



BOARD OF DIRECTORS

Regular Meeting

April 28, 2023

12:00 p.m.

Kerckhoff Hall 131-133

PRESENT:

Pouria Abbassi, Murat Khan Abdirash, Felicia Graham, Wudia Kamara, Jazz Kiang, Brian MacDonald, Scott Monatik, and Julia Terrano

ABSENT:

Johnathan Franklin, Live Maluia, Octavio Navarro, Daniel Neuhauser, and Megan Vergel de Dios

MANAGEMENT:

Donna Baker, Finance Director
Tom Beres, Assistant Director of Food Operations
Cindy Bolton, Director of Food Services
Gloria Castaneda, South Division Area Manager
Roy Champawat, Student Union Director
Leilani Donato, Director of Facilities
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:

Bryce Arranaga, Gorilla Marketing
Jennifer Calderon Zavala, UCLA Student
Neil Levitz, I.D. Me Promotions
Alexis Wells, ASUCLA Board Member Alumna

CALL TO ORDER

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

APPROVAL OF AGENDA

Mr. Kiang made a motion, seconded by Mr. Abdirash, to add agenda item IX.A B-Level Reconfiguration Project Capital Expenditure. Mr. Kiang called for a vote. The motion was approved by a vote of 6 yeas and 0 nays.

Mr. Kiang called for consent to approve the Associated Students UCLA Board of Directors' April 28, 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' February 24, 2022, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

PUBLIC COMMENT

Ms. Zavala, a UCLA undergraduate and transfer student, discussed the significance of informing professors about the Inclusive Access program. She emphasized the convenience of affordable course materials and how her experience as a transfer student will benefit future student generations. Ms. Zavala expressed gratitude to the Inclusive Access team and the Board for allowing her to share her story.

Ms. Wells shared her experience as an ASUCLA Board Member Alumna and chair of the Advocacy Ad-hoc Committee from 2019-2021. She recollected collaborations with the Dashew Center and the Black Bruin Resource Center during her term. Ms. Wells also highlighted how her experience on the Board ultimately influenced her career path. She commended ASUCLA for her overall experience and encouraged students to join the ASUCLA Board of Directors.

Ms. Miller shared the passing of Tomo Kainuma, of Ingram and a key member of the UCLA licensing agent of the Japan market. She also highlighted that AUSCLA is a finalist for the Operation Hat Trick Excellence and Service Award. The winner will be announced in mid-May, and all finalists will receive a donation. Previous donations were given to the Black Bruin Resource Center.

Mr. Levitzz, the co-founder of I.D. Me Promotions highlighted the importance of sustainable options, offered to present additional information, and commended ASUCLA's impact on the community.

CHAIRS REMARKS

Mr. Kiang commended the Board for attending the breakfast with the chancellor. He also highlighted Judy Baca receiving the National Medal of Arts on March 21 and congratulated former ASUCLA Board of Directors member Frank Wada, becoming the new Assistant Vice Chancellor for Academic Partnerships.

EXECUTIVE COMMITTEE REPORT

Ms. Kamara stated that the Committee discussed the Chancellor's Breakfast, the Orientation Retreat, the Employee Recognition Awards, and ASUCLA Board of Directors membership terms.

FINANCE COMMITTEE REPORT

Ms. Terrano stated that the Committee discussed the Employee Tax Credit, ScrubJay Café accepting UCLA Healthcare employee food stipends, and how CalFresh/EBT had reached over 26,000 transactions as of April 24. Additionally, she shared that the B-Level Reconfiguration Project Capital Expenditure was approved.

SERVICES COMMITTEE REPORT

Mr. Abbassi stated that the Committee watched Ms. Zavala's Inclusive Access video and received a presentation from the ASUCLA Student Union that highlighted student programming.

STUDENT FEE AD-HOC COMMITTEE REPORT

Ms. Kamara stated that the Committee plans to continue working on the referendum and building relationships with USA and GSA. Ms. Terrano shared that USAC is putting the Bruin Transit Referendum on the ballot.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the board on the following topics:

ASUCLA Instagram

As of April 10, the ASUCLA Instagram account reached 20.3K followers. An interactive "double or take it" Instagram Reel allowed UCLA students to keep a \$5 UCLA Store gift card or double it for the next person. The class of 2027 was welcomed following the announcement of university acceptance. The Bruin Custom Print graduation sash giveaway received impressive engagement with 406 comments. An upcoming social media takeover featuring Felicia Graham is being planned.

UCLA Store Marketing

The social media team is recruiting models for a fall 2023 BearWear catalog photo shoot.

Sponsorships

10,000 gift bags will be sponsored by University Credit Union (UCU) and others that will be

distributed to graduating students during commencement weekend.

USAC Facilities Commissioner Collaboration

ASUCLA Marketing is working with USAC Facilities Commissioner to promote a student design contest for UCLA Transportation's Tap Cards.

Student Union Programming

In March, ASUCLA Student Union granted over \$18K to student organizations from the Student Union Event Fund (SUEF).

2023 ASUCLA Services Expo

On April 12, the ASUCLA Services Expo featured 13 ASUCLA services, including Restaurants, Catering, Computer Store, UCLA Store (BookZoom; Department Orders), Bruin Custom Print, Grad/Campus Photo, Event Services, Union Programs, Trademarks and Licensing, Textbooks, Marketing, Course Reader Solutions, and Health Sciences Store. A total of 776 campus partners signed up for the event, 444 campus partners attended, and 129 signed up at the door on the day of the event.

Facilities

The Facilities Maintenance Manager position, which is in the interview process, will focus on the department's daily operations and develop a robust preventative maintenance program. Maria Perez, the Custodial Manager, will be retiring in June. Facilities will post the job opening next month.

Sales Initiatives & Promotions

At the start of the spring quarter, ASUCLA Restaurants relaunched the popular \$5 Friday specials with a new set of discounted products.

At the Court of Sciences Student Center, a new Fusion menu will offer a variety of popular comfort foods, including fish and chips, hand-breaded shrimp, chicken tenders, gourmet onion rings, hush puppies, coleslaw, and tempura vegetables. Kitchen equipment is pending arrival, and the new menu is expected to launch in early May.

LuValle will replace the "Tossed" salad station with a Neapolitan-style pizza. Throughout the winter quarter, recipes were built, quality ingredients were identified, and cutting-edge pizza ovens were tested. The equipment is expected to arrive in May, and the launch of the new menu concept with a full marketing package is scheduled.

Kerckhoff Coffeehouse is partnering with the USAC Facilities Commission or plan to launch a Reusable Mug Program mid-to-late May. Implementing the program required a partnership with a third-party company, Reuzzi, that provides a downloadable app. Each customer will use the app to track the usage and returns of the cup via individual QR codes for each mug.

Concessions

The Men's Basketball team had its highest sales of this season at the last game against the University of Arizona, with total food sales of \$63K and beer and wine sales exceeding \$61K.

The Women's Basketball team hosted the first round of the NCAA Tournament games on March 18 and March 20, which generated a combined total of food sales of over \$28K.

The Gymnastics team finished the season strong, with food sales exceeding \$43K for the last two meets.

In addition to Men's Volleyball and Track & Field events, Softball continues to sell out at Easton Stadium, averaging approximately \$6K in concessions per game. In March, Concessions made an overall sales total of \$206K, exceeding the budget by \$58K.

Catering

On April 8, Catering provided an ASUCLA meal donation of 1,000 meals for the annual Dance Marathon. The marathon raised funds in support of Pediatric AIDS Research.

CalFresh/EBT Program

Since August 2022, the UCLA Store has processed 26,655 transactions and will be expanded to the LuValle Commons and the Health Sciences Store.

New Licensees

During the period, new NIL license applicants Hype and Vice, for women's apparel; Campus Ink, for athlete products; and Stoney Clover Lane, were granted trademark licenses. All companies' approvals were made considering their ability to ensure that sustainability, including labor and human rights in their supply chains, are prioritized and managed.

New UCLA Retail Presence in Turkey

UCLA licensee Markahub has opened the UCLA brand at a brick-and-mortar retail location in a shopping mall in Istanbul, Turkey.

Sustainability Initiatives

LuValle was awarded a grant from TGIF to replace the aging water station, which requires the addition of ice and single-use cups with a new hydration station, as seen throughout the campus. Food Services began purchasing and installing the new equipment. Once installed, the station will eliminate having to refill ice and thousands of single-use paper cups. Project completion is projected by the end of the spring quarter.

Identifying Areas of Collaboration

Michelle Moyer, Director of Business, Compliance & Legal Affairs, met with members of the Center for Immigration Law & Policy and the UCLA Labor Center to discuss areas of potential collaboration and support regarding issues faced by undocumented students.

Ms. Moyer provided a brief overview of the meeting with the board. Ms. Karama asked about the proposed stipend policy language, and Ms. Moyer replied that ASUCLA is working to clarify the language and board responsibilities. Ms. Terrano asked about a financial aid representative supporting the issue. Ms. Moyer replied that ASUCLA worked with the head of financial aid and concluded that a California state law allows members of the student

government to be compensated outside the I-9 process. Mr. Abbassi ensured additional updates would be provided.

Work Study

In the 22-23 academic year, Work Study increased by 37%.

Training and Development

ASUCLA is committed to provide training and development opportunities to employees and will continue to identify additional options. This spring quarter, 13 ASUCLA staff members enrolled in job-related UCLA Extension courses.

Employee Engagement and Events

The Exceptional Student Awards is scheduled for May 16. The ceremony is held each year to recognize the outstanding contributions of student employees.

Tomo/Ingram

Mr. Abbassi acknowledged the passing of Tomo Kainuma.

Chancellor Breakfast

Mr. Abbassi and Mr. Monatlik commended the ASUCLA Board of Directors for a successful event. Additionally, Mr. Abbassi shared that the chancellor wrote a note praising the Board for representing UCLA students.

Mr. Kiang asked for an update on the vacant ASUCLA senior positions. Ms. Moyer replied that the Director of Trademarks and Licensing position had received seven applications and is in the interview process. The goal is to have both the TM&L and Student Union Director positions filled by the end of June.

FINANCIAL STATEMENTS

Gross Income for March at \$6.6M, compared to February at \$5.6M, was \$900K ahead of last year and on plan. Gross Margin at \$3.2M was slightly below budget and \$500K ahead of last year. Contribution at \$1.1M was \$100K better than plan and \$360K above last year. Other income/expense categories performed better than plan resulting in Net Income for March at \$130K, which was \$180K better than plan.

Retail operations continue to post strong year-over-year and period-over-period results, especially in general merchandise and the Computer Store. Food Services has continued its recovery trend through a multitude of initiatives launched campus-wide. Concessions sales have also posted strong results as Bruins continue their solid performance in a number of athletic fields. As a point of reference and in terms of top-line sales deviation from plan, ASUCLA Restaurants have reduced the average variance of 34% for the first five months of the year to just below 13% for the first quarter of 2023.

YTD results also show the overall gross income gap to budget of \$4.2M closing to a \$1.9M 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. 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 March, the cashbook balance is \$15.2M. The required cash reserve is \$7.7M leaving a \$7.2M surplus. Accounts Receivables are at 9%.

Mr. Kiang asked if systemic improvements should be made in regard to aging. Ms. Baker replied that there is no systemic problem and emphasized the understanding of post-COVID-19 recovery.

B-LEVEL RECONFIGURATION PROJECT CAPITAL EXPENDITURE – UCLA STORE

Ms. Terrano made a motion, seconded by Mr. MacDonald that the Associated Students UCLA Board of Directors approve a \$500,000 capital expenditure to reconfigure the UCLA Store B-Level. Mr. Kiang called for a vote. The motion was approved by a vote of 7 yeas and 0 nays.

Mr. Abdirash asked about the project's timeline. Mr. Abbassi replied majority of renovations will be completed by the fall quarter. Mr. Kiang asked if there are any obstacles to anticipate during the project. Mr. Poon replied that ASUCLA is working with the necessary vendors to ensure the project is completed accordingly. This capital expenditure was included FY 21-22 Capital Budget in the amount of \$500,000, which the Board approved at its May 30, 2021, meeting.

Ms. Terrano asked about the Lululemon launch. Mr. Poon ensured an announcement would be made soon with product expected in the fall.

SCRUBJAY CAFÉ PRESENTATION

Ms. Bolton presented the timeline history for the opening of ScrubJay Café. The presentation focused on plan development, the occupancy agreement/contract, financial planning, operational planning, construction, and opening. Additionally, images of the initial floor plan, concept drawing, architectural space plan, and construction drawings were highlighted.

Ms. Bolton introduced Tom Beres, the Assistant Director of Food Operations, and Gloria Castaneda, the South Division Area Manager. Mr. Beres expressed gratitude for joining the ASUCLA family. Ms. Castaneda has worked with ASUCLA for 25 years and contributed to the opening of ScrubJay Café.

Mr. Kiang and Mr. Abdirash commended the overall process for the opening of ScrubJay Café and Ms. Castaneda’s 25 years of service.

Ms. Kamara asked about updates on spreading awareness of the Inclusive Access program. Mr. Poon and Mr. Abbassi ensured that the program continues to increase student savings and is planning to launch a survey for student feedback.

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 1:42 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 2:00 p.m.

Mr. Abdirash made a motion, seconded by Ms. Castellanos, 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 7 yeas and 0 nays.

ADJOURNMENT

Mr. Kiang called for consent to adjourn the Associated Students UCLA Board of Directors' April 28, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 2:03 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