



## **BOARD OF DIRECTORS**

### **Regular Meeting**

July 28, 2023

12:00 p.m.

Virtual Zoom Meeting

**PRESENT:** Pouria Abbassi, Muratkhan Abdirash, Alejandra Castellanos, Eliyah Cohen, Brian MacDonald, Heeya Firdaus, Jackson Fletcher, Henry Hsiao, Dylan Kupsh, Mitchell Liday, Live Maluia, Scott Monatlik, and Tiara Weedagama

**ABSENT:** Daniel Neuhauser

**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  
Sandi Gillespie, Director of Board and External Affairs  
Michelle Moyer, Director of Legal Affairs and Compliance  
Krista Kae Parino, Board of Directors Coordinator  
Peter Poon, UCLA Store Director  
Jon Tancinco, Computing and Communications Director

**GUESTS:** Felicia Graham, Outgoing Board Member  
Naomi Hammonds, USAC President  
Wudia Kamara, Outgoing Board Member  
Jazz Kiang, Outgoing Board Member  
Julia Terrano, Outgoing Board Member  
Megan Vergel de Dios, Outgoing Board Member

### **CALL TO ORDER**

Mr. Kiang called the meeting to order at 12:03 p.m.

### **APPROVAL OF AGENDA**

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

## **PUBLIC COMMENT**

Mr. Abbassi commended the outgoing Board for a successful year.

## **INTRODUCTIONS**

The Board and Executive Management shared brief introductions.

## **ELECTION OF OFFICERS**

Ms. Kamara made a motion, seconded by Ms. Graham, that the ASUCLA Board of Directors approve the 2023-2024 Elected Officers as proposed below:

Chair: Alejandra Castellanos  
Vice-Chair: Live Maluia  
Secretary: Brian MacDonald

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

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

## **STANDING AND AD-HOC COMMITTEE APPOINTMENTS**

Ms. Kamara made a motion, seconded by Ms. Maluia, that the ASUCLA Board of Directors approve the 2023-2024 Standing and Ad-hoc Committees. Ms. Kamara called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

Mr. Kupsh asked about the process for nominating committee members. Mr. Abbassi replied that the nomination process aligns with the bylaws. Ms. Graham and Kamara highly encouraged Board members to attend all the committee meetings.

## **EXECUTIVE COMMITTEE REPORT**

Ms. Kamara stated that the Committee discussed the Bank of America Resolution, the election of officers, standing and ad-hoc committee appointments, and the intergenerational training opportunity for the Board. Mr. Kiang added that the Committee plans the retreat and development activities for the Board.

### **FINANCE COMMITTEE REPORT**

Ms. Terrano stated that the Committee discussed the final stages of the Employee Retention Tax Credit, the approval of the Undergraduate Students Association, and the Graduate Students Association FY 23-24 Budget. The Committee celebrated BearWear's best-selling month in June.

### **SERVICES COMMITTEE REPORT**

Ms. Vergel de Dios stated that the Committee received a presentation from ASUCLA Event Services that highlighted commencement celebrations on campus.

### **PERSONNEL COMMITTEE REPORT**

Ms. Graham stated that she met with Mr. Abbassi to prepare the Executive Director's Performance Evaluation and highlighted Committee responsibilities. Ms. Moyer shared that ASUCLA currently employs about 900 student employees.

### **STUDENT FEE AD-HOC COMMITTEE REPORT**

Ms. Maluia stated that the Committee plans to continue working on the referendum and building relationships with other entities on campus.

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

Mr. Abbassi updated the board on the following topics:

#### **ASUCLA Instagram**

The ASUCLA Instagram account had 20,365 followers as of July 12, while the Threads account had 1,563 followers. Weekly resource stories were posted in conjunction with the New Student Orientations to inform new Bruins about ASUCLA services.

#### **UCLA Store Instagram**

Upcoming Instagram launches featured the announcements of lululemon, Hype & Vice, Columbia, and johnnie-O. Additionally, the UCLA Store BearWear catalog photos were posted in conjunction with the arrival of the physical catalogs in homes on Aug. 7.

#### **New Shop-In-Shop**

The UCLA Store will bring new apparel and shop concepts which include: Aug. 10 johnnie-O; Aug. 13 Hype & Vice; Aug. 18 lululemon; Aug. 27 Columbia; end of August Tommy Bahama.

Employee Retention Tax Credit

ASUCLA Finance has had several meetings and anticipates that UCPath will file the returns soon for the first three quarters of the 2021 calendar year.

State Funding

As part of the 2022-2023 California State Budget, ASUCLA received a grant of \$5.97M ASUCLA Finance is coordinating directly with UCOP on the process for receiving the funds which most likely will be reimbursable expenses.

Events

The Summer in the Union's first Bruin Nights session included a welcome message projected on the LED Screen and a life-size chess set for new Bruins.

Ackerman Union Elevators

ASUCLA Facilities is in the process of upgrading the motor control system and interior cab.

North Campus Roofing

The North Campus Student Center roof waterproofing project is scheduled from Aug. 7–18.

Restroom Remodel Projects

The restroom remodel projects for Ackerman Union, Kerckhoff Hall, North Campus, and LuValle are in the preliminary stages.

Catering

Catering provided refreshments for nearly 50 graduation events across campus during the commencement season from June 15-18.

Res Hall Meal Vouchers

The UCLA Store markets launched the Res Hall Meal Voucher program in mid-May and has redeemed over 90,000 vouchers for an estimated \$355,518 in sales.

CalFresh/EBT Program

The UCLA Store has processed over 38,279 transactions since August 2022.

Nike by Fanatics

Nike by Fanatics launched the onboarding of Fanatics as the new Nike/Brand Jordan adult apparel provider. Products from Nike by Fanatics will debut at retail in fall 2024.

NIL

UCLA Athletics created a position within compliance to work specifically on NIL. Trademarks & Licensing and is working closely with the team to support their strategic initiative of growing NIL opportunities for UCLA student-athletes.

Trademarks & Licensing June Stats

The number of artwork submissions reviewed is 1,088 and new application/product/channel requests are 30.

### Sustainability

UCLA and Athens Services provided recycling and composting training for ASUCLA staff.

### Training and Development

ASUCLA launched an extensive online learning suite through Pryor Learning Solutions on July 3. There were about 30 employees enrolled in the program. ASUCLA hosted a day-long seminar entitled “Leadership, Team-Building and Coaching Skills for Managers and Supervisors” on July 26.

### Employee Engagement and Events

The ASUCLA Family Picnic is scheduled for August 26 on the Amphitheatre Lawn at Sunset Recreation.

### DTLA Opportunity

Mr. Abbassi highlighted a potential space for ASUCLA in the new UCLA Building in downtown Los Angeles.

### Customer Service Initiative

Mr. Abbassi emphasized the centralization of customer feedback to exceed customer expectations.

### Year-End Synopsis

Mr. Abbassi commended the successful implementation of CalFresh, the opening of ScrubJay Café, the installation of the LED screen, the expansion of ASUCLA social media channels, Inclusive Access savings, and the acceptance of Res Hall Meal Vouchers. Additionally, he shared the 2022-2023 Accomplishments list with the Board.

Mr. Kupsh asked about the executive director’s reporting period and for an update on the Daily Bruin editorial regarding the working conditions of student employees. Mr. Abbassi replied that the reporting period pertains to the previous month and that ASUCLA is working to respond to the editorial.

Mr. Kiang emphasized the significance of the 2022-2023 accomplishments listed and wished the oncoming Board success for the upcoming academic year.

## **APPROVAL OF UNDERGRADUATE STUDENTS ASSOCIATION FY 23-24 BUDGET**

Ms. Terrano made a motion, seconded by Mr. Kupsh that the Associated Students UCLA Board of Directors approve the Undergraduate Students Association FY 23-24 Budget. Mr. Kiang called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

Mr. Monatlik asked if the budget changed since the previous Finance Committee meeting. Mr. Abbassi replied that nothing had changed.

**APPROVAL OF GRADUATE STUDENTS ASSOCIATION FY 23-24 BUDGET**

Ms. Terrano made a motion, seconded by Ms. Maluia that the Associated Students UCLA Board of Directors approve the Undergraduate Students Association FY 23-24 Budget. Mr. Kiang called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

Mr. Cohen asked for clarity on the allocation of the USA and GSA budgets. Mr. Champawat replied that GSA and USA are responsible for approving the detailed expenditures and ASUCLA oversight is for fiscal soundness.

Ms. Graham accentuated the Board's fiduciary role in ensuring success for the Bruin community.

**ADJOURNMENT**

Ms. Castellanos called for consent to adjourn the Associated Students UCLA Board of Directors' July 28, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 1:30 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.

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Brian MacDonald  
Board Secretary and Administrative Representative