



## **BOARD OF DIRECTORS**

### **Regular Meeting**

February 23, 2024

12:00 p.m.

KH 131-133

#### **PRESENT:**

Pouria Abbassi, Muratkhan Abdirash, Alejandra Castellanos, Eliyah Cohen, Heeya Firdaus, Dylan Kupsh, Mitchell Liday, Brian MacDonald, Live Maluia, and Tiara Weedagama

#### **ABSENT:**

Scott Monatlik, Daniel Neuhauser, and Henry Hsiao

#### **MANAGEMENT:**

Donna Baker, Finance Director  
Ari Baron, Director of Marketing  
Cindy Bolton, Director of Food Services  
Leilani Donato, Director of Facilities  
Sandi Gillespie, Director of Board and External Affairs  
Leo Kuo, Windows Administrator  
Pamela Lewis, Student Union Services Director  
Kamran Mehdian, Director of Information Services  
Michelle Moyer, Director of Business, Compliance and Legal Affairs  
Krista Kae Parino, Board of Directors Coordinator  
Peter Poon, UCLA Store Director

#### **GUESTS:**

Ashley Emmest, Students Against Starbucks  
Angelica Interiano, Students for Justice in Palestine  
David Ramirez, Students Against Starbucks  
Hanna Reyes, Students Against Starbucks  
Joanne Sarsam, Students Against Starbucks  
Charlie Walner, Students Against Starbucks  
Sophia Wright, Students Against Starbucks  
Gaia, Drag Community – LA

#### **CALL TO ORDER**

Ms. Maluia called the meeting to order at 12:04 p.m.

### **APPROVAL OF AGENDA**

Ms. Maluia called for consent to approve the Associated Students UCLA Board of Directors' February 23, 2024, Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

### **APPROVAL OF MINUTES**

Ms. Maluia called for consent to approve the Associated Students UCLA Board of Directors' January 30, 2024, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

### **PUBLIC COMMENT**

The Students Against Starbucks coalition advocated for the removal of Starbucks on campus. Mr. Kuo shared his personal experience leading up to his position as the Windows Administrator at ASUCLA.

### **ED/CEO REMARKS**

Mr. Abbassi highlighted the movie-showing event at the Black Bruin Resource Center, the ASUCLA Services Expo, and the launch of the Life Skills website.

### **EXECUTIVE COMMITTEE REPORT**

Ms. Castellanos stated that the Committee discussed the referendum and the mid-year retreat.

### **FINANCE COMMITTEE REPORT**

Mr. Cohen stated that the Committee discussed the Executive Director's Finance Report and the Communications Board's November Financial Statements. The Committee received a presentation highlighting KPMG's external audit results, discussed the 22-23 Audited Financial Statements, and reviewed the 24-25 Budget Assumptions.

### **SERVICES COMMITTEE REPORT**

Ms. Firdaus stated that the Committee received presentations regarding the Sepulveda Transit Corridor Project, advocating for an on-campus station at UCLA. Additionally, there was a presentation from the Students Against Starbucks Coalition.

Following discussion, the committee has decided to initiate the exploration of transitioning coffee products and offerings featuring the Starbucks brand at ASUCLA service locations. This is in the context of the upcoming expiration of the purchasing portion of the Nestle contract, which currently provides Starbucks coffee, in August 2024.

Questions arose regarding the term "guidance," it was clarified that in this context, it signifies the committee's action, which has been forwarded to management for consideration. As part of this process, a survey will be distributed to the entire student body to gather feedback and guide further actions.

### **PERSONNEL COMMITTEE REPORT**

Mr. Abdirash stated that the Committee discussed employee survey results and identified two areas of improvement: communication between leadership and staff and spreading awareness of student staff spot bonus awards.

### **AD-HOC COMMITTEE REPORT**

Ms. Fletcher stated that the Committee discussed the student fee referendum language, meetings with campus organizations, and the CalFresh enrollment event on Feb. 24.

### **EXECUTIVE DIRECTOR'S REPORT**

Mr. Abbassi updated the board on the following topics:

#### **ASUCLA Instagram**

As of Feb. 13, the Instagram account had 25,338 followers. A reel featuring Korean-styled donuts at Jimmy's Coffeeshouse received over 76K plays and reached over 39,830 accounts.

#### **UCLA Store Instagram**

A reel opening the 2023-2024 UCLA Store BearWear model applications was posted on Feb. 6. A collaboration post with the UCLA Women's Basketball team's Instagram account garnered 276 entries for the giveaway of tickets, a Kiki Rice jersey, and UCLA swag.

#### **Finance**

ASUCLA has completed fieldwork for the KPMG audit of the year-end financial statements of all ASUCLA entities. The reports were presented in the February Finance Committee meeting and will be presented at today's meeting.

#### **Budget/Five-Year Forecast**

ASUCLA has initiated the FY 2024-2025 Budget/Five Year Forecast process, which spans the next four months.

### Event Services

The Student Union hosted a ping pong tournament for doubles and singles for students in the Bruin Fun Zone. The Super Bowl watch party had over 75 attendees. The Semel HCI Center awarded ASUCLA \$2,000 for sustainable furniture to enhance the Kerckhoff Patio. The Student Union Event Fund granted over \$12,000 to support student programming in the Student Union in January.

### Food Services

New menu enhancements and promotions included:

- New Korean donuts available at Jimmy's Coffeehouse and ScrubJay Café
- New enchilada plate available at LuValle for a limited-time offer
- Meatball and pepperoni pizza paninis at the Northern Lights
- Valentine's Day promotions at Jimmy's Coffeehouse
- Taco Bell offered any two items off the full menu for \$5, and Leap Year specials

### Catering

Catering serviced the World Café, which the Dashew Center hosted at the Charles E. Young Grand Salon on Feb. 7.

### CalFresh/EBT Program

The number of transactions processed since July 2023 at Ackerman Union is 21,247. The number of transactions processed since December 2023 at the Health Sciences Store is 772.

### Industry's Focus on Sustainable Products/Licensees

Discussions are underway with Uscape Apparel, a member of 1% for the Planet, for their RENEW line of products made from fabric scraps and recycled apparel.

### UCLA x Bershka

The codes of the iconic and timeless varsity style are updated again through the new UCLA capsule collection by Bershka.

### Waste Diversion Improvement Projects

Current diversion rates of 48% at Ackerman Union and 57% at the Court of Sciences Student Center are slated for significant improvement to achieve waste diversion and materials recovery during the next several months of these projects' duration.

### Miscellaneous

Mr. Abbassi reported that a state workforce development grant was submitted and that meetings with campus-wide space committees and subcommittees are in progress. He also provided updates on the Trust building in downtown Los Angeles.

## **FINANCIAL STATEMENTS**

Gross Income for January at \$5M was \$161K ahead of last year and (\$570K) below plan. Gross Margin at \$2.7M was (\$370K) below plan and \$220K ahead of last year. Contribution at

\$704K was (\$217K) below plan and \$106K above last year. Net Income for the month at (\$281K) was (\$100K) below plan.

Retail operations while strong, were negatively impacted by the performance of the sports teams. The Computer Store experienced a drop in year-over-year institutional demand for Windows-based PCs and lower sales of accessories and personal electronics. Additionally, New Text sales were impacted with continued move toward Bruin One Access. Restaurants continue their significant turnaround and posted results ahead of plan and significantly ahead of last year in gross income and contribution. The addition of new outlets and the diversification of menu offerings have been instrumental in restaurants' positive output. YTD, Net Income stands at \$2.3M, which is \$3.4M ahead of plan and \$5M ahead of last year. Various efforts in terms of development and leveraging one time opportunities in funding source diversification have contributed to the positive outcome. As the second half of the year will be dependent on the performance of the sports teams, overall cost of goods fluctuations due to domestic and global economic conditions and sensitivity of various revenue streams, we will be monitoring financial output and implement adjustments as possible and necessary.

The ASUCLA/UCLA task team has submitted its recommendations regarding credits and debits due to ASUCLA. It is expected that in collaboration with UCLA stakeholders, a path forward will be identified. The items under review are consistent with the presentation previously made at the Finance Committee meeting in August. It is expected that these efforts will also help resolve the mandated salary continuation and payroll for March 2020-June 2021. Additionally, ASUCLA through UCPath has submitted to IRS, its application for pandemic relief related to the employee retention tax credit, which stands at approximately \$4M. ASUCLA has also submitted a grant application to the state in support of workforce training and development.

Ms. Baker stated that as of January, the cashbook balance is \$14.9M. The required cash reserve is \$7.6M leaving a \$7.3M surplus. Accounts Receivables are at 9%.

### **APPROVAL OF THE FY 22-23 AUDITED FINANCIAL STATEMENTS**

Mr. Cohen made a motion, seconded by Ms. Castellanos that the Associated Students UCLA Board of Directors approve the FY 22-23 Audited Financial Statements. Ms. Maluia called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

### **APPROVAL OF THE FY 24-25 BUDGET ASSUMPTIONS**

Mr. Cohen made a motion, seconded by Ms. Firdaus that the Associated Students UCLA Board of Directors approve the FY 24-25 Budget Assumptions. Ms. Maluia called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

### **ADJOURNMENT**

Ms. Maluia called for consent to adjourn the Associated Students UCLA Board of Directors February 23, 2024 Regular Meeting. There being no objections, the meeting was adjourned at 12:55 p.m.

\* \* \* \* \*

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