



BOARD OF DIRECTORS

Regular Meeting

September 1, 2023

12:00 p.m.

Virtual Zoom Meeting

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

EARLY DEPARTURE: Daniel Neuhauser

LATE: Scott Montalik

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
Kristina Miller, Retail Brand Director
Krista Kae Parino, Board of Directors Coordinator
Peter Poon, UCLA Store Director
Rami Vail, Director, Human Resources/Payroll

GUESTS: Christophe LaBelle, UCLA Sustainability Analyst
Neil Levitt, I.D. Me Promotions
Tucker Waters, UCLA Student

CALL TO ORDER

Ms. Castellanos called the meeting to order at 12:01 p.m.

APPROVAL OF AGENDA

Ms. Castellanos called for consent to approve the Associated Students UCLA Board of Directors' September 1, 2023, Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

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

EXECUTIVE COMMITTEE REPORT

Ms. Castellanos stated that the Committee discussed the approval of KPMG to conduct an assessment of Student Government Accounting's finance and business processes to create improvements for this fiscal year.

FINANCE COMMITTEE REPORT

Mr. Cohen stated that the Committee discussed the executive director's report, the Services and Enterprises' July financial statements, and the Communications Board's June financial statements, and received a presentation on alternate funding and revenue opportunities from Ms. Moyer and Mr. Abbasi.

SERVICES COMMITTEE REPORT

Ms. Heeya stated that the Committee discussed the UCLA Store x lululemon collaboration and received a couple of presentations that focused on the spatial allocations for the Lily Shaw Disability Cultural Center and ASUCLA's Customer Service Initiative.

PERSONNEL COMMITTEE REPORT

Mr. Abdirash stated that the Committee received a presentation on employee engagement initiatives that highlighted the utilization of surveys, the significance of community-building events, and recruitment updates regarding the ASUCLA Student Union and Trademarks and Licensing vacancies.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbasi updated the board on the following topics:

ASUCLA Instagram

The ASUCLA Instagram account had 20,895 followers as of Aug. 14. New Student Orientation Instagram stories introduced new Bruins to ASUCLA resources and services.

UCLA Store Instagram

An Instagram Story announced lululemon is "coming soon" to the UCLA Store was well-

received with approximately 7,600 views, 1,300 shares, and 22 replies.

Bruin Nights

The New Student Orientations included games, snacks, refreshments, and a carnival theme. Bruin Nights occurred on Aug. 9, 14, 21, and 29.

SGA

ASUCLA Student Union is preparing to work with KPMG to conduct an assessment of SGA's finance and business processes to create improvements for this fiscal year.

Bruin Bash

ASUCLA Student Union is working with the Bruin Bash team (CEC & CAC) on sending offer letters to secure artists and various sponsorship opportunities for the concert.

New Student Orientation

Mr. Abbassi shared a video highlighting Bruin Nights and student engagement.

Office Remodels

The ASUCLA Catering and Facilities offices have been renovated to accommodate additional staffing to enhance food service catering services to the campus community, and to execute numerous facilities infrastructure projects.

North Campus Roofing

The North Campus Student Center roof waterproofing project is completed.

Ackerman Union Elevators

ASUCLA Facilities has begun the renovation process for the Ackerman Union elevators. The project will modernize the motor operating components and the aesthetics of the interior cab.

Mr. Neuhauser asked who pays for the renovations. Mr. Abbassi replied that ASUCLA covers all expenses.

Concessions

ASUCLA Concessions opened the North Homestand for the Coptic Orthodox Diocese of Los Angeles and Hawaii on Aug. 12. The youth awards ceremony had about 4,000 attendees. Concessions also kicked off the UCLA Athletic season with the first Women's Soccer game on Aug. 17. Management is working to renew the agreements with Pauley Pavilion third parties and food trucks for the basketball season starting in late October.

Catering

Catering is more than halfway through the 11 freshman and nine transfer orientation sessions. Additionally, lunches were provided for the Leadership Academy Retreat organized by Vice Chancellor Monroe and occurred at the UCLA South Bay Campus on the weekends of Aug. 5 and 19. Lastly, ASUCLA catered a wedding in the Charles E. Young Grand Salon on Aug. 12.

ScrubJay Café

The Bruin-Up activation at ScrubJay Café commenced on July 31. A total of 3,046 free coffee discounts were redeemed and customer counts have increased 52% for the two-week promotion. During the activation week, ASUCLA also introduced a Loyalty Card program.

House Staff Payments

ASUCLA received approval from the Graduate Medical Education Office to activate house staff accounts as a payment option at the self-operated areas of the Court of Sciences Student Center and Café Synapse.

SAMBAZON Acai Bowls

ASUCLA Restaurants have been working to convert the Sweet Spot candy store on Ackerman Union 1st Floor to a licensed SAMBAZON Acai Bowls shop over the summer. The targeted soft opening date is Sept. 18.

Greenhouse

ASUCLA Restaurants is preparing to reopen the Greenhouse Salad Bar at the Ackerman Union 1st Floor Dining Room this month.

CalFresh/EBT Program

Amount of transactions processed since August 2022: 38,739

Amount of transactions processed since August 2023: 1338

U.S. Market

UCLA Trademarks & Licensing, building upon last fiscal year's largest grossing royalty collection ever, has surpassed that figure by another 32% to close the year at \$3.3M. Nike was the largest licensee representing more than 25% of total retail royalties. New initiatives with Fanatics and Amazon drove growth to the online channel resulting in channel growth of 61%. Production delays and delivery failures plagued the mass channel but new exclusive deals for 2024 have been executed to shore up the business at Walmart, Target, and Costco.

Contract Renewal

ASUCLA is close to completing negotiations for the contract renewal in the territory of Japan. The new contract is set to span five years, commencing on Jan. 1, 2024, and concluding on Dec. 31, 2028.

South Korea: Contract Extension

Trademarks and Licensing is actively engaged in the review process for extending the South Korean Agent contract. The presence of unlicensed products in the South Korean market is a pressing concern, as it negatively impacts our sales performance and jeopardizes the overall health of the brand. Trademarks and Licensing is working with the Agent and licensees to develop effective solutions to curb and eliminate these unauthorized sales.

Sustainability Across ASUCLA

ASUCLA has tallied 16,000 pounds of used cooking oil for recovery and reuse since this time last year, which is a significant increase over last year due to pandemic closures.

Trademarks & Licensing

Successful resolution of workplace rights and conditions violations was realized during the month by the Worker Rights Consortium. UCLA is affiliated with multiple UCLA licensee factories and those of UCLA licensees' suppliers of blank apparel.

Human Resources

New Hire Student Orientation process is being reviewed and updated for the fall. A module on "Professional Conduct" will be added to introduce new staff to professional standards of behavior in the workplace. ASUCLA plans to host an extended two-day student job fair this year. ASUCLA Human Resources and Marketing are partnering to create an ASUCLA Employee Resources page for the ASUCLA website.

Training and Development

Board member Brian MacDonald will provide a four-part workshop series to ASUCLA addressing multi-generational communications. Thirty employees enrolled in the Pryor Learning Solutions program on July 3. In-person workshops have been tentatively scheduled for FY 2023-2024 with Pryor Learning Solutions which will focus on communication, emotional intelligence, and creative leadership.

Employee Engagement and Events

The 2023 Employee of the Year Awards are in the early planning stages. The event will be held at a non-ASUCLA location on campus in the fall. The Luskin Center and newly-remodeled UCLA Faculty Club are under consideration for the event.

Meal Vouchers/Bruin Card

Mr. Abbassi highlighted that students will be able to transition physical meal vouchers into their Bruin cards for accessibility.

UCLA Extension Collaboration

Mr. Abbassi shared that ongoing discussions are in progress.

UCLA DTLA Acquisition

Mr. Abbassi mentioned that ASUCLA toured the new UCLA building in downtown Los Angeles.

UCLA Labor Center Partnership

Mr. Abbassi shared that a presentation is scheduled in the future.

National Metrics

- According to Gartner, 5% of HR leaders reported the implementation of generative AI, while another 9% reported they are currently conducting generative AI pilots.
- Brands and celebrities have increased Instagram Reels usage by 241% in Q1 2023 compared to Q1 2022.
- The food delivery industry is expected to grow to \$165 billion by 2029. It saw its largest growth in five years in 2020 due to the coronavirus pandemic.

- Forrester predicts AI, machine learning, and automation will create 9% of new U.S. jobs by 2025.
- According to the 2023 Global Meetings & Events Forecast, two-thirds of survey respondents expect in-person events to return to pre-pandemic levels.
- New orders for manufactured durable goods in June increased by \$13.6B or 4.7% to \$302.5B.
- U.S. retail and food services sales for July 2023 were \$689.5B, up 0.2% from the previous month and up 1.5% above June 2022.
- U.S. retail e-commerce sales for the second quarter of 2023 was \$277.6B, an increase of 2.1% from the first quarter of 2023.
- Total retail sales for the second quarter of 2023 were estimated at \$1,798.2B, virtually unchanged ($\pm 0.2\%$)* from the first quarter of 2023.

Mr. Kupsh asked for updates on the Daily Bruin Editorial. Mr. Abbassi replied that a response highlighting ASUCLA's mission was sent to the Daily Bruin.

Mr. MacDonald emphasized Chancellor Block's support of ASUCLA and the significance of sharing ASUCLA's story with the incoming chancellor.

Mr. Neuhauser asked what are ASUCLA's next steps once Chancellor Block leaves and inquired about the downtown Los Angeles location. Mr. Abbassi replied that Student Affairs and the Ad-hoc Committee will continue to advocate for space to promote student programming. Additionally, he mentioned a presentation will cover the downtown Los Angeles location.

NEW STUDENT ORIENTATION

Mr. Waters presented the new student orientation onboarding process. He demonstrated the overall hiring procedure provided to new student employees. Mr. Waters highlighted various staff trainings and additional employee resources available to students.

Mr. Kupsh inquired about compensated and uncompensated breaks, at-will employment, and work-study benefits. Ms. Vail explained that rest periods are paid time and meal periods are unpaid time, staff terminations are rare, and work-study allows students to work in other ASUCLA locations on campus.

MAUI STRONG RELIEF EFFORTS

ASUCLA proposes to sell Maui Strong t-shirts at the Rose Bowl during UCLA football games. The t-shirts will be priced at \$30 each. The total order will comprise 576 t-shirts. For every t-shirt sold, ASUCLA will donate \$15 to the Hawai'i Community Foundation's – Maui Strong fund.

Ms. Maluia made a motion, seconded by Mr. Cohen that the Associated Students UCLA Board of Directors approve a donation for Maui Strong Relief Efforts. Ms. Maluia called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

ADJOURNMENT

Ms. Castellanos called for consent to adjourn the Associated Students UCLA Board of Directors' September 1, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 1:35 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