



BOARD OF DIRECTORS

Regular Meeting

July 26, 2022

12:00 p.m.

Virtual Zoom Meeting

PRESENT:

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

LATE:

Felicia Graham

ABSENT:

Johnathan Franklin

MANAGEMENT:

Donna Baker, Finance Director
Ari Baron, Marketing Director
Cindy Bolton, Food Service Director
Leilani Donato, Facilities Director
Sandi Gillespie, Association Affairs & External Affairs Manager
Cindy Holmes, UCLA Trademarks & Licensing Director
Michelle Moyer, Legal Affairs and Compliance Director
Peter Poon, UCLA Store Director
Patricia Solomon, Student Union Operations Director

GUESTS:

A.J. Ellis, Anderson Strategy Group
Arsh Gupta, Outgoing Board Member
Zeyna Faucette, Outgoing Board Member
Steven Moran, Outgoing Board Member
Jesse Torres, ArroyoWest

CALL TO ORDER

Mr. Kiang called the meeting to order at 12:06 p.m.

APPROVAL OF AGENDA

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

PUBLIC COMMENT

Mr. Abbassi introduced Peter Poon, the new UCLA Store Director, who replaced Patrick Healey after his retirement.

CHAIR'S REMARKS

Mr. Kiang thanked the outgoing board members for their service on the board and reminded the continuing board that this would be a busy board term, as discussed at the orientation retreat.

ELECTION OF OFFICERS

Mr. Gupta made a motion, seconded by Ms. Vergel de Dios, that the ASUCLA Board of Directors approve the 2022-2023 Elected Officers as proposed below:

Chair: Wudia Kamara
Vice-Chair: Jazz Kiang
Secretary: Brian MacDonald

Mr. Kiang called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

Mr. Kiang passed the ASUCLA Board of Directors Chair responsibilities to Ms. Kamara.

STANDING AND AD-HOC COMMITTEE APPOINTMENTS

Mr. Gupta made a motion, seconded by Mr. Navarro, that the ASUCLA Board of Directors approve the 2022-2023 Standing and Ad-hoc Committees. Ms. Kamara called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

ANDERSON STRATEGY GROUP PRESENTATION

Mr. Ellis presented to the board the review of the Marketing ventures project.

EXECUTIVE COMMITTEE REPORT

Mr. Gupta stated that the Committee met to discuss the committee nominations and the retreat survey.

FINANCE COMMITTEE REPORT

Ms. Kamara stated that the Committee met to discuss and approved the Undergraduate Students Association and the Graduate Students Association FY 22-23 budget.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the Board on the following topics:

2022 Fall Catalog

The fall catalog will be sent out in mid-August. An e-flip version will be available, followed by a social media campaign and other marketing assets.

Welcome Postcard

Postcards have been sent to new UCLA students, advertising a 20% discount on all BearWear apparel and accessories, and Computer Store savings up to \$500.

Student Union Programming

Summer in the Union consists of 10, three-day sessions between July-September for new and transfer students. Participation includes 5,700-6,000 students and 2,800-3,000 parents. Of the different programming, ASUCLA hosts the new student club fair, the Welcome Night Party in the Ackerman Grand Ballroom and tours of the UCLA Student Union.

Event Services

The Event Services Division hosted 13 commencement ceremonies, doubling the graduation events from FY 2018-2019. Kerckhoff Hall Patio was activated for the first time in a decade.

Custodial

Three new full-time members have been added to the team.

Project Management

The Kerckhoff Hall second-floor staircase and third-floor hardwood refinishing project are now complete.

Jamba by Blendid

The Jamba by Blendid kiosk has arrived and will launch on August 1.

Coffee Subscription Expansion

Customer feedback on the Anderson Coffee Subscription has been positive; however, adjustments to the size, add-ons, pricing and several tiers will be made. Tentative plans are to expand this program to most coffeehouses by the fall quarter.

Basic Needs/CPO

CPO is continuing Café 580 meals for the summer, accounting for a dozen weekly meals. The Bruin Meal Program will resume on July 28, with two following in September. There will be an anticipated 200 family meals and 100 individual meals for each session.

Sustainability

The Sustainability Action Research (SAR) team delivered analysis and guidance to avoid the negative practices of NFT offerings. Collaborative findings set resources for sustainable licensing decisions.

Citadel Sand Sculpture

The Citadel Outlets commissioned sand sculptures of many LA-based teams, including UCLA, to honor the winning legacy of sports teams. The sculpture is now available to view through Labor Day.

ASUCLA Summer Picnic

The ASUCLA summer picnic is scheduled for Saturday, July 30, from noon to 5:00 p.m. in the upper field of Sunset Park; students, staff, and family members have been invited to attend.

FINANCIAL UPDATE

Gross Income for May at \$6.35M (compared to April at \$5.74M) was \$3.54M ahead of last year and \$41K better than plan. Gross Margin at \$3.3M (compared to April at \$3M) was \$190K below plan and \$2.25M ahead of last year. Contribution at \$1.1M (compared to April at \$860K) was \$200K below plan. Allocated expenses and other income/expense categories cumulatively did better than plan. Net income for May at \$164K was \$135K below plan and \$1.6M better than last year. Also, note that through May, YTD topline gross income deviation from the budget of \$7.5M resulted in only a \$1.7M bottom line deviation. The preliminary financial indicators for June point to a solid fiscal performance for the month driven by the resolution of outstanding liabilities and strong performance in BearWear, concessions, Student Union, and licensing areas. Furthermore, various cost control measures have been effectuated to preserve the strong liquidity position of the Association, which will need to be relied on as ASUCLA continues to navigate the current uncertain environment.

ASUCLA continues to pursue opportunities in support of its development and fundraising initiatives. The Association's consistent efforts over the last four years to identify external funding for capital projects resulted in a significantly positive outcome as the FY 2022-2023 State of California budget allocated close to \$6M to ASUCLA for long-standing capital repair needs of its facilities in serving students, faculty, staff, and visitors. ASUCLA has fulfilled its payroll obligation for July through June and will do the same for July. Collaboration with campus partners is ongoing on several fronts, including the options on the P&I payment addressing expense/credit matters to bring due amounts from ASUCLA to UCLA to a close and resolving the mandated salary continuation and payroll for March 2020-June 2021.

UNDERGRADUATE STUDENTS ASSOCIATION FY 21-22 BUDGET

Ms. Kamara made a motion, seconded by Mr. Navarro that the ASUCLA Board of Directors approve the FY 22-23 Undergraduate Students Association Budget. Ms. Kamara called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

GRADUATE STUDENTS ASSOCIATION FY 21-22 BUDGET

Ms. Kamara made a motion, seconded by Mr. Navarro that the ASUCLA Board of Directors approve the FY 22-23 Graduate Students Association Budget. Ms. Kamara called for a vote. The motion was approved by a vote of 10 yeas and 0 nays.

ADJOURNMENT

Ms. Kamara called for consent to adjourn the Associated Students UCLA Board of Directors July 26, 2022, Regular Meeting. There being no objections, the meeting was adjourned at 1:36 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