



BOARD OF DIRECTORS

Regular Meeting

October 28, 2022

12:00 p.m.

Kerckhoff Hall 131-133

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

ABSENT: Johnathan Franklin and Octavio Navarro

EARLY DEPARTURE: Daniel Neuhauser

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

GUESTS: Daisy Escobar, ASUCLA Custodial Staff
Natalie Benitez, UCLA Community Programs Office
Iyanna Waring, UCLA Community Programs Office

CALL TO ORDER

Ms. Kamara called the meeting to order at 12:11 p.m.

APPROVAL OF AGENDA

Ms. Kamara made a motion, seconded by Mr. Kiang, to move agenda item VIII A, Custodial Masterplan Presentation, to item VII. Ms. Kamara called for a vote. The motion was approved by a vote of 8 yeas and 0 nays.

Ms. Kamara called for consent to approve the Associated Students UCLA Board of Directors October 28, 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 September 30, 2022, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

PUBLIC COMMENT

Ms. Benitez and Ms. Waring stated that the UCLA Community Programs Office (CPO) seeks a resolution to obtain withheld funds for student programming. Mr. Abbassi replied that the UCLA Finance team is working to resolve the transfer of funds and encouraged CPO to speak with the president of the Undergraduate Students Association.

EXECUTIVE COMMITTEE REPORT

Mr. Kiang stated that the Committee met on October 25, 2022, to discuss Senator Ben Allen's \$6M contribution to ASUCLA-operated facilities and the location of next year's Board of Directors retreat.

FINANCE COMMITTEE REPORT

Ms. Terrano shared that the Committee met on October 24, 2022, to discuss the State Budget – Capital Expenditure and the UCLA Store's Halloween Monster Sale.

SERVICES COMMITTEE REPORT

Ms. Vergel de Dios stated that the Committee met to discuss the Bruin FunZone, the launch of the Sprinkles Cupcakes vending machine, and the reopening of Northern Lights. Mr. Adams presented the 10th Annual T-Shirt Design Contest, and Ms. Bolton presented the evolution of Food Services.

PERSONNEL COMMITTEE REPORT

Ms. Graham stated that the Committee met on October 20, 2022, to discuss the results of the Employee Engagement Survey. Ms. Vail presented data based on career and student staff responses.

STUDENT FEE AD-HOC COMMITTEE REPORT

Ms. Maluia stated that the Committee met to discuss the referendum and the best practices to identify the needs of students and finalize action items. Mr. Abbassi commended Ms. Maluia for her leadership throughout the Student Fee Ad-hoc Committee meetings.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the Board on the following topics:

Press Releases

ASUCLA media coverage in October included Student Union Programming, Bruin Barista Coffee Subscription Membership, 10th Annual T-Shirt Contest, Inclusive Access savings, and the Sprinkles Cupcakes vending machine.

ASUCLA Instagram

As of Oct. 17, the ASUCLA Instagram account has approximately 20K followers.

The UCLA Store

On Oct. 26, the UCLA Store Monster Sale exceeded \$300K in sales.

Bruin Barista Coffee Subscription

The card giveaway reached over 14,000 students and received over 1,300 entries.

2022 Holiday Catalog Pre-Production

This year's holiday catalog will feature over 60 new apparel and accessories. The holiday catalog will feature Mary Osako, UCLA Strategic Communications Vice Chancellor, and ASUCLA's Jessica Alexander and her family.

ASUCLA BenefitsU

On Oct. 4, 1,000 Clean Protein Bars were given away at the Market Giveaway, and the Bruin FunZone promoted the Smash Bros. Competition.

Year-End External Audit

The fieldwork component of the annual external audit by KPMG of all ASUCLA entities is ongoing. KPMG will present interim results at the November Finance Committee meeting.

Employee Retention Tax Credit

The finance division completed the analysis that determined ASUCLA qualifies for the ERC and is working with our tax consultants to complete the necessary paperwork before submission to UCLA/UCPath.

Bruin FunZone (eSports Lounge Location)

The Bruin FunZone serves as the location for Wellness Wednesday events.

Black Bruin Resource Center

On Sept. 27, the Black Bruin Resource Center celebrated its first anniversary on the Kerckhoff Coffee House Patio.

Student Government Services and Accounting

The student government accounting audit for the Graduate Students Association and Undergraduate Students Association is in process. Student Government Services and Accounting is streamlining the hiring process and updating the accounting software to Aplos.

Utilities

The Facilities team is replacing the current HVAC motors with energy-efficient motors.

Kerckhoff Coffee House Reusable Mug Program

In partnership with the Undergraduate Students Association Facilities Commission Office, the Kerckhoff Coffee House will launch a student-run pilot program promoting sustainability with a reusable “dine-in” coffee mug. The program will be provided on the weekends and is projected to start in November.

Scrub Jay Café

In early November, Food Services will begin installing data lines, point of sale, kitchen and coffee equipment, final inspections, and training. The opening date is tentative for early January. Thirty-five student employees have been hired for this location and are being trained in Southern Lights until the Cafe is ready to open.

Concessions

Concessions are progressing with higher sales at the women’s soccer games. Food Services is in the final stages of preparation for the men’s and women’s basketball seasons. The first exhibition game is scheduled for Nov. 2 at 7 p.m.

UCLA Athletics announced a new beer and wine service available for men’s and women’s basketball games. The former Joe Brewin coffee stand will be converted to accommodate this service. ASUCLA and Athletics also developed policies and procedures and finalized menus and responsible drinking messaging. The coffee and espresso products have been relocated to the concessions stand at the northwest corner of Pauley Pavilion.

Catering

ASUCLA Catering has been developing a proposal for the Olympic Sports Training Table. If selected, the program will be an approximate one-year pilot beginning in the winter quarter. The program will feed approximately 500 student-athletes for lunch, Monday through Friday.

UCLA Nike Shoe

On Sept. 14, the UCLA Store released the Nike Unisex Zoom Pegasus 39 Running Shoe and sold 450 pairs in four weeks.

CalFresh /EBT Program

The UCLA Store Market has generated 2,441 EBT transactions.

EcoVadis Sustainability Assessment

Sixty-four UCLA licensees have completed the voluntary EcoVadis Sustainability Assessment.

NIL Update - Custom Jerseys

TM&L received permission for the UCLA Store and Bruin Custom Print to produce custom player jerseys. The jerseys will feature the student athlete's name/number for family members, provided the athlete signs a waiver of compensation.

goodr Sunglasses

On Oct. 11, goodr launched UCLA sunglasses called "8 Clap Eye Wraps" online and in select stores. Ten schools were included in this initial test.

UCLA x Mercer Amsterdam

On Oct. 20, Mercer Amsterdam released a limited edition capsule collection that celebrates UCLA's sports heritage. Brokered by UCLA's European licensing agent Plus Licens, the collection includes varsity jackets, a tennis pocket tee, a quarter zip, a crewneck, and a basketball-inspired sneaker.

Counterfeit Issues Continue in South Korea

UCLA counterfeit apparel continues to be a problem in Korea. A police investigation is ongoing and legal counsel has been retained to try and remedy the situation.

Employment

Since Sept. 1, Human Resources has onboarded 506 new employees.

Employee of the Year Awards

On Nov. 3, the annual event will take place in the Charles E. Young Grand Salon from 3–5 p.m. All board members and career staff were invited to attend.

National Metrics

- In September, the unemployment rate increased to 3.5%, and the number of unemployed persons decreased to 5.8 million.
- In 2022, public cloud services will increase by 22%. By 2026, public cloud services will exceed 45% of all enterprise IT.
- Instagram videos receive 21.2% more interactions than images and 18.6% more interactions than carousels.
- According to the Online Food Delivery segment, by 2027, the number of users is expected to amount to 217.1M.

Ms. Kamara asked if the withheld funds from the UCLA Community Programs Office would impact the ongoing audit. Ms. Baker replied that it would not impact the audit.

Mr. Kiang asked if there is an approach to identify the amount of EBT purchasers without compromising customer identity. Mr. Baron replied that CalFresh creates data based on zip code. Mr. Mehdian emailed that 1006 unique EBT cards were used for a total of 4,100 transactions. Ms. Maluia commended how CalFresh benefits help students on a quarterly

basis.

FINANCIAL STATEMENTS

Gross Income for September at \$8.8M (compared to August at \$5M) was \$1M ahead of last year and (\$800K) below plan. Gross Margin at \$3.3M was (\$700K) below plan and \$300K ahead of last year. Contribution at \$1.3M, compared to August at \$208K, was (\$200K) below plan and \$200K ahead of last year. Other income/expense categories performed on budget. Net income for September at \$273K, compared to August's loss of (\$720K), was (\$150K) below plan. The solid performance of retail in dental kits and technology drove the positive financial results. Please note that the intentional rapid expansion of inclusive access increases student savings but generates lower sales. This trend will continue until the overall volume of transactions exceeds current levels. September 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. ASUCLA has initiated negotiations on UCPath fees for FY 2022-2023 and beyond. 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 that as of September, the cashbook balance of \$21M. The required cash reserve is \$9M leaving an \$11.6M surplus. The Accounts Receivables are at 11%.

CUSTODIAL MASTERPLAN PRESENTATION

Ms. Donato presented the implementation, best practices, and staff responsibilities of the Custodial Masterplan. Ms. Escobar shared her experience working as an ASUCLA custodial staff for almost 30 years.

STATE BUDGET – CAPITAL PROJECT EXPENDITURE

Ms. Terrano made a motion, seconded by Mr. Kiang, that the Associated Students UCLA Board of Directors approve a \$5.97M capital expenditure for various deferred maintenance projects. Ms. Kamara called for a vote. The motion was approved by a vote of 8 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 2:19 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 2:21 p.m.

Mr. Kiang made a motion, seconded by Ms. Graham, 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 8 yeas and 0 nays.

ADJOURNMENT

Ms. Kamara called for consent to adjourn the Associated Students UCLA Board of Directors' October 28, 2022, Regular Meeting. There being no objections, the meeting was adjourned at 2:38 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