone shops, and a new collection in Australia will launch in August.

Waste Characterization Studies

These studies help ASUCLA to identify and gather data regarding the materials in the waste stream. Additionally, these studies assess the potential for recovery of materials through industrial composting of organics waste, ensuring that all recoverable materials are captured in recycling recovery and that diversion from landfill is optimized. The results of these studies will help meet UCLA's zero-waste goal of 90% diversion from landfill.

Waste Diversion

As of today, waste and recycling tonnage data measurements indicate that ASUCLA generated 35.87 tons of landfill waste, 20.45 tons of recycling, 1.44 tons of green waste, and 15.39 tons of compost for an organization-wide Diversion Rate from Landfill Percentage of 47%.

Employment

Since the beginning of the academic year, ASUCLA has hired 684 new employees. Twenty active student staff positions are open at this time.

Employee Engagement and Events

In response to engagement surveys, the Committee plans to host a Leadership Lunch on Feb. 1. The survey indicated that ASUCLA staff is interested in opportunities to connect with leadership; the Leadership Lunch will provide a forum for staff and leadership to communicate on an informal basis.

Mr. Abbassi shared that he has been meeting with student staff from all Association businesses and services to spread ASUCLA awareness.

Mr. Kiang highlighted the recent leadership transitions and asked how ASUCLA structurally plans to ensure stability moving forward. Mr. Abbassi mentioned that Student Union has changed its model and plans to hire a Student Union director by the spring quarter.

Additionally, ASUCLA has been reaching out to other Student Unions across the country for feedback and ultimately plans to implement a recruitment process.

Ms. Kamara asked for an update on the debits and credits owed. Mr. Abbassi explained that the situation is the same.

FINANCIAL STATEMENTS

Gross Income for December at \$4.7M compared to November at \$5.4M was \$420K ahead of last year and (\$470K) below plan. Gross Margin at \$2.2M compared to November at \$3.1M was (\$390K) below plan and (\$270K) below last year. Contribution at \$90K, compared to November at \$600K, was (\$380K) below plan and (\$320K) below last year. Other income/expense categories performed on or slightly better than plan. Net income for December at (\$900K), compared to November's loss of (\$450K), was (\$350K) below plan. The unanticipated on-campus labor matters in November and throughout December significantly impacted all areas, with food services most significantly impacted by the 30%-40% drop in customer count. It is expected that with the higher wages for the respected units and the return of undergraduates to campus, the customer count figures will bounce back. Note that of the YTD \$2M bottom line deviation from plan, \$1.25M is due to food services fiscal impact. The opening of ScrubJay café and the various initiatives launched as of the beginning of the winter quarter, including the \$5 Fridays, \$2 Taco Tuesday, menu enhancements across the operations, cost controls, and heightened marketing campaign, should improve food services fiscal performance. Retail operations are expected to continue their very strong sales trend, posting YTD results of over a \$3.5M increase compared to last year. The other area of focus is strategic funding (development, sponsorship, grants, and fundraising) which has not been at the anticipated levels. This is partially due to the wide swings and the unpredictability of economic forces, including the rapid increases in inflation, which has impacted the flexibility of organizations in approving grants and/or taking on expanded sponsorship opportunities. YTD results show the overall gross income gap to budget of \$3.4M, closing to a \$2M net income gap as cost controls in various areas have helped mitigate the below plan sales.

Collaboration with campus partners is ongoing on several fronts, including the options on the Ackerman Union expansion P&I payment, addressing ASUCLA/UCLA expense/credit matters, and resolving the mandated salary continuation and payroll for March 2020-June 2021. Necessary administrative work with state departments and legislators to release the targeted funds of \$6M in support of ASUCLA capital needs is expected to be completed in the next few weeks. Additionally, work continues with ASUCLA/UCOP/UCLA finance team for the opportunity to pursue pandemic relief funds related to the employee retention tax credit, which stands at approximately \$4M.

Ms. Baker stated that as of December, the cashbook balance of \$16M. The required cash reserve is \$8M leaving an \$8M surplus. The Accounts Receivables are at 10%.

EXECUTIVE SESSION

Mr. Kiang 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 2:08 p.m.

Mr. Kiang 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 2:41 p.m.

Mr. Kiang made a motion, seconded by Ms. Graham, that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Mr. Kiang called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

ADJOURNMENT

Mr. Kiang called for consent to adjourn the Associated Students UCLA Board of Directors' January 27, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 2:43 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.

Brian MacDonald
Board Secretary and Administrative Representative