



BOARD OF DIRECTORS

Regular Meeting

May 26, 2023

12:00 p.m.

Kerckhoff Hall 131-133

PRESENT:

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

ABSENT:

Octavio Navarro and Daniel Neuhauser

EARLY DEPARTURE:

Scott Monatlik

MANAGEMENT:

Donna Baker, Finance Director
Ari Baron, Director of Marketing
Cindy Bolton, Director of Food Services
Roy Champawat, Student Union Director
Leilani Donato, Director of Facilities
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:

Evan Curran, USAC Facilities Commissioner
Anya Desin, USAC Facilities Commissioner
Jonathan Wisner, Student Government Support Manager
Steve Yu, Chief Financial Officer of the UCLA School of Law

CALL TO ORDER

Mr. Kiang called the meeting to order at 12:18 p.m.

APPROVAL OF AGENDA

Mr. Kiang called for consent to approve the Associated Students UCLA Board of Directors' May 26, 2023, Regular Meeting Agenda. 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' April 28, 2022, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

PUBLIC COMMENT

USAC Facilities Commissioners Mr. Curran, and Ms. Desin advocated for a Disability Culture Center on campus. Additionally, they relayed Ms. Sisman's message of identifying potential space and collaborating with the ASUCLA Board of Directors.

Student Government Support Manager, Mr. Wisner, shared how ASUCLA impacted his experience as a student and staff. He highlighted the USAC Community Service Commission, the transportation fund, the ASUCLA Student Union, and his advocacy for students.

Chief Financial Officer of the UCLA School of Law, Mr. Yu, shared his experience as an ASUCLA Board Member Alumni. He defined his experience with the concepts of commerce, connections, and confidence. Mr. Yu also served on the UCLA Alumni Board and Anderson Alumni Board. Mr. Yu has now accepted the role of COO/CFO UCLA South Bay.

CHAIRS REMARKS

Mr. Kiang acknowledged the final Board meeting of the academic year and emphasized how ASUCLA is a unique organization that continues to provide student leadership roles. He commended executive management and the Board's commitment. Lastly, Mr. Kiang applauded the graduating Board members, Ms. Kamara, Ms. Graham, Ms. Vergel de Dios, and Ms. Terrano, for their service.

EXECUTIVE COMMITTEE REPORT

Ms. Kamara stated that the Committee discussed the orientation retreat, employee retention credit status, South Bay campus updates, state funding allocation, and the executive director's performance evaluation.

FINANCE COMMITTEE REPORT

Ms. Terrano stated that the Committee discussed the approval of the FY 23-24 Communications Board Budget and Five-Year Forecast, the FY 23-24 Student-Run Enterprises Budget and Five-Year Forecast, and the Capital Expenditure II Office Remodel.

SERVICES COMMITTEE REPORT

Ms. Vergel de Dios stated that the Committee received a Green Initiatives presentation highlighting ASUCLA's approach to sustainable campus resources and funding opportunities. In addition, Ms. Bolton provided an update on the Taco Bell License Agreement Renewal.

PERSONNEL COMMITTEE REPORT

Ms. Graham stated she met with Mr. Abbassi to prepare the Executive Director's Performance Evaluation.

STUDENT FEE AD-HOC COMMITTEE REPORT

Ms. Maluia stated that the Committee plans to continue working on the referendum and building relationships with Campus Life. She thanked the Board and leadership staff for the support.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the board on the following topics:

Press Releases

ASUCLA media coverage in May highlighted the UCLA Store accepting Res Hall Meal Vouchers and Reuzzi Dine-In mugs.

ASUCLA Instagram

The ASUCLA Instagram account reached 20,482 followers as of May 18. An Instagram reel welcomed transfer students, posts encouraged students to participate and submit artwork for Art in the Union, and ASUCLA Marketing collaborated with the UCLA Transfer Center for Transfer Day engagement.

UCLA x The Hundreds

UCLA and The Hundreds launched fun new designs featuring the Vintage Joe logos on April 27. The campaign featured apparel worn by former UCLA alumni and two-time NBA All-Star Baron Davis.

The Market

The Market now accepts Res Hall Meal Vouchers that students can use at the Market on any food and drink items.

Budget & Five-Year Forecast

Executive management presented the FY 23-24 Budget & Five-Year Forecast to the Finance Committee on May 5. The presentation highlighted the process and fundamentals of

ASUCLA's plan. The physical budget book was also provided at the meeting. The Finance Committee approved the FY 23-24 Budget & Five Year Forecast on May 22.

Employee Retention Tax Credit:

The refundable tax credit is against certain employment taxes and was created as part of the CARES Act. As previously reported, ASUCLA provided the returns and all supporting documentation and has had multiple meetings. Positive discussions with UCLA/UCOP continue regarding the filing of the returns.

Student Government Operations

Elected officers for USA and GSA were onboarded on May 18. Student Government Services facilitated two ASUCLA Nuts & Bolts orientation sessions for the newly elected GSA and USA officers. The orientations gave student leaders an understanding of their role at ASUCLA and how the entities work together to support our mission and vision. SGS and ASUCLA Event Services staff trained the officers on logistics and policies to run a successful office.

Ms. Moyer shared an overview of the Nuts & Bolts orientation and presentation that was given to newly elected GSA and USA officers. The presentation accentuated the Board's fiduciary role and ASUCLA's overarching mission.

Student Government Services hosted the USAC Installation Ceremony in the Charles E. Young Grand Salon on May 20. The Judicial Board Chief Justice, Mayank Killedar, was in attendance to deliver the Oath of Office to the new council. Additional attendees included Executive Director Pouria Abbassi and Vice-Chancellor Monroe Gordon.

Student Union Events

The Art in the Union reception celebrated four winning artists on May 11. The event received 35 entries, and the Selection Committee included students from the USAC Cultural Affairs Commission, ASUCLA executives and staff, and Mrs. Block. Mr. Champawat shared a video featuring the annual Ultrabloom concert on the Kerckhoff Coffeehouse Patio. ASUCLA collaborated with USAC and CEC for the event.

Sales Initiatives & Promotions

The coffeehouses are finalizing recipes for a new Fruit Infusers drink concept. The new refreshing cold beverage stirs in concentrated natural fruit syrup flavors with a choice of soda water, iced tea, or a milk base.

Northern Lights Café added several new paninis to their menu. Soft-serve ice cream is being tested, priced, and expected to join the menu in late May or June.

ScrubJay Café continues to grow customer traffic by launching the "House Staff" stored value account which is provided to residents and fellows in the Graduate Medical Education (GME) school for use in the UCLA Hospital cafeterias on May 4. Emails, flyers, and signage were distributed to inform the surrounding community.

Transfer Day

The UCLA Store opened its doors to potential transfer students and their families on May 13. Sales reached 36.3% over budget and 42.5% over the revenues from the prior year, respectively.

Bruin Day

The UCLA Store offered 20% discounts to incoming first-year students on UCLA gear and gave away complimentary bear ears on April 15. Over \$422,298 in sales exceeded the budget plan by 37%.

Spirit Sale

The UCLA Store promoted 25% off on UCLA apparel and accessories and 50% off clearance items on May 18. The UCLA Store brought in over \$300,000 in sales. The sale applied at LuValle Commons, Ackerman Union, and the Health Sciences Store.

CalFresh/EBT Program

The UCLA Store has processed 30,857 transactions as of May.

Payment Card Industry Compliance

ASUCLA IT completed the PCI compliance audit and received the attestation of compliance from K3DES (Approved Qualified Security Assessor).

UCLA x The Hundreds

The collaboration between UCLA and The Hundreds launched at the UCLA Store on April 26. Former NBA great and UCLA alumnus, Baron Davis, served as the face of the campaign and modeled for a photo shoot at Pauley Pavilion. The vintage basketball-themed collection of tees, hoodies, and hats was first made available through The Hundreds online and social media channels. Then the collection expanded distribution to The Hundreds flagship store in LA and the UCLA Store the following day. Based on the program's success, talks are underway for a second collection that will drop in Europe next summer.

Bruin Guardian Scholars

The UCLA Bruin Guardian Scholars held the end-of-year celebration on May 19. UCLA licensee, Colosseum Athletics, donated 100 shirts with a custom "Guardian Scholars Alumni" design. It is the first time they will have shirts specifically for their graduates.

Operation Hat Trick Excellence in Service Award

UCLA was named a finalist for the Operation Hat Trick Excellence in Service Award for the 2022/23 year. As part of the award, a \$25,000 donation was made to Operation Mend, an organization at UCLA Health that performs necessary surgeries and medical interventions for wounded warriors at no cost.

Sustainability Action Research Arts and Architecture Research

Engagement with the Sustainability Action Research Arts and Architecture Research team of students working on developing purchasing tools and rubrics for art supplies and products occurred during the period. TM&L assisted students in obtaining sustainability information on

art supply companies. Additionally, a presentation on the EcoVadis Sustainability Assessment tool was provided to the students for a deeper understanding of the broad themes of sustainability and the criteria companies use to excel in these themes, which include environment, labor and human rights, ethics, and sustainable procurement.

Human Resources

Human Resources staff presented at Bruin Transfer Day on May 13. New transfer students were introduced to ASUCLA's long history and the opportunities and benefits of obtaining employment with the Association.

Employee Engagement and Events

The annual Exceptional Student Awards occurred on May 16 and recognized the outstanding contributions of student staff colleagues. This year, ASUCLA was pleased to recognize 40 of student colleagues.

Student staff on the Employee Engagement Committee volunteered to lead a new initiative to provide access to life skills education on various topics, including obtaining tax advice, understanding renters' rights, and managing a personal budget. The subcommittee will identify topics and communications channels and plan to launch the initiative prior to the fall quarter.

Between June 5-9, the Committee will host a blood drive in partnership with CalFresh Initiative and others.

2023 Commencement Ceremonies

ASUCLA Event Services reached a record number of 23 commencement celebrations.

State Infrastructure Grant

Mr. Abbassi stated that the \$5.96M grant will be transferred by July 1.

Ms. Maluia asked about incorporating inclusive sizes for BearWear. Mr. Poon replied that the UCLA Store is working with vendors to provide plus sizes.

Ms. Graham asked for an update regarding the labor rights of undocumented students. Ms. Moyer stated that the Regents formed a committee and is expected to make a decision for the next steps by November. Mr. Abbassi and Ms. Moyer met with the UCLA Labor Center to discuss the matter.

Ms. Kamara asked about improving the lighting in the UCLA Store. Mr. Poon replied that the recommendation is included in the budget and will be addressed.

Mr. Kiang asked for an update on the vacant ASUCLA senior positions. Ms. Moyer replied that the Trademarks and Licensing Director and Student Union Director positions received excellent candidates and are in the interview process. Ms. Graham asked who participates in the interviewing process. Ms. Moyer replied that internal members of executive management and external stakeholders are interviewing the candidates. Mr. Kiang mentioned having the finalists meet the Board to build a relationship.

Ms. Maluia commended the collaboration of the UCLA Store and The Hundreds.

Ms. Kamara asked about improving Wi-Fi in Kerckhoff Hall. Mr. Mehdian replied that UCLA oversees campus Wi-Fi. Ms. Donato added that ASUCLA has worked with UCLA to identify areas on campus with low reception.

Ms. Graham emphasized that Wi-Fi accessibility impacts where students eat meals on campus which can affect food sales.

FINANCIAL STATEMENTS

Gross Income for April at \$6.6M, consistent with March, was \$800K ahead of last year and (\$400K) below plan. Gross Margin at \$3.6 M was (\$190K) below budget and \$600K ahead of last year. Contribution at \$1.1M, was (\$400K) below plan and \$300K above last year. Other income/expense categories performed consistent with plan resulting in Net Income for April at \$47K which was \$200K better than last year and (\$350K) below plan.

Retail operations continue to post strong year-over-year and period-over-period results, with sales exceeding plan by \$900K for the year and exceeding last year by \$5.3M. Food Services has continued its recovery trend through a multitude of initiatives launched campus-wide. Concessions sales have also posted strong results as Bruin teams continue their solid performance. 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 and below 7% for April.

YTD results also show the overall gross income gap to budget of \$4.6M closing to a \$2.2M net income gap as cost controls in various areas and new initiatives have helped mitigate the below plan sales. The net results through April are \$1.1M ahead of last year.

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. A presentation on the key components of debit/credits under discussion was made to the Finance Committee in April. It is expected that a recommendation on full resolution and path forward will be achieved by the end of the year. Additionally, ASUCLA is at the final stage of working with UCOP/UCLA finance teams to effectuate pandemic relief funds related to the employee retention tax credit, which stands at approximately \$4M. In addition, management is in final conversation with the state in regard to the block funding \$6M to support deferred maintenance needs.

Ms. Baker stated that as of April, the cashbook balance is \$16.2M. The required cash reserve is \$7.7M leaving a \$8.5M surplus. Accounts Receivables are at 10%.

APPROVAL OF FY 23-24 STUDENT-RUN ENTERPRISES BUDGET & FIVE-YEAR FORECAST

Ms. Terrano made a motion, seconded by Ms. Kamara that the Associated Students UCLA Board of Directors approve the FY 23-24 Student-Run Enterprises Budget & Five-Year Forecast. Mr. Kiang called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

APPROVAL OF FY 23-24 COMMUNICATIONS BOARD BUDGET & FIVE-YEAR FORECAST

Ms. Terrano made a motion, seconded by Ms. Castellanos that the Associated Students UCLA Board of Directors approve the FY 23-24 Communications Board Budget & Five-Year Forecast. Mr. Kiang called for a vote. The motion was approved by a vote of 7 yeas and 0 nays.

APPROVAL OF CAPITAL EXPENDITURE – PHASE II OFFICE REMODEL

Ms. Terrano made a motion, seconded by Ms. Maluia that the Associated Students UCLA Board of Directors approve a capital expenditure of \$250,000 to remodel several offices to accommodate additional staffing. Mr. Kiang called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

RESOLUTION-FUNDING APPLICATION

Ms. Kamara made a motion, seconded by Ms. Terrano that the Associated Students UCLA Board of Directors approve a resolution authorizing ASUCLA to submit an application to the America's Job Centers of California Modernization Request for Proposal No. AJCC-2223 for the Non-Comprehensive AJCC - West Los Angeles Subregion. Mr. Kiang called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

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 1:56 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 2:56 p.m.

Ms. Terrano 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 8 yeas and 0 nays.

ADJOURNMENT

Mr. Kiang called for consent to adjourn the Associated Students UCLA Board of Directors' May 26, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 3:05 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