



BOARD OF DIRECTORS

Regular Meeting

February 24, 2023

12:00 p.m.

Zoom

PRESENT:

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

ABSENT:

Ally Castellanos, Johnathan Franklin, and Octavio Navarro

MANAGEMENT:

Donna Baker, Finance Director
Ari Baron, Director of Marketing, Sales, & Promotions
Cindy Bolton, Director of Food Services
Roy Champawat, Student Union Director
Doria Deen, Student Media Director
Leilani Donato, Director of Facilities
Paul Dorazio, Division Manager LuValle Commons
Sandi Gillespie, Director of Board & External Affairs
Kamran Mehdian, Director of Information Services
Kristina Miller, Retail Brand Director
Michelle Moyer, Directors of Legal Affairs and Compliance
Krista Kae Parino, Board of Directors Administrator
Peter Poon, UCLA Store Director

GUESTS:

Naz Abghari, KPMG
Brienne Wise, KPMG

CALL TO ORDER

Mr. Kiang called the meeting to order at 12:04 p.m.

APPROVAL OF AGENDA

Mr. Kiang made a motion, seconded by Ms. Kamara, to move agenda item VIII.D, Approval of FY 21-22 Audited Financial Statements, to agenda item V. Mr. Kiang called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

Mr. Kiang called for consent to approve the Associated Students UCLA Board of Directors'

February 24, 2023, Regular Meeting Agenda as amended. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

Mr. Kiang called for consent to approve the Associated Students UCLA Board of Directors' January 27, 2022, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

PUBLIC COMMENT

Mr. Dorazio shared his ASUCLA experience working as the division manager for the LuValle Commons and expressed gratitude for attending the meeting. He further highlighted his background in food service and thanked Ms. Kamara for her kind words. Mr. Kiang accentuated the transition of student staff to career staff and how the process exemplifies ASUCLA's mission.

Mr. Kiang emphasized how the Turkey-Syria earthquake death toll has increased since the last meeting. He also highlighted the Michigan State University shooting that occurred and encouraged the board to be mindful of the possibility that it can also happen at UCLA. Mr. Kiang further discussed how important it is to shift our focus onto worldly matters and how it affects the Bruin community.

Mr. Abbassi commended the efforts of KPMG and the Student Government Accounting team for their work despite the staffing difficulties and global issues related to the pandemic.

APPROVAL OF FY 21-22 AUDITED FINANCIAL STATEMENTS

Ms. Wise and Ms. Naz presented the FY 21-22 Audited Financial Statements and reviewed the following: outstanding matters, auditor's report, uncorrected misstatements, corrected misstatements, and deficiencies.

Ms. Kamara asked what other data sources KPMG uses to complete its process. Ms. Wise answered high-level minutes, charts, job descriptions, invoices, bank statements, and agreements.

Mr. Kiang asked KPMG to share their perspective on ASUCLA's transformation over the years.

Ms. Wise commended the four years of collaboration between ASUCLA and KPMG.

Ms. Terrano made a motion, seconded by Mr. Neuhauser, that the Associated Students UCLA Board of Directors approve the FY 21-22 Audited Financial Statements for Student-Run Enterprises, Communications Board, Graduate Students Association, and Undergraduate

Students Association. Mr. Kiang called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

EXECUTIVE COMMITTEE REPORT

Ms. Kamara stated that the Committee discussed revising the stipend policy, CPO release of funds, Campus Life meeting, and efforts to spread ASUCLA awareness.

FINANCE COMMITTEE REPORT

Ms. Terrano stated that the Committee discussed how CalFresh/EBT had reached over 13,000 transactions as of Feb. 13 and will be expanded to the LuValle Commons and the Health Sciences Store. She also shared that the Inclusive Access program receives positive student feedback, and the ScrubJay Café grand opening has been postponed due to the weather advisory.

SERVICES COMMITTEE REPORT

Ms. Vergel de Dios stated that the Committee discussed that the CalFresh/EBT program would launch at the Health Science and LuValle Market store as we proceed through the relevant approval processes. Additional topics included the opening of ScrubJay Café, the launch of the dachi nook, and the Super Bowl Watch Party. The Committee also received an Ethical Sourcing Presentation.

PERSONNEL COMMITTEE REPORT

Ms. Graham stated that the Committee met on Feb. 16 and highlighted that the Annual Service Awards would occur in the Kerckhoff Hall, Charles E. Young Grand Salon, on March 9. The Employee Engagement Committee will continue facilitating monthly leadership lunches with the executive director.

STUDENT FEE AD-HOC COMMITTEE REPORT

Ms. Maluia stated that the Committee discussed the Campus Life meeting and highlighted how conversations between GSA and graduate students led to positive and critical feedback. Ms. Maluia commended Mr. Champawat, Ms. Alexander, and the board for their continuous support.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the board on the following topics:

ASUCLA Instagram

As of Feb. 15, the ASUCLA Instagram account reached 20,284 followers. The Valentine's Grams Instagram post received over 1,600 likes and 300 shares, and 20,000 accounts. The Valentine's Scavenger Hunt Instagram post received over 1,600 likes and 200 shares and reached over 1,600 accounts. Additional promotional events included the UCLA vs. USC Watch Party, Wellness Wednesdays, and the Super Bowl Watch Party.

BearWear Spring Collection

On March 13, the spring catalog will arrive at customers' homes. The catalog will feature over 19 new apparel and accessories, including colorful spring-themed shirts, sweaters, drinkware, and picnic accessories.

ASUCLA BenefitsU

The ASUCLA BenefitsU is a membership program promoting student engagement and feedback.

Pandemic Employee Retention Tax Credit

The Finance Department and Human Resources have requested that UCLA via UCPath file for Employee Retention Credit or ERC. ASUCLA qualified for the ERC and prepared the amended quarterly returns. Requests have been made to file the returns.

USAC Presidents Reunion

On Jan. 28, the USAC's Presidents' Reunion occurred in the Kerckhoff Hall, Charles E. Young Grand Salon, and hosted 35 participants with alumni from 1949.

Wellness Wednesday

In February, ASUCLA Student Union hosted Climate Café and co-programmed Wag the Dog with the USAC Office of the President.

Student Government Operations

In response to the staff turnover, Mr. Champawat shared that the ASUCLA Student Union has hired Linda Schraeder as the new Student Government Accounting Manager. SGA is working to ensure students and staff are on the same page regarding communication and proper documentation. Mr. Abbassi further shared that a structure has been implemented, and Mr. Champawat will present additional details at the next Services Committee meeting.

Facilities

ASUCLA and Wescom collaborated to improve the landscape located on the Ackerman Union Wescom Student Terrace. New planters have been added to the terrace. Due to the heavy rainfall, ongoing repairs are in progress.

Catering

Catering continues to facilitate events all over campus, including the James West Alumni Center, the Engineering buildings, and the Institute for Pure and Applied Mathematics. Meals have been provided for the Swim and Dive and Men's Volleyball teams. On Jan. 24, catering was provided for the annual etiquette dinner for UCLA athletes at the Morgan Press Room. On Feb. 1, for the visitation of the Big 10 executives, catering provided a hot breakfast at the Morgan Center and a continental breakfast at the Wasserman Building. Additional highly attended events include the Hackathon on Jan. 21 and the Life Science Fair on Feb. 9, located in the Ackerman Grand Ballroom.

Concessions

On Jan. 13 and 15, the Women's Basketball team hosted the Bay Area schools in Stanford and California. Attendance was higher than anticipated, and sales exceeded \$14K.

On Jan. 29, Gymnastics had its first meet and reached over \$18K in sales, almost double the highest from any gymnastic meet last season.

On Jan. 27, the Battle of the Valley event consisted of two high school basketball games. The first game included Notre Dame and Harvard Westlake girls' basketball teams, and the second included the Sierra Canyon boys' basketball teams. UCLA Athletics marketed the event, which was televised on ESPNU/ESPN2. Attendance was about 6K, with sales reaching over \$32K.

ScrubJay Café

On Jan. 25, the café had a soft opening, and on Feb. 24, the grand opening ribbon-cutting event was postponed due to the weather advisory. On March 4, the grand opening will include keynote speaker Pouria Abbassi, free Starbucks Coffee and pastry tasting, a raffle giveaway of \$10 coupons, and ASUCLA refillable mugs. Café employees will wear special custom stickers to commemorate the event.

dachi nook

ASUCLA Restaurants partnered with UCLA Anderson alumni to offer a variety of Asian snacks and beverages in self-serve automated kiosks. On Jan. 3, the dachi nook opened in Ackerman Union, A-Level. Within the first few days after opening, there has been a tremendous response.

Sales Initiatives & Promotions

Due to popular demand, the tomato soup and grilled cheese combo have been added to the Jimmy's, Café 451, and Bruin Buzz menus. The \$5 Friday promotion has sold over 4,500 deals. The most popular items are the \$5 Blaze pizza and the \$5 panini at Northern Lights. After the fifth week, the Taco Bell \$2 Taco Tuesdays promotion has sold over 2,150 deals.

Inclusive Access Program

In 2022, over 16,355 students participated in the Inclusive Access program. This calendar year, the Inclusive Access Program participation rose by 71%. In 2022, student savings reached \$712,671 on digital course materials. In 2023, student savings is estimated at \$1M.

CalFresh/EBT Program

Since August 2022, the UCLA Store has processed 17,033 transactions. The EBT program will launch at the Health Science and LuValle Market store as we proceed through the relevant approval processes.

Store Promotions

On March 23, the Nike postseason basketball tees will be available at the UCLA Store. The UCLA Store has merchandise supporting NIL athletes Tyger Campbell, Jaime and Gabriella Jacquez, Maya Brady, and Kiki Rice.

Joe n' Go

Café Design & Architecture has been selected to revamp the look of the Joe n' Go café lounge.

New Collections and Collabs

On March 1, Homefield Apparel will launch a new twist on UCLA's Retro Joe mascot and include a mix of vintage meets modern products.

International Market

H&M requested an amendment to extend their agreement another two years. An existing UCLA licensee in Europe is negotiating with a Poland retailer to service brick-and-mortar locations and e-commerce. The contract is in the final stages of execution, with a collection to launch later this year. Due to the massive earthquakes in Turkey, the launch of the first stand-alone UCLA store has been postponed. Additional updates will be provided.

International Collegiate Licensing Association Winter Symposium

On Jan. 20, Trademarks & Licensing Ethical Labor and Sustainability Director Liz Kennedy presented "How People, Planet, and Profit can thrive through Sustainable Licensing" at ICLA Winter Symposium in Las Vegas. Participants learned how a sustainable future depends on engaging people, the planet, and profit both on and off campus. Additionally, participants learned how licensees and university licensing programs could turn challenges into opportunities for the long-term growth of licensing programs that will help achieve sustainability goals and address the climate crisis.

Training and Development

On Feb. 1, the Anderson School of Management Seminar Series facilitated training for managerial staff focused on effective equity, diversity, and inclusion practices.

Employee Engagement and Events

The monthly "Bring Your Own Lunch" event with leadership commenced in February with over 40 attendees. This casual lunch event will continue monthly, allowing staff and leadership to connect in an informal and casual atmosphere.

On March 9, the annual Service Awards will occur in the Kerckhoff Hall, Charles E. Young, Grand Salon. The event celebrates over 40 staff members who have been part of the ASUCLA family for over 20 years.

ASUCLA Customer Service Initiative

Mr. Abbassi shared the launch of the ASUCLA Customer Service Initiative on the ASUCLA website located under the “About Us” section.

Ms. Kamara asked for more information about the IDEA Hack Sustainable Conference. Mr. Abbassi replied that Ms. Kennedy would present additional information at the next Services Committee meeting.

Mr. Abdirash asked if the Executive Director’s Report could be distributed a few days in advance. Mr. Abbassi replied yes.

FINANCIAL STATEMENTS

Gross Income for January at \$4.9M compared to December at \$4.7M was \$1.8M ahead of last year and (\$730K) below plan. Gross Margin at \$2.5M compared to December at \$2.15M was (\$490K) below plan and \$1.2M ahead of last year. Contribution at \$600K, compared to December at \$88K, was (\$290 K) below plan and \$700K above last year. Other income/expense categories performed better than plan. Net income for January at (\$114K), compared to December’s loss of (\$900K), was \$16K better than planned. ASUCLA restaurants have experienced a positive trend in January and into February as various programs (\$5 Friday, \$2 Taco Tuesday, etc.), the opening of the new café, menu enhancement, and associated outreach have been implemented. As a point of reference in terms of top-line sales deviation from plan, ASUCLA Restaurants reduced the variance from 53.5% in August to 13.6% in January.

Retail operations are expected to continue their very strong sales trend, which is posting YTD results on plan with over a \$4.2M increase compared to last year. YTD results show the overall gross income gap to budget of \$4.2M, closing to a \$2M net income gap as cost controls in various areas and new initiatives 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. We expect the discussion to conclude by the end of the winter quarter. 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 January, the cashbook balance of \$18M. The required cash reserve is \$8M leaving a \$10M surplus. The Accounts Receivables are at 11%.

CHEMISTRY WITH DICE ROLLING

Mr. Neuhauser presented his background as a UCLA professor for the Department of Chemistry and Biochemistry and shared his research on quantum chemistry. In addition, he

highlighted a group of students for their research and work ethic.

Mr. Kiang commended Mr. Neuhauser for sharing his research and providing a faculty perspective to the board.

Mr. Abbassi commented how Mr. Neuhauser’s role on the board is significant and further highlighted how quantum computing exemplifies the great work of Mr. Neuhauser and his students.

Ms. Kamara thanked Mr. Neuhauser for his presentation and highlighted the board’s diverse intelligence space.

Mr. Abdirash thanked Mr. Neuhauser and emphasized his support of graduate students.

INFRASTRUCTURE CAPITAL EXPENDITURE

Ms. Terrano made a motion, seconded by Mr. Monatlik that the Associated Students UCLA Board of Directors approve a \$300,000 capital expenditure to replace existing hardware and software for the ASUCLA Network. Mr. Kiang called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

FY 22-23 BUDGET ASSUMPTIONS

Ms. Terrano made a motion, seconded by Ms. Vergel de Dios that the Associated Students UCLA Board of Directors approve the FY 23-24 Budget Assumptions. 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' February 24, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 1:47 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.

Brian MacDonald
Board Secretary and Administrative Representative