



BOARD OF DIRECTORS

Regular Meeting

December 1, 2023

12:00 p.m.

KH 131-133

PRESENT: Pouria Abbassi, Muratkhan Abdirash, Alejandra Castellanos, Eliyah Cohen, Heeya Firdaus, Jackson Fletcher, Dylan Kupsh, Live Maluia and Scott Monatlik

LATE: Mitchell Liday

ABSENT: Brian MacDonald and Tiara Weedagama

MANAGEMENT: Jason Amorosi, UCLA Store Operations & Services Manager
Claire Baek, Director of Treasury/Financial Planning/Accounting
Donna Baker, Finance Director
Ari Baron, Director of Marketing
Cathy Colon, BearWear Division Manager/Buyer
Cindy Bolton, Director of Food Services
Leilani Donato, Director of Facilities
Sandi Gillespie, Director of Board and External Affairs
Pamela Lewis, Student Union Services Director
Kamran Mehdian, Director of Information Services
Krista Kae Parino, Board of Directors Coordinator
Peter Poon, UCLA Store Director
Jose Quiroz, UCLA Store Buyer/Divison Manager

CALL TO ORDER

Ms. Castellanos called the meeting to order at 12:04 p.m.

APPROVAL OF AGENDA

Ms. Castellanos called for consent to approve the Associated Students UCLA Board of Directors' December 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' October 27, 2023, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

PUBLIC COMMENT

Mr. Abbassi introduced Mr. Amorosi to the Board to share his journey leading up to his position as the UCLA Store Operations and Services Manager. Mr. Amorosi has been with ASUCLA for almost 24 years and is a previous Peer Award winner. Mr. Abbassi highlighted the significance of the Employee of the Year Awards and the winners that ASUCLA employees selected.

Ms. Baker introduced the Co-Peer Award winner, Claire Baek, and shared her accomplishments in ASUCLA Finance division. Ms. Baek expressed sincere gratitude for working with Ms. Baker and the Association for 18 years.

Mr. Poon introduced the Co-Peer Award winner, Jose Quiroz, and commended his commitment to the UCLA Store and the Market. Mr. Quiroz shared his passion for student advocacy and the Association. Additionally, Mr. Poon introduced the Employee of the Year Award winner, Cathy Colon, and highlighted her work ethic and team player personality. Ms. Colon appreciated the award and has worked for the Association since 1996.

Mr. Kupsh provided an update regarding the campus violence occurring in ASUCLA locations. He emphasized events that included the Cultural Affairs Commission office, Kerckhoff Coffeehouse, and the Sculpture Garden. Additionally, he highlighted the topics of antisemitism and Islamophobia and referenced the Chancellor's message in regard to doxing and violent acts of racial discrimination on campus. Mr. Kupsh accentuated that the Bruin community seeks action from the ASUCLA Board of Directors. Mr. Abbassi replied that the CAC reached out for support and was provided services to de-escalate the situation.

EXECUTIVE COMMITTEE REPORT

Ms. Castellanos stated that the Committee did not meet in November. Additionally, she shared that Ms. Fletcher and Mr. Cohen facilitated discussions about the referendum with campus organizations.

FINANCE COMMITTEE REPORT

Mr. Cohen stated that the Committee discussed the Executive Director's Report and the Communications Board's October Financial Statements. The Committee discussed:

- KPMG audit process update

- CalFresh transactions increase
- Strong retail sales at the Rosebowl
- Meal swipes transactions
- Student Government Accounting process review enhancement update

SERVICES COMMITTEE REPORT

Ms. Firdaus stated that the Committee discussed:

- \$5 Fridays
- CalFresh/EBT program exceeded 8,000 transactions
- Subway and Yoshinoya lease agreements
- Implementation of Bruin One Access for fall 2024
- ASUCLA T-shirt Design Contest winner on Nov. 5.
- Starship delivery and pick-up service received 4,100 orders at ASUCLA restaurant locations

Mr. Neuhauser asked about Bruin One Access and the Inclusive Access program. Ms. Firdaus and Ms. Abbassi replied that Bruin One Access is a subscription-based program, resulting in over \$2M for student savings. In contrast, Inclusive Access is a la carte-based and allows students to choose their materials digitally.

PERSONNEL COMMITTEE REPORT

Mr. Abdirash stated that the Committee discussed UCLA Extension courses and certificate programs for staff and the Employee of the Year Award ceremony.

AD-HOC COMMITTEE REPORT

Ms. Fletcher stated that she hosted a meeting with graduate students to identify needs such as childcare and housing. Additionally, Ms. Fletcher shared that the Committee met with Mr. Champawat to discuss the increased fee amount, received a presentation on ASUCLA brand awareness from Mr. Baron and Ms. Lewis, and plans to meet Dr. Linda Demer to raise awareness further of the referendum. Mr. Cohen also met with the undergraduate students to explore future resource centers.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the board on the following topics:

Annual Report

The 2022-2023 ASUCLA annual report was published and can be viewed on the ASUCLA

website.

ASUCLA Instagram

The ASUCLA Instagram account had 25,611 followers as of Nov. 14.

Employee Retention Tax Credit

ASUCLA provided the 941X returns and all supporting documentation in December 2022. After multiple meetings, UCPATH filed the returns for each of the first three-quarters of the 2021 calendar in November 2023. Mr. Abbassi commended Mr. Monatlik for his support and guidance throughout the process.

Student Union Programming

The Student Union continues to facilitate events on campus for UCLA students to de-stress. The Gratitude Gala occurred in the Charles E. Young Grand Salon on Nov. 13.

Facilities

Additional lighting for the Centennial Mural has been completed.

Concessions

The Men's and Women's Basketball seasons began on Oct. 31, with the men's team completing five games in November and the women completing four. The beer and wine program is in its sophomore season and continues smoothly. Women's Soccer and Men's Soccer received a bid for post-season games; the women's run ended on November 10, and the men's team began on Nov. 19.

U.S Market

The new website for UCLA products featuring student-athletes by the licensee, Campus Ink, is scheduled to launch at the end of November/early December. Over 30 athletes have opted into the program to date. The collection will start with shirts and sweatshirts.

Strong growth in the direct-to-consumer channel has been led by some new additions to the UCLA program over the last year. Homefield Apparel, 19nine, Mitchell & Ness, Reyn Spooner, and Hype & Vice are all posting large increases.

19nine has launched a new vintage-inspired collection inspired by the legacy of UCLA basketball.

International Market

Ingram Co., LTD has extended its agreement through 2029 to continue as ASUCLA's agent in Japan.

Hanesbrands Japan, Inc. will distribute UCLA/Champion co-branded apparel through its Champion stores in China, Hong Kong, Taiwan, Indonesia, Philippines, Thailand, Singapore, Malaysia and South Africa.

Homefield Apparel launched a vintage bomber jacket adorned with Retro Joe on the front and the UCLA script across the back.

Sustainability Across ASUCLA

Following up on training conducted in 2023, AUSCLA Sustainability is working with UCLA's zero waste manager and colleagues in food service across the entire campus to identify common materials specific to food preparation. These materials differ substantially from customer- and public-facing ones. A few examples of materials commonly used in ASUCLA kitchens that require additional focus, including training and signage, are:

- Organic waste recovery/compost—cut vegetables such as carrots, old/spoiled food, bones, and coffee grounds
- Recycle—"#10 cans" or "10-pound cans" of 106 fluid ounces size and aseptic packagings such as milk cartons and plant-based milk products
- Landfill—Used latex gloves

Through this targeted effort, progress will accelerate for waste diversion from landfill, which is currently 51% for ASUCLA with a goal of 90% in UCLA's Sustainability Plan.

Human Resources

HR is in the process of meeting with student staff in their departments to invite discussion and feedback. Feedback has been positive, and meetings will continue over the upcoming months.

Training and Development

In-person workshops have been tentatively scheduled for FY 23/24 with Pryor Learning Solutions, focusing on communication, emotional intelligence, and creative leadership. Workshops include "Communicate with Tact and Professionalism" on Dec. 11.

Employee Engagement and Events

The EEC Volunteer Committee hosted its first volunteer event on the Tuesday after Thanksgiving, popularly known as Giving Tuesday. The open house event allowed interested participants to prepare backpacks with supplies for local elementary school children in need.

Fundraising & Development

Compost receptacles will be implemented at all ASUCLA events and restaurant locations. Additionally, compost bins will be placed in kitchens to promote recycling across campus. Discussions for a potential social media rewards program to promote student recycling are underway.

Miscellaneous

- Mr. Abbassi highlighted the DTLA building proposal has been submitted. The proposal would expand ASUCLA services and enhance the Association's brand awareness.
- Mr. Abbassi stated that the Internal Customer Service Survey was released to identify areas of strength and improvements of the Association.

Mr. Liday highlighted his connection to the Alumni Association and asked about Bruin Custom Print and updates on the South Bay campus. Mr. Abbassi replied that Bruin Custom Print plans to enhance its services to expand its clientele and that logistics are in process for the

South Bay campus.

FINANCIAL STATEMENTS

Gross Income for October at \$7.9M was \$2.4M ahead of last year and (\$540K) below plan. Gross Margin at \$4M was (\$200K) below plan and \$900K ahead of last year. Contribution at \$1.4M was (\$270K) below plan and \$800K above last year. Net Income for the month at \$217K was (\$240K) below plan and \$840K above the previous year.

Retail operations continue to post year-over-year solid results, with sales exceeding plan YTD by \$500K and above last year by \$1M. The solid performance of the UCLA Store, with BearWear posting all-time sales and the Market meeting higher-than-expected CalFresh transactions, partially mitigated the less-than-anticipated sales at the Computer Store and the timing of Medical/Dental kits, which were realized in the prior monthly report. Restaurants are continuing their significant turnaround and posting results ahead of plan and significantly ahead of last year in Gross Income and Contribution. Adding new outlets and diversifying menu offerings have been instrumental in restaurants' positive output. YTD, Net Income stands at \$3M, which is \$3.7M ahead of plan and \$4.1M ahead of last year. Performance of the food service areas, international licensing receipts, e-commerce enhancements, and Computer Store sales will be reviewed to determine if adjustments are necessary.

The ASUCLA/UCLA task team has submitted recommendations regarding credits and debits due to ASUCLA. A path forward will be identified in collaboration with UCLA stakeholders. The items under review are consistent with the presentation at the Finance Committee meeting in August. These efforts are expected to help resolve the mandated salary continuation and payroll for March 2020-June 2021. Additionally, ASUCLA, through UCPath, has submitted its application for pandemic relief related to the employee retention tax credit, which stands at approximately \$4M to the IRS.

Ms. Baker stated that as of October, the cashbook balance is \$14.6M. The required cash reserve is \$8.3M leaving a \$6.3M surplus. Accounts Receivables are at 4%.

Mr. Abbassi further commended ASUCLA Food Services for its high customer count and highlighted ASUCLA Marketing for continuously featuring gluten-free options on social media.

MY BRUIN WALK: HENRY HSIAO

Mr. Hsiao shared his background and images of his family, educational journey, and career milestones with the Board. He accentuated the concepts of lifelong learning, making an impact, and having fun as his north stars. Lastly, he presented his skills in strategy, strategic partnerships, deal negotiations, and community-building programs.

Mr. Abbassi emphasized the significance of building bridges, recognizing the work of UCLA alumni, and highlighted Mr. Hsiao's previous work with Deloitte. Mr. Abdirash commended Mr.

Hsiao for his experience in community-building programs and presentation.

ADJOURNMENT

Ms. Castellanos called for consent to adjourn the Associated Students UCLA Board of Directors December 1, 2023 Regular Meeting. There being no objections, the meeting was adjourned at 1:33 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