



BOARD OF DIRECTORS

Regular Meeting

September 29, 2023

12:00 p.m.

KH 131-133

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

ABSENT: 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
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

GUESTS: Gwendolyn Hill, UCLA Student
Lalya Allen, ASUCLA Student Staff

CALL TO ORDER

Ms. Castellanos called the meeting to order at 12:10 p.m.

APPROVAL OF AGENDA

Ms. Castellanos made a motion, seconded by Ms. Fletcher, to add item VIII, USAC Resolution, to the Associated Students UCLA Board of Directors' September 29, 2023, Regular Meeting Agenda. Ms. Castellanos called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

Ms. Maulia made a motion, seconded by Mr. Abdirash, to remove item VIII. A, Approval of Stipend Policy, from the Associated Students UCLA Board of Directors' September 29, 2023, Regular Meeting Agenda. Ms. Castellanos called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

Ms. Castellanos called for consent to approve the Associated Students UCLA Board of Directors September 29, 2023, Regular Meeting Agenda as amended. 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' September 1, 2023, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

PUBLIC COMMENT

UCLA Student and member of the Disabled Student Union, Ms. Hill, advocated for ASUCLA to support the USAC Resolution in regard to COVID-19 protocols. She highlighted student workers, sick pay, and face mask accessibility. ASUCLA employee, Ms. Allen, further emphasized the importance of COVID-19 regulations and sick pay with her experience working at Jimmy's Coffeehouse.

Mr. Abdirash recommended directing Ms. Hill and Allen's inquiries to be addressed at the Personnel Committee.

Mr. Abbassi replied that all Committee meetings are facilitated on Zoom to provide accessibility to all students and assured the matter would be brought to the Personnel Committee.

EXECUTIVE COMMITTEE REPORT

Ms. Castellanos stated that the Committee discussed the stipend policy, which will be referred to the Personnel Committee for further review.

FINANCE COMMITTEE REPORT

Mr. Cohen stated that the Committee discussed the Executive Director's Report, the Student-Run Enterprises' August Financial Statements, and Communications Board's July Financial Statements. The Committee also heard a presentation on the external audit plan from KPMG.

SERVICES COMMITTEE REPORT

Ms. Heeya stated that the Committee received a presentation highlighting the Downtown Los Angeles and South Bay UCLA campuses from Mr. Adams. The Committee also received a presentation that accentuated the history and implementation of the exterior meditation spaces on campus from Mr. Champawat.

PERSONNEL COMMITTEE REPORT

Mr. Abdirash stated that the Committee received a presentation on employee engagement initiatives that highlighted the significance of surveys from Ms. Vail. He also encouraged the board's participation in attending employee events.

Mr. Kupsh asked about the Pulse Survey responses from staff and the issue of retaliation. Ms. Moyer and Ms. Vail replied that all responses are anonymous.

AD-HOC COMMITTEE REPORT

Ms. Fletcher stated that the Committee discussed how to spread ASUCLA awareness, the anticipation of LA28, student government spaces, identifying student needs, streamlining CalFresh sign-ups, and alumni support initiatives. Additionally, she emphasized the timeline of the student referendum, communication strategies, and the Lily Shaw Disability Center.

Ms. Weedagama inquired about the strategic communication campaign in relation to the student referendum. Ms. Fletcher emphasized the importance of transparency when explaining the student referendum to the Bruin community. Additionally, Mr. Abbassi stated that a summary would be available for board members to reference when explaining the referendum.

Mr. Liday asked if an infographic would be made for the student referendum. Mr. Abbassi replied yes.

Mr. Cohen emphasized the importance of ASUCLA awareness and reaching out to other student organizations. Mr. Abbassi accentuated the student government open houses that will be held in the Student Union Office.

Ms. Weedagama inquired about student enrollment for CalFresh. Ms. Fletcher underlined the importance of identifying student needs to ensure the student referendum aligns with student programming.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the board on the following topics:

Press Releases

ASUCLA Marketing promoted the opening of SAMBAZON and the Greenhouse in Ackerman Union.

ASUCLA Instagram

The ASUCLA Instagram account had 21,603 followers as of Sept. 11. The ongoing collaboration with the UCLA Transfer Center and ASUCLA garnered 608 new followers to both Instagram accounts over a space of nine orientations. Additionally, the collaboration with the Dashew Center for International Students and Scholars was highlighted on Sept. 24.

UCLA Store Instagram

An Instagram post highlighted the announcement of Mycha at LuValle Commons and iced coffee at the Health Sciences Store.

Passport Coupon Books

The coupon book includes ten different discounts such as free coffee, \$3 off Taco Bell, free Starship delivery, a chance to win a free iPad Air at the UCLA Computer Store, and more. 10,000 coupon books will be distributed throughout various locations, such as UCLA Bruin Plaza, and the lululemon event.

Employee Retention Tax Credit

ASUCLA provided all supporting documentation in December 2022 for the ERTC. After multiple meetings, ASUCLA Finance is expecting UCPATH to soon file the returns for each of the first three quarters of 2021.

State Funding

As part of the 2022-2023 California State Budget, ASUCLA received a grant of \$5,970,000. The funds were encumbered effective July 1. ASUCLA is coordinating directly with UCOP to submit for reimbursement of operational expenses within the next few months. The amount allocated is available for encumbrance or expenditure until June 30, 2024.

Student Government Operations

USA and GSA will host a student government open house in collaboration with the ASUCLA Board of Directors on Sept. 27.

ASUCLA Restaurant Re-Openings

Sept. 11 – Music Café and Northern Lights Café Fries
Sept. 28 – Café 451

New Menu Items/Concepts

All Rise Pizza at LuValle offers personal-size pizzas using quality ingredients with state-of-the-art technology to bake in under five minutes at LuValle Commons.

CVT (chocolate/vanilla/twist) soft serve ice cream and air fryer french fries were added to the

existing selections at Northern Lights Café.

The Greenhouse salad bar reopened and includes a variety of greens, salad fixings, a cold bar of prepared items like pasta salads, freshly cut fruit, grain salads, a soup station, and a hot bar with comfort foods such as macaroni and cheese, chicken, and pasta. Additionally, a selection of themed items ranging from Thai to Mediterranean dishes will rotate weekly. Jamba Juice is no longer cobranding with Blendid; therefore, the kiosk has been re-wrapped with the Blendid logo, which was available on Sept. 20.

Jimmy's and Café 451 rebranded to Peet's Coffee.

The conversion of the Sweet Spot candy store on Ackerman Union 1st floor to a licensed SAMBAZON Acai Bowls was completed.

Taco Bell Express has undergone a cosmetic refresh this summer. The new look includes digital menu boards, new artwork, and a bright color scheme to welcome customers with meal options for those on a budget.

ASUCLA Restaurants is bringing back Kombucha as well as adding health shots to keep Bruins in tip-top health. New ube sweet and savory treats were added to the current selection of baked goods found throughout the self-operated operations.

The new Court of Sciences Student Center Fusion menu will offer a variety of popular comfort foods including fish & chips, breaded shrimp, chicken tenders, Korean bulgogi tacos, Korean fried chicken sandwiches, and Korean fried tofu sandwiches.

Mr. Abdirash asked about gluten-free options on campus. Ms. Bolton replied that all gluten-free options will be promoted to spread awareness.

lululemon

A total of 500 students lined up for the new lululemon pop-up in Bruin Plaza. The event generated strong sales, with 5,846 units sold through Sept. 22.

CalFresh/EBT Program

Amount of transactions processed since August 2023: 2295

Bruin Voice

The collaboration with UCLA's Bruin Voice team to migrate campus phones to a Zoom phone consisted of transitioning 80 phone lines.

New NIL Products Coming Soon

The UCLA NIL Store by Campus Ink is scheduled to launch in mid-October. A variety of apparel items, including T-shirts, jerseys, and sweatshirts, will be available for any athlete who opts into the program.

Mr. Kupsh inquired about additional information regarding the new NIL products. Ms. Moyer replied that she would follow up separately.

Bruin Guardian Scholars

Trademarks and Licensing supported Bruin Guardian Scholars at their move-in event for foster youth at UCLA. Sample T-shirts, sweatshirts, and pennants were donated to the program for incoming students could show their UCLA pride.

Training and Development

Board member Brian MacDonald will provide a four-part workshop series to ASUCLA staff addressing multi-generational communications. The first session in the series will be presented to the Executive Management Group on Oct. 11 and to the ASUCLA Board of Directors on Oct. 27.

In-person workshops have been scheduled for FY 2023-2024 with Pryor Learning Solutions, which will focus on communication, emotional intelligence, and creative leadership.

- Nov. 8: Communicate with Tact and Professionalism
- Feb. 15, 2024: Developing Emotional Intelligence
- May 18, 2024: Creative Leadership

Sixteen career staff employees have enrolled for fall quarter UCLA Extension courses – a new record for the number of participants in this popular program.

Employee Engagement and Events

The 2023 Employee of the Year Awards will be held at the UCLA Faculty Club to allow career staff, particularly in ASUCLA Catering and Events, to attend as guests rather than having to work at the event.

Miscellaneous

- Mr. Abbassi highlighted discussions with housing on the acceptance of meal swipes at the UCLA Store Market and the Hilltop Shop. The Hilltop Shop is pausing the acceptance of meal swipes and ASUCLA is requesting to continue to the program
- Mr. Abbassi briefly discussed the collaboration with USAC/CPO on increasing CalFresh sign-ups

Mr. Liday asked if the gluten-free options would be available on the ASUCLA website. Mr. Baron replied that the ASUCLA Instagram continues to highlight GF options to spread social media awareness. Mr. Hsiao asked if there was an app. Mr. Baon replied there is an ASUCLA App and encouraged the board to download it. Additionally, he promoted the Short Messaging Service (SMS) initiative.

FINANCIAL STATEMENTS

Gross Income for August at \$7.2M was \$2.2M ahead of last year and \$2M ahead of plan. Gross Margin at \$4.1M was \$2.2M ahead of plan and \$2.6M ahead of last year. Contribution at \$2.7M was \$2.4M ahead of plan and \$2.5M above last year. Net Income for August at \$1.6M was \$2.5M ahead of plan and \$2.3M above last year.

Retail operations continue to post strong year-over-year and period-over-period results, with BearWear posting all-time marks in sales, Restaurants continued their significant turnaround with contribution results near plan and ahead of last year, Student Union significantly improved their returns, and strong Allocated Expenses/Other Income categories output, have been key to the fiscal performance of the Association for the month.

The ASUCLA/UCLA task team has submitted its recommendations regarding credits and debits due to ASUCLA. It is expected that in collaboration with UCLA stakeholders, a path forward will be identified. The items under review are consistent with the presentation previously made at the Finance Committee meeting in August. It is expected that these efforts will also help resolve the mandated salary continuation and payroll for March 2020-June 2021. Additionally, ASUCLA has completed the necessary submission to UCOP/UCPath to effectuate pandemic relief funds related to the employee retention tax credit, which stands at approximately \$4M.

August month-end cash position is \$15.8M with a surplus of \$6.9M after the board required reserve. Accounts Receivables are at 5%.

USAC RESOLUTION

Mr. Kupsh inquired about the USAC Resolution and ASUCLA’s next steps in addressing the matter. Mr. Cohen asked about ASUCLA’s sick time policy. Mr. Abbassi replied that the resolution would be directed to the Personnel Committee for further discussion.

ADJOURNMENT

Ms. Castellanos called for consent to adjourn the Associated Students UCLA Board of Directors' September 29, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 1:53 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