



BOARD OF DIRECTORS

Regular Meeting

October 27, 2023

12:00 p.m.

KH 131-133

PRESENT:

Pouria Abbassi, Murat Khan Abdirash, Alejandra Castellanos, Eliyah Cohen, Heeya Firdaus, Jackson Fletcher, Dylan Kupsh, Mitchell Liday, Brian MacDonald, Live Maluia, Scott Monatlik, and Tiara Weedagama

ABSENT:

Henry Hsiao and Mitchell Liday

MANAGEMENT:

Donna Baker, Finance Director
Ari Baron, Director of Marketing
Cindy Bolton, Director of Food Services
Roy Champawat, Project Advisor to the Executive Director
Leilani Donato, Director of Facilities
Sandi Gillespie, Director of Board and External Affairs
Pamela Lewis, Student Union Services Director
Kristina Miller, Retail Brand Director
Krista Kae Parino, Board of Directors Coordinator
Peter Poon, UCLA Store Director

GUESTS:

Matthew Cooke, UCLA Student
Benjamin Kersten, UCLA Student
Sahar Jahangard-Mahbod, UCLA Student
Liam Moore, UCLA Student
Avi Oved, ASUCLA Board Member Alumni
Keenan Riggs, ASUCLA Facilities Staff
Imran Siraj, UCLA Student
Alicia Verdugo, UCLA Student
17 UCLA Students (see attached)

CALL TO ORDER

Ms. Castellanos called the meeting to order at 12:08 p.m.

APPROVAL OF AGENDA

Mr. Kupsh made a motion, seconded by Ms. Maluia, to add discussion item IX.B, Release of Statement Condoing Campus Violence, to the Associated Students UCLA Board of Directors October 27, 2023, Regular Meeting Agenda. Ms. Castellanos called for a vote. The motion failed by a vote of 5 yeas and 0 nays.

Mr. Kupsh made a motion, seconded by none, to add action item IX.C, Release of Statement Condoing Campus Violence, to the Associated Students UCLA Board of Directors October 27, 2023, Regular Meeting Agenda.

APPROVAL OF MINUTES

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

BOD ALUMNI REMARKS

Mr. Abbassi introduced Mr. Oved and expressed gratitude for attending the Board meeting to share his ASUCLA journey. Mr. Oved highlighted his experience in student government, serving on the ASUCLA Board of Directors, and serving as a University of California student regent. Additionally, he shared an email that featured the release of UCLA Centennial-themed merchandise, the new UCLA Store logo, and the opening of Wescom Credit Union on December 11, 2019.

PUBLIC COMMENT

Ms. Donato introduced Mr. Riggs who shared his experience as an ASUCLA Facilities staff member. He thanked Ms. Donato for her mentorship and highlighted witnessing the growth of the Association since 2006.

Mr. Abbassi introduced Ms. Lewis as the new Director of Student Union Services and expressed appreciation for Mr. Champawat's interim support. Ms. Lewis worked at California State University Long Beach for 21 years and is excited to join the ASUCLA team.

UCLA students advocated the release of a statement addressing the violence and discrimination aimed at Palestinians. Additionally, they highlighted the subject of doxing and emphasized the concern for student safety on campus. Ms. Moyer replied that ASUCLA does not dox employees.

EXECUTIVE COMMITTEE REPORT

Ms. Castellanos stated that the Committee discussed Ms. Moyer's presentation, which will highlight the roles and responsibilities of Board members at the December meeting.

FINANCE COMMITTEE REPORT

Mr. Cohen stated that the Committee discussed the Executive Director's Report and the Communications Board's September Financial Statements. The Committee emphasized ASUCLA's Food Services' financial success and the Bruin Card meal swipe implementation.

SERVICES COMMITTEE REPORT

Ms. Firdaus stated that the Committee discussed the reopening of Fusion, Sambazon, the UCLA vs. Cal Football Tailgate, meal swipes, the acceptance of CalFresh at the Health Sciences Store, the annual ASUCLA staff picture on the Kerckhoff steps, the T-shirt Design Contest, and the ASUCLA accessibility compliance presentation.

PERSONNEL COMMITTEE REPORT

Mr. Abdirash stated that the Committee received a presentation that emphasized face mask availability, Human Resources updates, Employee Engagement Committee initiatives, and the hiring of over 400 student employees.

AD-HOC COMMITTEE REPORT

On behalf of Ms. Fletcher, Mr. Cohen stated that the Committee discussed building student-government relations, communication strategies, and previous Student Union referendums. Additionally, the Committee emphasized the significance of a marketing campaign to spread awareness and information.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the board on the following topics:

Press Releases

ASUCLA Marketing promoted ube pastries with Sugar & Grace.

ASUCLA Instagram

The ASUCLA Instagram account had 25,753 as of Oct. 9. The 20K coupon book giveaway

garnered 3,466 followers and exceeded the 25K follower milestone. A gluten-free (GF) Instagram highlights feature GF meals and snacks at ASUCLA locations and the UCLA Store Market.

UCLA Store Instagram

The Maui Strong T-shirts are promoted and shared at the home UCLA Football games. Upcoming content includes the acceptance of CalFresh at the Health Sciences Store and Joe n' Go pumpkin-flavored drinks.

Student Government Services

SGS trained USAC on the hiring process and initiated mirror training for USAC office staff. Five of 15 trainings have been completed, with more scheduled in the upcoming weeks.

The student government open house was well received and had 100% participation from USA, GSA, and several ASUCLA BOD members.

Student Union Programming

Bruins can attend Movie Night on the Wescom Terrace Patio with snacks and refreshments on Oct. 30.

Facilities

The fire extinguishers and hoses have been inspected, tested, and replaced in all ASUCLA locations. Repairs for the ANSUL systems at the North Campus Student Center and Blaze Pizza at the Court of Sciences are in progress. Lastly, the five-year sprinkler system inspection for Ackerman Union has been completed.

The audit of space usage to the UCLA Space Inventory has been completed. The data is used to evaluate the need for additional space and budget to maintain and improve UCLA Facilities.

Food Services

Since the beginning of August, ASUCLA Restaurants has hired and fully onboarded almost 250 new student employees.

\$5 Fridays

The fall quarter will feature the \$5 items listed below starting on Oct. 20.

Anderson Café	Chicken or Tofu Bowl
Blaze Pizza	Any one topping pizza
Café Synapse	Caesar or Cobb Salad
Coffeehouses	Any Medium Specialty Drink and any Pastry
Lollicup	Any Smoothie
Lu Valle	Any Pizza
Northern Lights	Any Panini
Taco Bell	Nacho Bell Grande and any size soda
The Greenhouse	Soup & a roll
Wetzel's	Plain Pretzel and Medium Lemonade

Fall Coupon Book

ASUCLA Marketing distributed the fall coupon books the week of Sept. 18. The restaurant coupon redemptions significantly improved compared to last year's total of 2,371 redemptions. A total of 7,301 redemptions were completed this fall quarter.

Concessions

Concessions is in preparation mode for the 2023-2024 Men's and Women's Basketball season, with the first exhibition game against Cal State Dominguez Hills on Halloween. The season opens with a doubleheader on Nov. 6 for WBB against Purdue and MBB against St. Francis. Beer and wine service will continue at Men's and Women's Basketball events at the Pauley Pavilion. The vendor will be working to add more visible signs and faster service as needed to increase sales. Additionally, concessions provided service in Pauley Pavilion for the UCLA Open House on Oct. 14 and is finalizing plans for a pop-up tent for the annual Explore Your Universe event at the southern end of campus on Nov. 5.

Welcome Sale

The UCLA Store held the annual Welcome Sale for students on Sept. 25. Regular-priced goods were discounted by 20%, and the store's overall sales of \$446,621 were an 8% improvement over its planned goals.

CalFresh/EBT Program

Amount of transactions processed since August 2023: 5,894

U.S Market

The UCLA Football homecoming game on Oct. 28 has a throwback twist. A ticket package with a vintage-inspired t-shirt has already sold out. An announcement to the press unveiling the uniform for the game was made on Oct. 23. The replica version of the jersey and T-shirt was made available for sale at retailers, including the UCLA Store, Fanatics, and DSG at the time of the announcement.

The new fall 2023 UCLA x OHT collection has launched on Fanatics.com. OHT is working with UCLA's exclusive mass apparel licensee, Hanesbrands, to bring the line to Walmart and Target next year. UCLA Athletics will once again support the initiative by gifting UCLA x OHT headwear by the '47 Brand to veterans being honored by athletics in the week leading up to the Military Appreciation game on Nov. 11, as well as gifting the headwear at a charity golf tournament they are hosting.

Waste Diversion from Landfill at ASUCLA

As part of a broad effort to boost ASUCLA's diversion of waste from landfills from its current 50% level to the zero-waste target of 90%, the focus has been on working collaboratively to improve diversion at the Court of Sciences Student Center. Steps included improving access to bins, ensuring that pizza boxes correctly fit only in the bins designated for compost, and ensuring that all three streams of materials—recycling, compost, and landfill—are clearly marked and placed conveniently and consistently to improve recovery of all materials that can be diverted from the landfill.

Human Resources

Since Sept. 1, ASUCLA has hired over 400 employees. Student employee orientations have been held four times daily to ensure that students make it through the hiring process quickly and can begin working as soon as possible.

Employee Engagement and Events

The Employee Engagement Committee has scheduled and is planning several events for our employees during the remainder of the fall quarter and leading into the holiday season.

- Nov. 17: The Employee of the Year Awards ceremony will occur at the UCLA Faculty Center. The event celebrates employees who have been nominated by their managers and peers as having made extraordinary contributions to ASUCLA's mission, vision, and/or business.
- Nov. 28: Giving Tuesday is a day celebrated by many in the wake of Black Friday and Cyber Monday, which focus on consumption and instead emphasizes providing for others. This year, employees will be invited to the Bruin Reception Room anytime between 11:00 a.m. and 4:00 p.m. to help assemble personalized backpacks for local children in need.

Food Recovery

Management is actively exploring the concept of redistributing surplus and soon-to-expire food items to stock the refrigerators at the Black Bruin Resource Center, Transfer Center, and Veterans Center.

Grants/Funding

Efforts are underway to submit clean energy proposals to the Inflation Reduction Act (IRA). Additionally, there is a keen interest in securing funding for an aerobic digester designed to process food waste.

Miscellaneous

- Mr. Abbassi highlighted the collaboration with UCLA Housing on swipes and meal plans
- Mr. Abbassi briefly discussed updates on the pilot with UCLA Extension on the provision of academic material
- Mr. Abbassi stated that the CalFresh application for LuValle is in progress

National Metrics

- In September, the total nonfarm payroll employment increased by 336,000
- Social Media advertisement spending will amount to over \$230 billion in 2023
- 61% of consumers prefer to use a kiosk to order food at fast-food restaurants, and 66% said they prefer automation over live staff in at least one aspect of their experience
- The number of meetings taking place climbed back to nearly 90% of pre-pandemic levels in September, according to Knowland, and based on its meeting recovery forecast

- New orders for manufactured durable goods in August increased by \$0.5B or 2% to \$284.7B
- 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

FINANCIAL STATEMENTS

Gross Income for September at \$9.9M was \$1M ahead of last year and \$2M ahead of plan. Gross Margin at \$4.9M was \$1.6M ahead of plan and \$1.4M ahead of last year. Contribution at \$2.4M was \$1M ahead of plan and \$1.1M above last year. Net Income for the month at \$1.2M was \$1.4M ahead of plan and \$900K above last year.

Retail operations continue to post strong year-over-year and period-over-period results, with sales exceeding plan by \$1M. The solid performance of the UCLA Store, with Bearwear posting all time marks in sales, Medical/Dental kits posting strong sales, e-commerce transaction increases, Restaurants continuing their significant turnaround, Student Union/Licensing/Services improving their returns and strong Allocated Expenses/Other Income categories output, have been key to the fiscal performance of the Association. YTD, Net Income stands at \$2.8M, which is \$3.9M ahead of plan and \$3.2M ahead of last year.

Ms. Baker stated that as of September, the cashbook balance is \$13.3M. The required cash reserve is \$8.4M leaving a \$4.9M surplus. Accounts Receivables are at 5%.

MISCELLANEOUS

Before entering into executive session, Mr. Kupsh acknowledged the student voices and organizations that participated in public comment. Additionally, he provided context for the release of a statement condoning campus violence, and examples of conflicts on Zoom and on campus, and emphasized the concern for student safety. Mr. MacDonald replied that a Student Affairs mitigator was present at one of the campus events. Mr. Kupsh referenced statements that were released from other UC campuses and Chancellor Block addressing campus violence. Lastly, Mr. Kupsh shared his experience of being doxed and the consequences that occurred. Mr. MacDonald replied with supportive campus safety resources and highlighted contacting UCPD.

EXECUTIVE SESSION

Ms. Castellanos 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 2:00 p.m.

Ms. Castellanos 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 3:01 p.m.

ADJOURNMENT

Ms. Castellanos called for consent to adjourn the Associated Students UCLA Board of Directors October 27, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 3:01 p.m.

* * * * *

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