



# ASUC Student Union Board of Directors Agenda & Minutes

*Monday, October 26th*

*2 PM | Virtual Meeting via Zoom |*

<https://berkeley.zoom.us/j/99956473020?pwd=eVZhd0JlVmJtRTRFZnhLMlZud0ZuZz09>

Title	Name	Present
<b>ASUC Student Union Board Members</b>		
Title	Name	
Chair	Brian Zhou	Yes
Vice Chair	Michelle De Guzman	Yes
ASUC President	Victoria Vera	Yes
ASUC Executive Vice President	Melvin Tangonan	Yes
GA President	Luis Tenorio	No
GA Internal Vice President	Liz Lawler	No
Undergraduate Representative	N/A	
Graduate Representative	Martin Siron	Yes
University Representative	Emily Liu	No
University Representative	Fabrizio Mejia	Yes
Faculty Representative	Greg Aponte	Yes
Faculty Representative	Jennifer Miller	No
<b>ASUC Student Union Executive Director</b>		
ASUC Student Union Executive Director	Bahar Navab	Yes



## Community Agreements

- Everyone participates, no one dominates - share airtime
- Honor time limits; staying on schedule is everyone's responsibility
- Speak your truth without blame or judgment
- Articulate hidden assumptions; challenge cherished beliefs
- Listen for understanding - inquire (ask) before you advocate (persuade)
- Remain open to outcome and innovation
- Critique ideas, not people or actions
- Recognize participants' contributions
- Be fully present at meetings and prepared
- Have fun!

*Call to order at 2:10 pm*

- |      |  |         |
|------|--|---------|
| I.   | Approval of the Agenda and Minutes   | 1 min   |
|      | A. Martin motioned to approve and Fab seconds. Agenda and minutes approved.  |         |
| II.  | Public comment   | 5 mins  |
|      | A. Megan Fox introducing Alice Loc- ASUC Coordinator, supporting advising ASUC Senators, Commissions and the ASUC admin office |         |
| III. | Chair updates  | 3 mins  |
|      | A. Undergraduate Representative confirmation process   |         |
|      | 6 applications submitted, there will be an interview process prior to filling the vacant spot.                                 |         |
| IV.  | Executive director updates   | 10 mins |
|      | A. The SU continues to perform essential operations.   |         |
|      | B. Distribution of Cal branded masks to students   |         |
|      | C. Food Pantry operating, Cal Student Store and Amazon have extended   |         |



hours.

D. Conference Rooms reservations going well as individual work rooms.

Over 600 requests and accommodated the majority of them.

E. New Events team has formed since October 1. First event in person will be the polling site in Pauley Ballroom.

Events team has been selling virtual meeting support which has generated some revenue.

Art Studio virtual classes continues.

Fall Fest programing was a success.

V. Budget updates 5 mins

A. Kirsten Casebolt- Director of Finance

Final FY21 budget is due by this Friday.

At this point the Student Union has a balanced budget with the assumption that the ASUC will be granting their waiver and the Division of Student Affairs has waved their assessment as well as other compensation decisions that were made.

VI. 4th floor MLK proposal 5 mins

A. LRC

Proposal from VC Equity and Inclusion about what to do with the 4th floor MLK. Interest in the entire 4th floor. The proposal is set to take place after bridges and QARC have moved out.

Nick Araujo (Project Manager with Division of Equity and



Inclusion) comments: invites the Board to have a study session about LatinX space and what that looks like for that community. Recommendation for the Ops Committee to consider and review the proposal.

VII. Student Union rebranding

25 mins

- A. Clarification on branding and ASUC name usage in the Student Union.
- B. Bahar's comment- This conversation started with the last Board in the previous year. When we use the term ASUC with the Student Union it creates confusion as to what is the ASUC and what is the Student Union. The conversation was left to not change or drop ASUC Student Union but to figure out a way to market better.
- C. Katelyn Nomura-Weingrow: the branding is based on the Berkeley brand. Pls visit: [brand.berkeley.edu](http://brand.berkeley.edu)
- D. Concerns voiced by student leadership about notifying the Board about any changes and places and signs that do not have the full name ASUC Student Union. The importance of the name for these students fought spaces.
- E.
- F. Martin

Questions about functional effect of asset changes, removal of ASUC components even if not formal "re-branding".

Proposes motion to temporarily roll back naming.



G. Victoria

Question about how the decision was collectively made, as well as heads up discussions.

H. Melvin

Concerns about autonomy and historical context of Eshleman as well as a similar concern last year.

I. Bahar

Miscommunication, proposes a working group to address name specifics along with autonomy aspects.

J. Victoria - Make this a public working group and motion to return name.

K. Melvin - Further concerns on transparency and seat at decision-making table.

L. Fabrizio- Supports a rollback.

M. Bahar- 1st floor sign was replacing a sign that had fallen apart, says "Student Union" and replacing this new sign would be very expensive. Would like to keep this aspect of recent changes.

N. Martin- timing, Katelyn responds that the project started before Covid.

O. Prof. Aponte- matter is not trivial, student association can change perception.

P. Melvin- how the sign was designed. Katelyn designed the sign, and the vice chancellor had previously commented that the sign was in need of fixing. A question about if other changes are underway, nothing on



Katelyn's radar.

- Q. Bahar - not a deliberate attempt to not be transparent. Apologies for lack of transparency.
- R. Martin - Bahar: funding and timeline questions, Bahar would like to move to committee as we have public members waiting to be on agenda.
- S. Vote is in favor (5 yes) of naming change.
- T. Ops meeting notes to be consulted with.
- U. Motion to establish naming committee.

Katelyn and Melvin as co-chair. Motion approved.

VIII. Recap of Board vision meeting & discussion of next steps 5 mins

IX. Reports and recommendations from committees 5 mins

A. [Organization & Governance](#)

CASSA bylaw conversations.

B. [Business & Finance](#)

Weekly meetings.

C. [Operations & Facilities](#)

Liz as permanent chair.

X. Allow into closed session

A. Nikou, Sharay, Kirsten, Brian Jarvis, Regan Jeric, David Robinson, Janice

Morris allowed to stay in Closed Session.

XI. Closed session - active contracts 25 mins

A. Referred to ops and finance committees.



ASUC  
Student**Union**

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Useful links for today:

[Minutes from SU Board vision meeting](#)