



## **BOARD OF DIRECTORS**

### **Regular Meeting**

September 30, 2022

12:00 p.m.

Kerckhoff Hall 131-133

**PRESENT:** Pouria Abbassi, Muratkhan Abdirash, Wudia Kamara, Jazz Kiang, Live Maluia, Brian MacDonald, Scott Monatlik, Daniel Neuhauser, Julia Terrano, and Megan Vergel de Dios

**ABSENT:** Johnathan Franklin, Felicia Graham and Octavio Navarro

**MANAGEMENT:** Donna Baker, Director of Finance  
Ari Baron, Marketing Director  
Cindy Bolton, Food Service Director  
Leilani Donato, Facilities Director  
Sandi Gillespie, Director of Board & External Affairs  
Cindy Holmes, UCLA Trademarks & Licensing Director  
Michelle Moyer, Legal Affairs and Compliance Director  
Peter Poon, UCLA Store Director  
Patricia Solomon, Student Union Operations Director  
Kamran Mehdian, Information Technology Director  
Krista Kae Parino, Board of Directors Administrator

**GUESTS:** Kristina Miller, UCLA Retail Brand Director

### **CALL TO ORDER**

Ms. Kamara called the meeting to order at 12:09 p.m.

### **APPROVAL OF AGENDA**

Ms. Kamara made a motion, seconded by Mr. Kiang, to move item IV, Executive Session, to the end of the Associated Students UCLA Board of Directors' September 30, 2022, Regular Meeting Agenda. Ms. Kamara called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

Ms. Kamara called for consent to approve the Associated Students UCLA Board of Directors September 30, 2022, Regular Meeting Agenda as amended. There being no objections, the motion was approved by unanimous consent.

### **APPROVAL OF MINUTES**

Ms. Kamara called for consent to approve the Associated Students UCLA Board of Directors' August 26, 2022, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

### **PUBLIC COMMENT**

Mr. Abbassi acknowledged the global tragedy of Mahsa Amini's death and how it impacted Iranian Americans. In support, the UCLA Iranian Student Association held a vigil on campus and will light the Los Angeles City Hall in the Iranian flag colors.

### **EXECUTIVE COMMITTEE REPORT**

Mr. Kiang stated that the Committee met on September 21, 2022, to discuss the vacant undergraduate representative, the location of next year's Board of Directors retreat, and the UCLA acquirement of property in the appointment of South Bay and Palos Verdes.

### **FINANCE COMMITTEE REPORT**

Ms. Terrano shared that the Committee met to discuss August's financial results, the KPMG audit, the expansion of the coffee subscription, and Jamba by Blendid's progress.

### **SERVICES COMMITTEE REPORT**

Ms. Vergel de Dios stated that the Committee did not have quorum on September 15, 2022; however, those in attendance heard a TM&L presentation.

### **PERSONNEL COMMITTEE REPORT**

Ms. Kamara stated that the Committee met and heard a presentation from the UCLA Foster Youth representatives and Ms. Vail gave an update on the Human Resource Job Fair.

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

Ms. Maluia explained that the Committee met and discussed key tasks for the group including GSA and USAC. Ms. Kamara encouraged all board members to attend future committee

meetings.

## **EXECUTIVE DIRECTOR'S REPORT**

Mr. Abbassi updated the Board on the following topics:

### LED Light Box

Marketing installed an LED light box in the Bruin Viewpoint Room featuring student artwork by Fiona Hsu.

### LED Screen

Installed in mid-September in the exterior-facing window of the Bruin Viewpoint Room in Ackerman Student Union, the light-emitting diode (LED) screen is now serving as an indispensable communication between ASUCLA and campus partners to the on-site Bruin community at large. It will be used for UCLA community-related information, announcements, and live alerts in the case of campus-wide emergencies.

### ASUCLA Instagram

Followers as of Sept. 21: 19,545.

### Jamba by Blendid Naming Contest

The social media team successfully conducted Instagram's first *annual Name the Jamba by Blendid Robot* Contest. The post received over 150 name submissions and 800 votes on the top 10 names. The robot's name is now *Mo Jamba*, which is detailed on its nametag.

### Press Releases

In September, seven press releases were sent out to ASUCLA, the UCLA community, and the media for awareness and news pick-up purposes. ASUCLA media coverage in September includes: Jamba by Blendid, the reopening of Northern Lights, the UCLA Store market accepting CalFresh, and upcoming Ackerman Union dining options.

### BOD Instagram Takeover

Julia Terrano will do a Board of Directors Instagram Takeover during week 5.

### Bruin Fun Zone (eSports Lounge Location)

A partnership with Esports Entertainment Group (EEG) will allow for Smash Brother pop-up events. The new space also includes arcade games and table tennis which are free and open to UCLA students and the community.

### Arts in the Union – Welcome Week Activity Planning

Welcome Week programming fostered collaboration with the Student Committee of the Arts and the Transfer Center. Attendance reached about 725 guests.

### Grad Bar

Held in partnership with Graduate Orientation and Graduate Students Association (GSA), over 800 graduates attended the GSA Grad Bar on the Wescom Student Terrace.

### Upcoming Events

- Wellness Wednesday: Launching Week 1 in the Bruin Fun Zone
- UCLA Bruin Watch Party Oct. 22: Oregon vs. UCLA: Ackerman Grand Ballroom
- Movie Night by ASUCLA & Campus Events Commission Oct. 26: Carrie

### Student Government Services and Accounting

Student Government Accounting is working to streamline its processes to digitize the signing of paperwork and update our accounting software to enable digital payment of reimbursements. Additional details to come.

### Northern Lights

Northern Lights opened on Sept. 26 with a new menu, including various traditional poke options, plant-based bowls, and panini sandwiches.

### Catering

Catering has been providing continental breakfasts for Athletics every Friday of home games, labeled "Football Fridays," as well as continuing to provide training table meals to several sports teams. On Sept. 21, Catering provided breakfast and lunch to students at the Graduate Student Orientation for several hundred attendees; evening food and beverage service for the Grad Bar hosting 1000 students were provided.

### Cal Fresh /EBT Program

The UCLA Store at Ackerman Union launched the CalFresh/EBT program on Aug. 29. The UCLA Store Market has generated 620 EBT transactions.

### New Era Jackie Robinson Collection

UCLA licensee, New Era, is in the development stages of a Jackie Robinson collection that spans his years at UCLA through his time in MLB. Set to launch late spring/early summer 2023 at Lids.

### Bruin Guardian Scholars

TM&L is working with Bruin Guardian Scholars to donate UCLA samples to support foster youth at UCLA. A handful of UCLA licensees have reached out to inquire how they might be able to donate/sponsor/participate in assisting the students, and we are making those connections. BGS is currently working to secure donations for their holiday party.

### Brand Licensing Europe (BLE)

Plus Licens, which represents the UCLA brand for licensing in the European market, presented the UCLA brand and held licensing opportunity meetings during Brand Licensing Europe (Sept. 19-22) in London. Traffic to the booth was good, including visits from key retailers.

### Employment

Human Resources estimates up to 1,000 students attended the fair, during which 33 hiring managers conducted on-site interviews and hired nearly 150 student employees. In addition to Food Service student staffing, HR has onboarded 300 new employees since Sept. 1, up from 111 new hires in 2021.

### The Employee of the Year Awards

The annual Employee of the Year awards ceremony will take place on November 3. Among those selected, an employee whose most extraordinary contributions will win the Employee of the Year award. Additionally, Human Resources will celebrate the winner of the ASUCLA Peer Award. Any ASUCLA employee can nominate any other ASUCLA employee for this award, and the person who receives the most nominations is deemed the winner.

### Employee Tax Credit

The tax credit available from the covid and pandemic relief funds ranges from \$3-4M, and ASUCLA is working with UCLA Finance and UCOP to submit the application accordingly.

### ASUCLA/UCLA Credit/Debit

The clarifying of credits and debits owed to ASUCLA.

### UCLA Campus Expansion

A team has been put together to determine the academic and objective goals for Palos Verdes and South Bay. The deal is closing soon and is going through real estate stages.

### Peer-to-Peer Review

Mr. Abbassi plans to meet with the Executive Committee and report to the Board to analyze their strengths, weaknesses, and engagement.

### Focus Groups

Focus groups will be used to gather data within and outside the student community to address business, entertainment, recreational activities, food services, and retail opportunities.

Ms. Kamara asked about the South Bay construction and the medical center's coffee service. The coffee service is anticipated to open at the end of the fall or winter quarter.

Mr. Neuhauser asked about strengthening and limiting the dollar amount in relation to the TM&L report, international apparel, and UCLA students.

Ms. Vergel de Dios asked about the LED Screen protocol for student organizations. Marketing is streamlining and finalizing the process for student organizations to use the LED Screen.

Mr. Kiang questioned how ASUCLA receives communication from UCLA officials during campus emergencies and our employees if an incident is nearby one of ASUCLA's operations.

Ms. Kamara asked TM&L for feedback about the University of California Sustainability Planning Retreat and EDJ-Workshop. Liz attended the workshop and will provide insight at the next meeting.

## **FINANCIAL STATEMENTS**

Gross Income for August at \$5M compared to July at \$4.5M was \$2M ahead of last year and (\$60K) below plan. Gross Margin at \$2M was (\$370K) below plan and \$830K ahead of last year. Contribution at \$208K was (\$107K below) plan. Other income/expense categories did significantly better than plan and \$507K better than last year. Net income for August at (\$720K) was on plan and \$530K better than last year. The financial results were driven by a strong performance of Retail Store Operations, especially in BearWear, BookZone, and Dental Kits, augmented by solid returns through domestic licensing and event-related revenues. Allocated expenses and Other Income categories performed well, with the cumulative impact of the aforementioned mitigating the fiscal underperformance of Restaurants. August had less than anticipated campus density, and the delayed opening of the new café contributed to the Restaurant returns.

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. ASUCLA and UCPath reached a final resolution on FY 2019-2020 through FY 2021-2022 fees for system usage. This was a mutually beneficial milestone for both parties and will help facilitate go-forward discussions. Additionally, work continues with ASUCLA/UCOP finance team for the opportunity to pursue pandemic relief funds related to the employee tax credit. Ms. Baker stated as of August, the cashbook balance of \$21M. The required cash reserve is \$9M leaving an \$11.7M surplus.

## **TEMPORARY COMMITTEE APPOINTMENTS**

Mr. Kiang made a motion, seconded by Ms. Terrano that the Associated Students UCLA Board of Directors temporarily appoint Wudia Kamara to the Services Committee and Megan Vergel de Dios to the Personnel Committee. Ms. Kamara called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

## **EXECUTIVE SESSION**

Ms. Kamara 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 1:17 p.m.

Ms. Kamara 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 1:33 p.m.

Mr. Kiang made a motion, seconded by Ms. Kamara, that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Ms. Kamara called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

**ADJOURNMENT**

Ms. Kamara called for consent to adjourn the Associated Students UCLA Board of Directors' September 30, 2022 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.

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Brian MacDonald  
Board Secretary and Administrative Representative