

A.S.U.C. Commercial and Student Services Board Meeting
Saturday, January 19, 2013, 9:00 am – 4:00 pm
Career Center Multipurpose Room – 2440 Bancroft Way

Facilitator: John Scroggs
Chair: Hedy Chen

Agenda

- 1) **9:10 am – 9:30 am** Icebreaker
- 2) **9:30 am – 11:30 am** Defining Roles
 - a. Discuss the CSSB Charter – Letter of the Agreement vs. Reality of the Agreement
 - b. What is working? What changes have been made? What changes should be made?
 - c. Kelsey to share vision about the relationship between the CSSB, Auxiliary, ASUC, and GA
 - d. Overall goals for 2013 and Long-term expectations & aspirations
- 3) **11:30 am – 12:30 pm** Working Lunch - Subcommittee Structure and Update
 - a. Organization and Governance [Gordon]
 - b. Finance [Christine]
 - c. Business Development [Connor]
- 4) **12:30 pm – 1:30 pm** TPT Update & Auxiliary Personnel Planning
- 5) **1:30 pm – 3:00 pm** CSSB Transitions
 - a. Getting new members
 - b. Knowledge transfer issues

CSSB Branding and Marketing – Hold update and discussion until first CSSB meeting after new Marketing & External Relations Director is hired.

A.S.U.C. Commercial and Student Services Board Meeting
Friday, February 22, 2013, 12:00 pm – 1:46 pm
Room L-12, Unit 1 Slottman Building

Chair: Hedy Chen

Vice Chair: Bob Flaharty

Agenda – Approximate time ~1 hour and 46 minutes

- 1) Call the Meeting to Order **12:10 pm (sharp)**
- 2) Public Comment (**~5 minutes**)
- 3) Approve Old Minutes – December 7, 2012 meeting (**~1 minute**)
- 4) Introduce Wasim Azhar (**5 minutes**)
- 5) Set New Meeting Time (**5 minutes**)
- 6) Auxiliary Reports (**15 minutes**)
 - a. Apple Store/Bookstore Update [Kelsey]
 - b. RSSP Partnership Update/Search Updates [Kelsey]
 - c. Art Studio/Event Services

New Business

- 1) Standing Committee Reports (**~35 minutes**)
 - a. Organization and Governance [Gordon] (**15 minutes**)
 - i. CSSB Online Box
 - ii. Board Transition Plan
 - b. Finance [Christine] (**5 minutes**)
 - i. Student Fee
 - ii. Budget
 - c. Business Development [Connor] (**15 minutes**)
 - i. Recommendation & Vote
- 2) **CLOSED SESSION** – Issues with Chartwells & Apple Store (**30 minutes**)
- 3) Snaps and Traps (**5 minutes**)
- 4) Adjourn **1:46 pm**

COMMERCIAL AND STUDENT SERVICES BOARD MINUTES

February 22, 2013

Present: (Members and others)

Wasim Azhar (Board member)	Gordon Hoople (Board member)	Nolan Pack (ASUC Senator)
Hedy Chen (Board member)	Emily Marthinsen (Board member)	Jamie Riley (Auxiliary)
Tiffany Dreyer (ASUC Auxiliary)	Sanaz Mobasseri (Board member)	Justin Sayarath (Board member)
Kelsey Finn (ASUC Auxiliary)	Bahar Navab (Board member)	John Scroggs (ASUC Aux.)
Robert Flaharty (Board member)	Katelyn Nomura-Weingrow (Aux.)	Marilyn Stager (Auxiliary)
Hugh Graham (Board member's proxy)	Vivi Nordahl (Auxiliary)	Christine Yun (Board member)

SUMMARY OF THE MEETING

The meeting was called to order at 12:09 in Room L-12, Unit 1, Slottman Building.

Introductions of New Board Members

Introductions were held. Hugh Graham will be Ms. Gore's proxy for the rest of the semester.

Wasim Azhar introduced himself. He's taught at Haas for eight years and was currently teaching marketing.

Auxiliary Reports

Ms. Finn introduced new Auxiliary staff, Tiffany Dreyer, Marketing, and Jamie Riley, LEAD Center Director.

A search for a Publications Coordinator was ongoing.

Applications were being reviewed for Fraternities and Sororities Coordinators.

Future searches will be for Finance and Business Director and the Facilities and Operations Director, with these searches ending before students leave for the summer.

Searches will also occur for Assistant Directors for the LEAD Center.

The Lecture Notes program has ended, with staff reassigned. Ending this was a good decision all around.

The Cal Student Store has been moved. General merchandise is open, and the target for textbook sales is March 4th. Apple products will be sold at the textbook location.

Chartwells will be on campus next week.

The Auxiliary team is working on budgets, for the rest of FY13 and for FY14. The budgeting process was more inclusive, so more people understand each other's budgets. The Auxiliary will present the FY14 budget to the Board in March.

Anna Head is now in the Event Management System for people to reserve. It opens April 8. The UCPD has now posted its hourly rates, so people can see the costs if police services are needed. Event Services will also partner with the Career Center to book its Blue & Gold Room, and is looking for additional partnership spaces.

Cal Dining will put in a café in the building next to Anna Head. It will provide late night service.

The Director of the Art Studio is expecting. Erik Scollon, a tech in the Studio, will serve as Interim Manager beginning March 15, for 16 weeks. The winter session brought in \$69K, more than any other session. Spring registration starts April 1. Two new ceramics techs have been hired and the Studio will get three new kilns. The Studio will be open throughout construction.

Security plans for Anna Head were still under in discussion.

Anna Head security was discussed. Security will be throughout the Anna Head complex, and gates will be locked on the People's Park side at night. A suggestion was made to talk to Devin Woolridge, the campus staffperson at People's Park.

Ms. Dreyer will work on an Auxiliary brand and logo. Feedback on this was requested and there will be focus groups. She hoped to have a graphic designer hired by the new fiscal year.

Standing Committee Reports

The Governance Committee talked about the Web site at its last meeting, and about some strategic planning.

It was noted that the Board typically elects a new chair, a student, at the last spring meeting. That would be in April, and the new chair would begin at the May meeting.

The Finance Committee went over student fees, financial models, and vendor proposals. They plan to have a draft budget by the end of February/beginning of March. They could get it approved at the March Board meeting.

The Board's fall retreat could be held August 26, pending further discussion. An afternoon for old and new Board members to get together would also be scheduled.

The Business Development Committee has been meeting with various vendors and leasing agents to oversee food and eventually non-food vendor operations in the new Lower Sproul. The search was narrowed down to Cassidy Turley and Chartwells. The former is a property manager/leasing agent. The latter finds businesses to lease the space and is more of a mix, and could run food operations itself, with its own brands. After a second visit by both, the Business Development Committee decided on Chartwells. Its presentation was much better and it could also provide a mix of outside vendors and its

own vendors. If a particular vendor wasn't working, Chartwells could put in its own brand. They've also been really good about meeting with students.

By unanimous hand-vote, the Board approved a motion to enter into contract negotiations with Chartwells.

Chartwells was coming to campus and the Board had a time scheduled to meet with them, mostly to explain what people on campus were looking for.

Additionally, the Business Development Committee will work on the Bookstore RFP.

It was noted that there's a café in Zellerbach when performances are held. Zellerbach reps expressed concern about the Pub affecting its business.

For the Chartwells visit, an invitation has been extended to a variety of people.

Business Development also had to deal with the question of what will go in to Naia Lounge. The Committee hoped to have a decision for the Board by its March or April meeting. Options would be among student-initiated businesses, which wouldn't really pay a lease, such as ReUSE, BicyCal, and SUPERB. Groups moving in would have an MOU of expectations and standards.

Executive Session

The Board met into closed session, to discuss vendors: Chartwells, the Apple Store, and an Amazon partnership

Community Workshop on Telegraph Avenue

There will be a community workshop on Telegraph Ave. sponsored by the Mayor. People in the community were concerned that Lower Sproul would drain energy from the commercial area. But it was noted that it would be just the opposite, with the design generated to connect the campus to the wider area.

Meeting Time

Ms. Chen said the next Board meetings would be Thursdays from 4:30 to 6:30, on March 21 and April 25.

The meeting adjourned at 1:54 p.m.

End Summary of the Meeting

This regular meeting of the ASUC Commercial and Student Services Board was called to order by Hedy Chen at 12:09 in Room L-12, Unit 1, Slottman Building. Ms. Chen said she would like to thank people for coming to their new location. The Board was constantly changing meeting locations, and she appreciated members' flexibility. They have a new agenda, and she had copies if anybody needed one.

INTRODUCTIONS

Before they get started, Ms. Chen said there were a lot of new faces in the room so she thought it would be helpful if they could go around the table and have people say their names, and where they're from, and give a little bit of background.

Ms. Chen said she would also like to introduce a new official Board member, Wasim Azhar, a faculty member from the Haas School of Business.

Ms. Chen said she would start the introductions. Hedy Chen said she's the Chair of the CSSB. She's an undergraduate student; Bob Flaharty, lowly Vice Chair, CFO of the RSSP program; John Scroggs, ASUC Auxiliary Transition Implementation Manager; Kelsey Finn, Executive Director, ASUC Auxiliary; Emily Marthinsen, Assistant Vice Chancellor, Physical and Environmental Planning; Marilyn Stager, Financial Services Manager for the Auxiliary; Vivi Nordahl, Director of Event Services, ASUC Auxiliary; Tiffany Dryer, Director of Marketing for the ASUC; Jamie Riley, Director of the LEAD Center, ASUC Auxiliary; Hugh Graham, with the campus Budget Office, and Erin Gore's designate; Wasim Azhar, from the Business School; Sanaz Mobasseri, graduate student, Treasurer of the Graduate Assembly, in the Business School; Bahar Navab, President of the Graduate Assembly, not in the Business School, but specializing in organizational behavior; Gordon Hoople, from the Graduate Assembly, studying Mechanical Engineering, among other things.

INTRODUCTIONS OF NEW BOARD MEMBERS

Ms. Chen said there were a couple of things to note. Mr. Graham will be there for Ms. Gore for the rest of the semester, for the next three meetings.

She would ask Mr. Azhar to give a little bit of his background, what he teaches at Haas, and how he got to the CSSB.

Mr. Azhar said he got nominated because Mr. Flaharty sent an e-mail to Jay, and Jay said he was nominated. Mr. Flaharty asked if Jay asked him first before he replied about the nomination. Mr. Azhar said he said he did. Mr. Azhar said he teaches at the Business School, and was now teaching three marketing lectures, in pricing, sales and distribution channels, international marketing, and the co-marketing approach. So it was mostly marketing. He has known Ms. Mobasseri as well. He's taught other courses,

Approval of the Minutes

Meeting Times

Auxiliary Reports

such as operations management. This year he was focusing on marketing. He's been at Haas for eight years. He came over from the Stanford Business School. He keeps getting messages from his old students, asking which school was better. He was excited to attend his first Board meeting and getting to know the ropes.

Ms. Chen said that Mr. Azhar has graciously volunteered to join the Business Development Committee, joining Ms. Marthinsen, Ms. Navab, Ms. Finn, and Mr. Landgraf.

APPROVAL OF THE MINUTES

Ms. Chen called for a motion to approve the minutes from their last meeting, December 7, 2012. It was so moved and seconded. THE MOTION TO APPROVE THE MINUTES OF THE DECEMBER 7, 2012 CSSB MEETING PASSED WITH NO OBJECTION.

MEETING TIMES

Ms. Chen said there's been a little bit of a mix-up with setting a meeting time. Now that they have Mr. Azhar and Mr. Graham on the Board, Mr. Azhar couldn't make Friday meetings, which she knew was also not a good time for Ms. Navab. So they'd scrap the Doodle, since that clearly didn't work out very well. Ms. Chen said she'd pass around a sheet that had everybody's name. She pulled out the times from the Doodle that were the most popular and left a blank slot for preferable times. She would ask people to fill out their preferences. Hopefully, before the end of the meeting, they'd find one time that will work for all of them. She would ask them to choose a two-hour slot.

AUXILIARY REPORTS

Ms. Finn said it felt like it's been forever since the Board met. She wanted to formally welcome Tiffany Dreyer and Jamie Riley to the Auxiliary. Ms. Finn said she wasn't sure if people had time, but meetings with people have been set up for Ms. Dreyer and Mr. Riley. Ms. Dreyer has been there a month and Mr. Riley has been there for two weeks. The Auxiliary was excited to have them on board and they were getting settled. She would ask Board members to please feel free to reach out and talk to them and ask questions.

Ms. Finn said the Auxiliary was finishing up the Publications Coordinator search. They're doing reference checks at that time. Mr. Riley was working closely with Jeff Woods on that process, and was wrapping that up. They'll hopefully have someone by the middle of March, and put an offer out.

For the Fraternities and Sororities Coordinator, they're reviewing applications at that time for those positions. Again, Mr. Riley is involved in those processes. So the Auxiliary was moving forward.

Ms. Finn said that as far as the next step for staffing, that, something they talked about at the Board retreat. They're moving into the spring search process, and they'll be search machines for the next two years. Mr. Scroggs is working with her on the finance and business director and the facilities and operations director. They just put the timeline together on Thursday, which they've sent to Human Resources to make sure the timeline works. They'll soon put together the search committees for those two searches. So Mr. Hoople will need to pull in student names for those searches. The timeline has phone interviews in mid-April and on-campus interviews at the end of April, beginning of May, if they have to. So they'll have this wrapped up before the students leave for the summer. She's heard they all disappear. Ms. Navab said the graduates don't. Ms. Finn said that gives hope for spreading summer searches out.

Ms. Finn said that once Mr. Riley gets a little bit more settled, he'll be doing searches for Assistant Directors for the LEAD Center, and moving those forward as well. Mr. Riley said they were working on those positions at that time.

Ms. Finn said that was all she had on staffing. She called for any questions on staffing.

For the Lecture Notes program, Ms. Finn said she wanted to note that it ended. The staff have been reassigned. Dawn Trecker has been trained in Event Services and is starting to take reservations and overseeing the front desk staff. So she's starting to get settled, and catching on.

The process of actually closing down Lecture Notes was taking a little bit of time from the systems perspective, such as finalizing contracts and continuing to do archives. Ms. Nordahl and Ms. Trecker have been working together to kind of wrap those things up. The good news was that people are ordering archives, so the Auxiliary was making a little money on the archives for the Spring Semester, which was good. This was a good decision all around.

Ms. Finn said the Cal Student Store has been moved. She didn't know if anybody has seen the new location. It's open, at least half of it, and it looks fantastic compared to what she thought it could look like.

Mr. Flaharty said the mezzanine looks like. It's a good set up.

Ms. Finn said they opened up the general merchandising side, and the target to open textbook side is March 4th. They've made a ton of progress in just two days.

Ms. Finn said there was some conversation with Apple, and they'll actually make a spot for Apple on the textbook side of the Store's new location. Ms. Finn said the Board will talk in closed session about some other stuff with Apple. But at least for Spring Semester, Apple will be operating in that part of the Store, which was exciting.

Ms. Navab asked when the Ned's portion will open. Ms. Finn said March 4 is their target, but she honestly thought they'll open earlier.

Mr. Flaharty said they were moving shelving in that day. So it was moving pretty fast.

Ms. Finn said she wanted to point out that there are three different property owners that the Store was leasing from. So the amount of work that the Follett team has done to make this happen was crazy. She just wanted to put that out there publicly, that the Store has done a great job.

Moving on to other items, Chartwells, once the Board finalizes the decision, hopefully that afternoon, is scheduled to come to campus Monday and Tuesday. Board members have all been contacted to set up times to meet with them, and to move that process forward.

Ms. Finn said the Auxiliary team as a whole have all working like crazy people on projecting out the rest of FY13 and their FY14 budgets. They can all shake their heads about that. And they're all sick because they were in a room together all day on Friday. Mr. Flaharty said he thought it was symptomatic.

Ms. Finn said she was excited that they were actually doing a more inclusive budgeting process. Everybody understands each other's budgets, and where the money was coming from and where it was going to. They'll present the FY 14 budget to the Board next month. She thought that was a big accomplishment for the team.

Ms. Finn said they're continuing to finalize custodial services for all the facilities during construction, which was a good thing. And TPT items were moving forward.

For Event Services, Ms. Finn said that Anna Head is set up in the Event Management System, and they're taking Web requests. People can actually fill out a request online. Anna Head won't open until April 8.

Ms. Navab said that Sharay Pinero said something about moving in some events in March, and that seemed different from what Ms. Navab said she had heard, because she always heard April. Ms. Finn said it's April 8. Ms. Nordahl said that March scheduling wasn't something she knew of.

Ms. Finn said it was good that people were starting to reserve Anna Head, at least for the last month and a half that people will be on campus.

Another big accomplishment that Event Services and Ms. Nordahl have done is to get the UCPD to put up its hourly rates. So now, when people are on the Web site and book events, and need to have police services, they can see how much it costs per hour. So that was exciting.

Ms. Finn said the Auxiliary was also moving forward with a partnership with the Career Center in booking its Blue & Gold Room. Ms. Nordahl and her crew have been meeting with some folks at the Career Center and creating policies and procedures around that. They've already done a couple of things over there and it's gone well. Ms. Nordahl said it was going really well. Ms. Finn said the Career Center was excited to have Event Services there. It was really good. This is another area that will eventually generate revenue.

Ms. Nordahl said they're also continuing to work to find additional partnership spaces on campus to help during construction. She met with the I-House and was continuing to meet with the Registrar to get things going there. Event Services was also working closely with RSSP to book rooms, such as the room

the Board was meeting in that afternoon, so that students really do have one point to go to, and for the Auxiliary to continue to go out and find resources. So that was going on.

Ms. Finn said the other thing with Anna Head is that Cal Dining is talking about putting in a café location in the building, next to Anna Head. She believed they've all kind of known about this. They would have Peet's coffee, with a café. They're moving forward with that request and design. Ms. Finn said she thought that was exciting for the Auxiliary, because if they have events in Anna Head, they'd have the ability to do coffee and other stuff.

Mr. Flaharty said it will be also be late night service for the performance space. Ms. Finn said that was exciting news.

Ms. Finn said that for the Art Studio, lots of things were happening there. For one, the Studio was having a baby. Also, it was worth sharing that the winter session brought in \$69,000, which was more than any other session in the history of the Art Studio. So she was excited about that, and it was great news. Spring registration starts on April 1, so if Senators know of people who want to do Art Studio activities, they should share that word.

Ms. Finn said that Ms. Nomura-Weingrow has done a great job of hiring staff and planning ahead for her maternity leave. Erik Scollon, one of the techs in the Studio, will work as Interim Manager beginning March 15, for 16 weeks. Ms. Nomura-Weingrow has also hired two ceramics techs, Nathan and Vanessa.

Ms. Finn said the other big news for the Studio, which took longer than she would have liked, but will happen, is that they'll get three new kilns. That was great, and will provide better resources. Ms. Finn said she thought that will attract more people there.

Mr. Hoople asked if the Art Studio will be open throughout construction. Ms. Nomura-Weingrow said it will be. Ms. Finn said there will be some times when things were a little more inconvenient than others, but the Art Studio will stay open.

Ms. Finn said that was all she had for her report. She called for any questions.

Ms. Navab asked about the security plans for Anna Head. Ms. Nordahl said they're still in discussions as to what that will look like. Ms. Finn said they'd have to circle back on that, and she didn't have an answer.

Mr. Flaharty said he could address that a bit. The agreement they have is for security to circulate throughout the whole Anna Head complex, because of the housing, including the transition space. The gates will be locked on the People's Park side at night, just like the residence gates are locked. So there would be no access into that common area. Once the café is open, there will be a higher presence, because it will likely be a 24-hour operation.

Ms. Navab asked when that was expected to open. Mr. Flaharty said it depends on when the operator gets approved. It's similar to the Alumni House in terms of construction time, where they have the design and estimates. So it wouldn't be a long way out. But even now, with the space the way it is, there's pretty good presence there. Depending on the hours of operation, they might have to talk to the Police Department a little bit, but officers already patrol the People's Park side as well as the inside corridor.

Ms. Finn said that she and Ms. Nordahl will follow-up on security, and make sure they have that complete.

Ms. Marthinsen asked if they've chatted with Devin Woolridge, the campus staffperson at People's Park. Ms. Finn said they haven't. Ms. Marthinsen said she would arrange that. She thought it would be good if they all knew him. He's a great resource. The campus has staff there during the day, and he kind of manages the site for the campus. He knows all the people and calls the Police Department if there's a problem. They need to get him to know more students. They're trying to make People's Park better and they need the student support. That was really important in the discussion of the Park and the campus' ability to really push the City to make changes. This involved politics as well.

Ms. Finn asked if the campus owned People's Park. Ms. Navab said it does. Ms. Marthinsen said she would brief Ms. Finn on People's Park.

Mr. Hoople said he was on a flight and talked to a stewardess who was in Berkeley in the '70s, and she loved People's Park.

Ms. Chen said that Tiffany Dreyer is working a lot on branding, and the Board in the past couple of months has talked about branding. She asked if Ms. Dreyer could sort of share her plans with that. She knew they talked about that a little bit.

Ms. Dreyer said that as of right now she didn't think there's been a huge push towards actual design and have a full-time graphic designer hired at the start of the next fiscal year. At that time Ms. Dreyer said she'll hopefully be meeting with the Board members and others to get their two cents on things that they hoped to see happen. Right now, it was kind of a hodge-podge of brands, logos, and identities across the board. A big push was obviously to complement the University [and](#) [o](#) also have the support of the Auxiliary and the University. She has a marketing group that she hasn't pulled together yet, but it will include student representatives and staffmembers, to give feedback on what they want to see happen. She wanted to hear the Board's thoughts on that. She asked if there was anything they've talked about that she could take back to the drawing board. She hasn't had a huge chance to start it yet.

Ms. Chen asked if anybody wanted to add anything about branding concerns.

Mr. Hoople said people you should come to one of the Governance Committee's meetings.

Ms. Navab said that she was going to say Ms. Dreyer should come to the Business Development Committee meeting.

Mr. Hoople said that Ms. Dreyer should come to committee meetings. There were four or five people she could talk to about this, or work with. Governance talked about the Web site at its last meeting. It would be great to have Ms. Dreyer there to get her input, and for her to hear what people on the Committee were thinking. That would be better than having 20 people talking to her about it.

Ms. Dreyer said that she and Mr. Scroggs looked over the GA Web site and they wanted to talk more to the person who works with that, and changes with that, and how that could complement the Auxiliary's Web site, and who was updating the Web site. She didn't know who heads that. Ms. Navab said they'll talk about that.

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Ms. Dreyer said she had a lot of unanswered questions, and she definitely wanted to sit down with people and pick their brains. The Web site was obviously a huge deal, since they are transitioning to Google. She actually just got approval to hire back the student who worked on the Web site previously; so that will help with the transition. The content of the Auxiliary site definitely needed to be addressed, because it included outdated information. At this point they'll apply a more aggressive Band-Aid and make sure the content is at least current. And from there, they could go on to branding, once they have a graphic designer to help with that concept.

Mr. Flaharty said the one concern they're all starting to have is with new campus branding standards. They're basically pushing hard to get rid of all the subordinate and random brands. Ms. Dreyer said she met with the OMBO group as well. She appreciated their passion on forcing a brand and not having different colleges and departments have their own logo. She totally got that. But at the same time, from the Auxiliary's standpoint, she felt that they did need their own identity. Given the services they offer to most of the campus and the students, the Auxiliary needed that. Ms. Dreyer said it will be her job to take that approach and to pitch it right, and to get multiple concepts. She'd guess that would be her bridge between the campus side and the Auxiliary side. But they had a very intense conversation on that. Coming from Sac State, where they have a style and standards in place, she knew it was very important; so she appreciated that. And she wanted to educate herself more on the presentation going on at that time, "I'm the Berkeley Experience," by Public Affairs. She was trying to get in touch with someone from Public Affairs to get her hands on the style guide.

Ms. Finn said that Ms. Dreyer will be the connection point and there will be UC and UC Berkeley standards that they'll have to follow. But then they'd have to create a watermark or a look versus a logo or a brand, and how they'd state that and utilize it, do a work around. Virtually the only logo for Berkeley is "UC Berkeley." So they'll create a logo or watermark that is put on things, whether it's done just through text or through a look. She and Ms. Dreyer will talk about putting together the actual timeline, since Ms. Dreyer will need focus groups with the Board, whether through each committee or at a Board meeting, to talk about how people see the Auxiliary as a whole, what the components are, and how they see the components interacting. They'll interact with the GA and the ASUC on how they want it to look, whether similar or different, and what they want, and piece that together.

Ms. Navab said Ms. Dreyer mentioned she was hiring a graphic designer in the fall. Ms. Dreyer said she hoped to. Ms. Navab asked if there was any way to do a little bit of work over the summer, because the GA produces all of its stuff at that time for incoming grad students. They hold a New Grad Student Orientation, where 1,000 people attend. So they have a lot of promotional material. If Ms. Dreyer could at least touch base with the GA before all that happens, that would be great. Ms. Dreyer said she's talked to Mr. Sayarath a little about getting material or swag, whatever they've done in the past. Ms. Dreyer said she used to be a graphic designer, so she had that background, and could definitely help with that part of things as well. And she did programs, and so she was ready to work with that. She would definitely help with the transition.

Ms. Dreyer said that for one more thing point on marketing, they really want a type treatment logo, where it was just the Auxiliary, "at Berkeley," or whatever. They were suggesting a pretty hefty paragraph. She agreed with Ms. Finn on having a logo, an actual symbol of the Auxiliary. So maybe they could have an informal and formal logo. They'll talk more about that. But she had a feeling they were going to go back and forth on that.

Ms. Mobasser asked about OMBO. Ms. Dreyer said it was the Office of Marketing & Business Outreach.

Ms. Chen said she wanted to make sure the sheet with the meeting time possibilities was still circulating. She also wanted to give Mr. Sayarath and Ms. Yun a chance to introduce themselves, since they came in late.

Justin Sayarath introduced himself and said he is the ASUC Executive Vice President. Christine Yun introduced herself and said she is one of the undergraduate reps and was currently the CSSB Finance Committee Chair.

STANDING COMMITTEE REPORTS

Reporting for the Governance Committee, Mr. Hoople said they talked a lot about the Web site at their last meeting, as well as some strategic planning for the future. They're thinking about who they'll serve in their various, broad roles next year. He didn't have any concrete things to discuss at the Board. If people want to read the Committee's minutes, he believed they were finding a way to get them up on the Web site. Or, he could e-mail them.

Ms. Chen said she sent out Box invitations. It's like Drop Box, but for Berkeley, and was to get all of the documents online. The governing documents and all the agendas are on there. She also included a list of major CSSB decisions that have been made in the last few years. And then every Committee has their own subfolder they could upload documents to.

Ms. Chen said she believed Mr. Flaharty was having some problems accessing the box, so she would take a look at it. Ms. Marthinsen said she couldn't access it either. Mr. Hoople said it was tricky. People couldn't just log in, but also had to click "Use SSO," because Berkeley uses the CalNet ID.

Ms. Navab said that if people are having trouble, they could just use the Web version. Or they could call Mr. Hoople.

Ms. Marthinsen said they could use berkeley.box.com.

Ms. Chen said that everybody should be a collaborator, and could upload any document they need to. Hopefully, in the future, when new members come on, it will be a repository for everything Board members have received, including everything handed out at meetings, and have it updated.

Ms. Chen said she just wanted to elaborate on something, in terms of transition. She was graduating, hopefully, that semester, so she'll be gone. Typically what the Board has done in the past is to elect the new chair at the last spring meeting. So ideally, Ms. Chen said she'll just chair two more meetings, and by April they'll have a new Chair elected, who will chair the May meeting.

Ms. Mobasseri said that undergrads were holding elections in April. Ms. Chen said undergrads hold ASUC elections in April, right after Spring Break. She looked at the Governance Committee's minutes, and in terms of selecting the new undergrad reps, she wasn't sure if the new president or EVP does that. Mr. Hoople said that's what Mr. Sayarath did. Ms. Chen said the current undergrad reps and Chair and the President and EVP work on selecting the new undergrad reps, but she didn't know if it was the newly elected officials. Mr. Sayarath said it was the current ones. But they couldn't do it last year. So by proxy, the new Officers did it.

Mr. Hoople said the new President and EVP should appoint people to serve on the Board with them.

Ms. Navab said that assumed they'd have Board elections done by then. Mr. Hoople said that was correct.

Ms. Chen said it might be too late, but they'd figure it out.

Mr. Hoople said the people eligible to be Board Chair were the three of them and Ms. Yun. Everybody else would be gone.

Ms. Navab said she will appoint next year's GA reps before the April meeting.

Ms. Chen said that by the April meeting, ideally the Board will have new student representatives and a new chair.

Ms. Mobasseri asked if all the student positions were one-year slots. Ms. Chen said that people could get reappointed. She and Ms. Yun, the undergrad reps, weren't there for two years, and Mr. Sayarath and Mr. Landgraf were elected.

Ms. Finn said that the only people who could chair the Board were Ms. Yun and the three grad student reps. Ms. Navab said that's because grads don't graduate, ever.

Ms. Chen said she saw in Mr. Hoople's Governance Committee minutes an item on having a one-day retreat at the end of the semester, with old members and new Board members.

Mr. Hoople said he would like to take a quick poll to see if the proposed date worked. He said they could come back to this. He believed it was right after finals. Since they didn't want students to do it before finals, it would be around mid-may.

Reporting for the Finance Committee, Ms. Yun said they basically went over student fees, the financial models, and vendor proposals. For student fees, BEARS Initiative fees will go to construction, but in FY16 they actually have to figure out where they'll go, to the ASUC Auxiliary. They could discuss that a little bit. They're planning to have their draft budget by the end of February/beginning of March. They could get it approved at the March Board meeting. The Committee also heard updates from Ms. Finn. At the next meeting they plan to go over the budget and make sure it's approved by the Board by the March meeting. They'll go over the financial model and vendor proposals.

Reporting for the Business Development Committee, Ms. Chen said that Mr. Landgraf wasn't present, but the Board needed to talk about Chartwells. Ms. Navab said she could talk about it.

Mr. Hoople said they've set the retreat for the fall. It could be August 26, based on when school starts, right before the Fall Semester. They want to figure out when it should be. They could e-mail that out.

Ms. Chen asked if they talked about having a happy hour between old new members of the Board. Mr. Hoople said he didn't see that in the notes, but they could talk about that.

Ms. Navab said she thought they should double check this against their actual events for the incoming students. She believed August 26 was the day of the New Grad Student Orientation. Mr. Flaharty said it sounded like it was Welcome Week as well. Mr. Hoople said they picked it before school starts and will double check. Mr. Scroggs said they also talked about doing it in May. Mr. Hoople said that would be the other option, during Reading Week.

Ms. Mobasseri said she would prefer not having the retreat at that time.

Ms. Chen said seniors would still be on campus because they had to attend graduation ceremonies.

Mr. Hoople said they'll talk about this more and they'd pick a good time for retreat. And they'd decide on an afternoon for the old Board and new Board to get together.

Reporting for the Business Development Committee, Ms. Navab said that for the new people, the Committee has been meeting with different vendors and leasing agents that could oversee the food and eventually non-food vendor operations in the new Lower Sproul. The Board was trying to do this now because Capital Projects needs time to meet with vendors, build out spaces, things like that.

Ms. Navab said the last time they met they narrowed down the vendor manager to two groups, Chartwells and Cassidy Turley. The latter is more a property manager/leasing agent. It would go out and find the people to lease the space for the Auxiliary. And Chartwells is more of a mix, where they could go out and get vendors to come in and lease the space, or run it themselves, with their own brands, and food services they run themselves.

Ms. Navab said the Business Development Committee invited them both companies back again to meet. She believed some Board members were there. After the second visit the Committee decided to move forward with Chartwells, and were making that recommendation to the Board for several different reasons.

Chartwells had a much, much better presentation; clearly much better. Another reason was its ability to have a mix of outside vendors and their own vendors. That would give a little more flexibility to the Board in the event that should something working with one particular a vendor, they wouldn't have an open, vacant space, and Chartwells could put its own brand in there.

Ms. Navab said not only would it have a back-up, since an operation could be run by Chartwells, but the group was proactive. There were a few businesses they suggested they wanted to work with, and they've

already started to approach them and talk to them. They've also been really good about meeting with students. She and Mr. Landgraf will meet with them on Monday, before the Board meets with them. Chartwells just had a good attitude. So that's what the Committee would recommend to the Board. She didn't know if they'd vote on that now or later. Ms. Chen said they should vote at that time.

Ms. Finn said the vote would be to move forward with the conversation and then vote on a contract when they actually have one.

Ms. Navab said they had some initial conversations and told Chartwells that a recommendation would be made to the Board and that they'd need the Board's approval to start having contract negotiations, and to talk with David Robinson, the campus attorney and people with the Leasing office on campus. They'd hash that out and eventually bring a contract back to the Board for approval.

Mr. Hoople moved to enter into contract negotiations with Chartwells regarding vendor space. The motion was seconded. **THE MOTION TO ENTER INTO CONTRACT NEGOTIATIONS WITH CHARTWELLS PASSED UNANIMOUSLY BY HAND-VOTE.**

The Board should have received an invitation for Monday, from 3:00 to 4:30, to meet with Chartwells. Ms. Navab said that if any of them couldn't meet with them, they could join her and Mr. Landgraf in the morning.

Ms. Finn said that the meeting with Chartwells was a time to ask the company reps questions, tell them what businesses they see coming there. Chartwells will have some questions, but it was really more about Chartwells gathering data from the Auxiliary and what people on campus were looking for, what their priorities are, etc.

Ms. Navab said it was really important to give feedback to Chartwells. The company has some generic ideas of what it does on the average college campus, and obviously the Auxiliary needed to tweak some of those with Berkeley, since some things might really not work at Berkeley, like "Jose's Tacos," and stereotypical names of businesses. People should recommend places they like, that they think would be good additions to the campus, so Chartwells could check them out while they're local. She told them to go down to Cheeseboard and Le Cheval, and they went there.

Mr. Scroggs said they should tell Chartwells about Zachary's pizza. Ms. Navab said they told Chartwells to check out Freehouse's happy hour. They want something like that for the Pub.

Ms. Navab that for the other piece for the Business Development Committee, they need to start moving on the Bookstore RFP. That will be their next big piece of business.

Mr. Flaharty asked if Ms. Finn could repeat what she told him last night about the Zellerbach café question, relative to the Pub.

Ms. Finn said she had a meeting with people from Zellerbach on a completely different topic, and they brought up the fact that they have a café in Zellerbach. She asked if anyone knew that, and noted that not many did. Ms. Marthinsen said it was relatively new. Ms. Chen said it's on the 2nd floor.

Ms. Marthinsen said they started it about a year ago. They have Daryl Ross doing it, from Freehouse. Ms. Finn said it seats 100 people. Ms. Marthinsen said they put the seats out on the mezzanine right before performances, the only time it's open.

Mr. Flaharty said it was pretty small. But still, it was surprising.

Ms. Finn said they serve was high-end wine, by the glass. She told them the Auxiliary was still going to build a Pub.

Ms. Marthinsen said people eating at Zellerbach have to order the food early. It really wasn't competition. Ms. Finn said it's not competition to the Auxiliary, but Zellerbach was afraid that once the Pub opens, its eatery won't survive. She told them that the Pub has always been part of the plan; and part of the plan was to help provide service to Zellerbach clients. So they'd continue.

Ms. Finn said that as they've gone through this process, there's a lot of campus partners that have an interest in what's happening with Lower Sproul. So for the Chartwells visit, she's extended an invitation to a whole variety of people, including Zellerbach, Cal Dining, University Health Services, and the Zero Waste folk. So everybody who has an interest in what will be happening at least has some time with Chartwells. Of course, the Board has the final say on anything that goes in. But she was practicing good community relations. If people want to know the list of everyone she invited, or if there are people they want to make sure she invited, they should let her know.

Ms. Navab said that one last thing from Business Development was the question of Naia Lounge. Some of them, probably Ms. Finn and student leadership, have gotten questions about Naia Lounge, in the ASUC mall in MLK, and what was moving into that space. The last time she and Mr. Landgraf spoke, they talked about trying to have a decision for the Board by its March meeting as to what they want to move there.

Mr. Hoople asked what the options are. Ms. Navab said the Board decided that they would make it student-initiated businesses, that wouldn't really pay a lease. Groups that expressed interest included ReUSE, the people who pick up material and furniture on campus, to either sell or give away; BicyCal, a group that repairs bicycles and teaches people how to repair bikes; the Food Collective, which is currently on Bancroft, right across from campus; SUPERB; and SERC, the Student Environmental Resource Center. There obviously isn't room for all these groups, so the Board will have to pick among them. They'll come to a decision by the Board's March meeting hopefully, or by the April meeting.

Mr. Pack said that SERC has space at that time in Mullford and they're looking into a much larger space in Wellman Hall that was being retrofitted for the group. So he would think that the Board shouldn't kick out a group that doesn't already have space.

Ms. Navab asked if they had confirmation from Wellman. Mr. Pack said they did, from the College of Natural Resources. Mr. Pack said that if it came down to SERC versus the Food Collective, e.g., because SERC already has a space on campus, even though Lower Sproul was a more desirable location, he wouldn't want to see another group removed that didn't have space.

Ms. Marthinsen asked if the student groups in Naia would have lease terms. Ms. Navab said it wouldn't be so much an official lease, but an MOU of expectations, standards, things like that.

Ms. Marthinsen asked if there was something in place to allow them to vote for the next round of student initiatives. If this was like a start-up, then when these individual activities got bigger, they'd move. Ms. Navab said they talked with David Robinson and they'll draft some language.

Ms. Marthinsen said that in three years there might be a whole new group, or groups. Ms. Navab said groups could also dissolve. The last she heard, Cal 1 was still pending and was looking for space. So nothing was being planned for that space until there was a more concrete answer from Dining and RSSP.

Ms. Chen asked if groups could make physical changes to student-initiated space. Ms. Navab said one reason they're trying to figure out who was going in there now was so they could work with Capital Projects around groups' needs. There are limited things they could modify. They wouldn't be able to change where a wall is, but they could determine the furniture that goes in and pick some of the fixtures, things like that.

EXECUTIVE SESSION

Ms. Chen said that before the Board moved into closed session, she asked if there was anything else anybody wanted to say on the record. Seeing no discussion, she asked for a motion to move into closed session at that time, and would ask to include in that motion allowing Ms. Finn, Mr. Pack, and Mr. Scroggs to remain. It was so moved and seconded. **THE MOTION TO MEET IN CLOSED SESSION PASSED WITH NO OBJECTION.**

This meeting entered into closed session, to discuss vendors: Chartwells, the Apple Store, and an Amazon partnership

MEETING TIME

Back in open session, Ms. Chen said that in looking at the calendar that went around, there was no one time that everyone could attend. So they'd figure something out by their next meeting. It looked like they'd meet on Fridays from 4:00 to 6:00.

A discussion was held on scheduling the CSSB meeting.

COMMUNITY WORKSHOP ON TELEGRAPH AVENUE

Ms. Marthinsen said that next Thursday, from 6:00 to 10:00, the Mayor is sponsoring a community workshop on Telegraph Avenue. She'll give the same presentation she gave to the City Council a couple of weeks ago, and a Berkeley Design advocate will also speak. There will be a charrette, like people on

campus participated in last spring, in order to get comments on how to do improvements for Telegraph Avenue. As always, it would be nice to get student representatives in addition to the usual community characters. Mr. Hoople said he would send something out to grads. Ms. Marthinsen said there hasn't been a big announcement. An invitation went out last week. The Mayor's advisor asked her if she would do this. It will be 6:00 to 9:00, by Willard Middle School, by the site of old Andronico's. The Mayor was trying to do what he could. People's Park was off the table for this discussion, although she couldn't imagine he'd be able to do that at a community meeting.

Ms. Marthinsen said that what she was afraid of was that there will be community members who say students behave badly.

Mr. Hoople said he also thought it would be good to get undergrads to show up.

Ms. Marthinsen said people were afraid that the Lower Sproul project would drain the energy out of the commercial area. Ms. Marthinsen said her response was that it would be just the opposite. A lot of the design is generated to connect the campus to the wider area. That's why there are some costs with things to be done with Cal opening up to the City. She just thought it would be a good idea to have some students attend. She'd send a notice to Mr. Hoople.

MEETING TIME (cont'd)

Ms. Chen said that returning to their meeting schedule, for now it looked like the Board would meet from 4:00 to 6:00 on Thursdays. After discussion, Ms. Chen said the Board's next meeting will be on Thursday, March 14, from 4:30 to 6:00. For April they're looking at Thursday, the 25th.

Ms. Finn said they wouldn't have a budget by March 14. The Auxiliary planned to have everything ready by the 15th. They could have the budget by the 14th, but the Finance Committee wouldn't be able to consider it beforehand.

Mr. Hoople asked what the Board needed to look at for the budget. Ms. Mobasseri said they need to review next year's forecast. Mr. Hoople said at the Finance Committee could meet shortly after the 14th, after the budget is submitted, to review the budget in its final form. He thought huge board reviews of budgets were generally ineffective. People just want to know the big picture and what was going on.

Ms. Chen said the next Board meeting would be held March 21, from 4:30 to 6:30. After that, they'd meet April 25, from 4:30 to 6:30.

Ms. Chen said that something else they could talk about later would be an old member/new member happy hour.

Ms. Chen said she would like to thank people for their patience on setting the schedule.

SNAPS AND TRAPS

Ms. Chen said that Snaps and Traps is something they do at the end of the meeting, for anybody to make suggestions or comment on things that went wrong, or went well.

Mr. Sayarath said he liked Ms. Finn's graphics. If they could do more stuff like that, it would be really helpful.

Ms. Navab said her snaps were for the new faculty member, Mr. Azhar. (Applause)

Ms. Chen said she would like to thank them.

This meeting adjourned at 1:54 p.m.

These minutes respectfully submitted by,

Steven I. Litwak
Recording Secretary

COMMERCIAL AND STUDENT SERVICES BOARD MINUTES

March 21, 2013

Present: (Members and others)

Hedy Chen (Board member)	Emily Marthinsen (Board member)	David Robinson (Campus Counsel)
Tiffany Dreyer (Auxiliary)	Bahar Navab (Board member)	Justin Sayarath (Board member)
Kelsey Finn (Auxiliary)	Vivi Nordahl (Auxiliary)	John Scroggs (Auxiliary)
Robert Flaharty (Board member)	Sharay Pinero (Auxiliary)	Marilyn Stager (Auxiliary)
Hugh Graham (Board member)	Amanda Reese (Bkst.Dir.)	Christine Yun, (Board member)
Gordon Hoople (Board member)	Jamie Riley (Auxiliary)	

SUMMARY OF THE MEETING

SUMMARY OF THE MEETING

The meeting was called to order at 4:39 p.m. in Room 465, RSSP Building, 2610 Channing.

Introductions

Introductions were held.

Auxiliary Reports

A new Publications Coordinator has been hired, Kelly Morr, who will start April 18. Phone interviews for the two Fraternity and Sorority Coordinator positions will finish that week, with on-campus interviews April 5 and 12. A search committee has been developed for the Director of Business and Finance. Additionally, the overall LEAD Center staffing plan is being worked on. Mr. Riley is conversations with student leadership regarding staff.

Jan Crowder and Irene Lam have both announced their retirement from the Auxiliary. Both have been with the Auxiliary for 30-plus years. June 27 will be Ms. Crowder's last day, with Ms. Lam's last day to be determined. The Auxiliary will put together a going-away celebration for them.

The timeline for hiring the two Assistant Directors mm six weeks, attempting to have people on campus in May. Student involvement would be on the front end, in case the timing didn't work out and students weren't there.

Erik Scollon is operating as the Manager of the Art Studio while Katelyn Nomura-Weingrow is on maternity leave.

Ms. Nomura-Weingrow had her baby on Wednesday.

Various Auxiliary staff what various conferences, including those of ACPA, NASPA, ACUI, and ACCED-I.

Anna Head is set to open on April 8. The Auxiliary has been in conversations about security, scheduling, operating it, etc..

Anthony Hall was done, other than installing a new front door.

Final drawings were being reviewed for the last, and biggest, Bid Package for the Lower Sproul Redevelopment Project.

The Auxiliary's FY13 and FY14 budgets were being planned. The Auxiliary was in a good place for this year.

The Auxiliary is working its presence for Cal Day.

Anna Head will likely have a Cal Dining café next door.

It was suggested changing the name of Anna Head to better reflect the new function it was serving.

The Bookstore has moved into two of its three new locations, at 2470 and 2480 Bancroft. The third one will be 2460 Bancroft. Also, the Store will be able to do buybacks on Sproul that semester, since they're not in their typical place. They'll also use Crossroads for textbook buybacks.

Conversations with the Registrar continue on having one point of contact for student organizations.

Standing Committee Reports

For the Business Development Committee, an Assistant LEAD Center Director for Facilities Operations will be hired, as well as an administrative assistant to help with various tasks. They're also talking about creating a more functional Web site for the Board.

The application for the undergrad CSSB rep was due April 5, with a nominee to go before the Senate for approval on April 17.

It was suggested that people schedule time after the next Board meeting, on April 25, to have a mixer among old and new Board members. That was the last meeting of the semester.

Mr. Riley will work with ASUC and GA leadership to think about how best to optimize leadership transitions.

BicyCal, ReUSE and SUPERB will be given internal space in the building. The Berkeley Food Co-operative was not currently assigned space. It was unknown what would happen with the Cal 1 space, so it wasn't assignable. Mr. Robinson will draft language for the three groups regarding terms for their use of

the new space. The Student Environmental Resource Center (SERC) now has permanent space in Wellman.

The RSSP could expect pressure to move out of the Cal 1 space.

CUBS has space and planned to move into the alleyway where the Student Store currently is located. The Auxiliary was in final negotiations to buy out the CUBS contract.

Some Board members met with Mike, from Chartwells, and didn't feel confident in him leading the ASUC's operations. So Tony will be the Auxiliary's point person.

Chartwells will send the Auxiliary an initial draft of a contract.

Surveys will be sent out that the Business Development Committee has talked about, opening April 15-21. Results should be available before the next Board meeting. The e-mail with the survey will go out through the GA and ASUC Presidents.

The Board decided to strike discussion about the Food Collective from the record.

The Finance Committee met Tuesday and went over the draft budget from Ms. Stager. They plan to get the budget electronically approved by Board members next week.

The Board met in closed session to discuss the Auxiliary budget.

Summer Meeting Times

The Board typically meets at the end of June or the beginning of July, to cover June and July. They could have up to four new Board members and would wait to schedule the summer meeting. The fall retreat will be in August.

The new Board chair will be elected at the April 25 meeting.

New Auxiliary Logo

Ms. Dreyer distributed samples of what she called the new "mark," to transition from the current logo to a new one. It will be unveiled at Cal Day. Secondary logos were a subset for the individual departments. The new design shows the current services being provided, places students go where experience the Auxiliary.

The new mark will be a transitional phase until they rename and rebrand. It will be used for about a year and a half

It was noted that the mark says "Auxiliary, ASUC," which didn't sound right, rather than "ASUC, Auxiliary."

It was noted that the Auxiliary was created to help the ASUC, and the logo made it seem like Auxiliary was the focus.

It was suggested that "ASUC" should be top. The ASUC was too prominent in the old logo, and now in the new logo, seemed like it was like a passing thought.

It was suggested that they needed to find the right balance of having the Auxiliary as an entity and respecting why it was created.

The interim period for the new mark would end by January or February, when they start to market Lower Sproul.

Executive Session

The Board met in executive session to hear a staffing update.

Auxiliary Retreat

The Auxiliary retreat will be August 28, from 8:30 to 5:00.

The meeting adjourned at 6:26 p.m.

End Summary of the Meeting

This regular meeting of the ASUC Commercial and Student Services Board was called to order by Hedy Chen at 4:39 p.m. in Room 465, RSSP Building, 2610 Channing.

Ms. Chen said that before they begin, she'd let Mr. Flaharty tell everybody about the room. Mr. Flaharty said that for those who don't know the space, the men's and women's bathrooms were on the left. Behind the meeting room was a kitchen, with a Pepsi product machine, a snack machine, filtered water, with coffee cups and other utensils above the sink.

Mr. Flaharty said he put snacks on the table, and if people found one they like, they should let him know since they were samples. He could tell there were already votes for one product.

Ms. Chen said she would open the floor to public comment, and seeing none, said they would continue with the agenda.

APPROVAL OF THE MINUTES

Ms. Chen called for a motion to approve the minutes from the February 22 meeting. It was so moved and seconded by Mr. Hoople and Ms. Navab. THE MOTION TO APPROVE THE MINUTES OF THE FEBRUARY 22, 2013 CSSB MEETING PASSED WITH NO OBJECTION.

INTRODUCTIONS

Ms. Finn asked if everybody knew everyone, and asked if they should do introductions.

Ms. Chen said she thought that would be useful. She didn't know if Tiffany Dreyer has met everyone in the room. Ms. Dreyer said she hadn't. Ms. Chen said it would be useful, then, to have introductions.

Introductions were held:

Hedy Chen, undergraduate, and Chair of the Board, with this being her second-to-last time as Chair, after which she'll hopefully graduate.

Bob Flaharty, Vice Chair, Chief Financial Officer for RSSP.

Christine Yun, undergraduate rep, Chair of the Finance Committee, and a third-year, who will be there next year.

David Robinson, Assistant Campus Counsel. He wasn't a member of the CSSB, but was asked to start coming if issues came up that the Board wanted counsel's input on.

Emily Marthinsen, member of the Board, Assistant Vice Chancellor for Physical and Environmental Planning.

Vivi Nordahl, Director of Events for the ASUC Auxiliary and a member of the Business Development Committee.

Sharay Pinero, Facility Manager for the ASUC Auxiliary.

Marilyn Stager, Finance Manager for the ASUC Auxiliary and on the Finance Committee.

Kelsey Finn, Executive Director, ASUC Auxiliary.

John Scroggs, Transition Implementation Manager for the ASUC Auxiliary.

Tiffany Dreyer, Director of Marketing for the ASUC Auxiliary.

Amanda Reese, Director of the Cal Student Store, not on the Board,

Bahar Navab, Graduate Assembly President, a Board member, and also serving that evening as proxy for Sanaz Mobasserri, GA Treasurer, as well as a proxy for Wasim Azhar, a faculty rep and member of the Board who couldn't be present that evening.

Gordon Hoople, Assembly Affairs Vice President of the Graduate Assembly.

Hugh Graham, campus Budget Office, proxy for Erin Gore, CFO.

Jamie Riley, new Director for the LEAD Center, with the ASUC Auxiliary, not a member of the Board.

Ms. Chen said she would like to thank them.

AUXILIARY REPORTS

Ms. Finn said she had a few updates, and then they'd hear from committees. She noted that UNLV was playing Cal in basketball in the NCAA tournament. They'll see how that turns out. If anybody would like to give updates on the game as the meeting progressed, she was up for that.

For staffing updates, Ms. Finn said that everyone should know by now that they've hired a new Publications Coordinator, Kelly Morr, who will start April 18. Phone interviews for the two Fraternity and Sorority Coordinator positions will finish up on Friday. They hope to have on-campus interviews between April 5 and 12. So people should be on the lookout for those.

Ms. Navab asked if the candidates were internal or external. Mr. Riley said they have one internal candidate, and the rest were external candidates.

Ms. Finn said she believed they've interviewed about nine people. Mr. Riley said they plan to bring between four and six candidates to campus.

Ms. Finn said they have the job description and compensation for the Director of Business and Finance, and they've developed a search committee for that. They're also working on the overall LEAD Center staffing plan. Mr. Riley has been having conversations with student leadership in terms of staff, trying to talk through what the long-term plan will look like for the rest of the hiring, for Assistant Directors and other Coordinators.

In other news, Jan Crowder and Irene Lam have both announced their retirement from the Auxiliary. Both of them have been with the Auxiliary for 30-plus years each. June 27 will be Ms. Crowder's last day. They're still working on when Ms. Lam's last day will be. In the coming months the Auxiliary will put together a going-away celebration for them, and have some activities. If people had ideas, or something they wanted to do, Ms. Finn asked people to please reach out to Mr. Riley or Ms. Stager directly, and they will incorporate them.

Ms. Chen said that Ms. Crowder has said that she wants a very big retirement party. Ms. Finn said they could do something at Anna Head. In Ms. Crowder's e-mail about her retirement, she said she knew thousands of people.

Ms. Navab asked if there was a timeline for hiring Assistant Directors. Mr. Hoople said they set a six-week timeline. Ms. Navab asked if there are two vacant positions or one. Mr. Riley said there are two positions.

Ms. Navab asked about the rough timeline for both Assistant Director positions, since they're headed into the end of the semester for student assessments. Ms. Finn said the hope was that in the next week or two,

Mr. Riley will finish up his conversations with people and have a final report. They're working on draft job descriptions now. Mr. Riley said it would depend on how fast the positions go through the HR process. He'll meet with the GA that evening to get its input. He's already done that with the ASUC. As soon as they finish that, he could get HR to take it through compensation. His idea was to attempt to have people on campus in May. They're trying to have student involvement in the front end, just in case things don't work out and people weren't there in the summer, and there wasn't a chance for students to interact with the candidates as they'd like.

Ms. Finn said that for other staffing news, Erik Scollon is operating as the Manager of the Art Studio while Katelyn Nomura-Weingrow is out. Mr. Scollon has been around for a while.

Ms. Nordahl said that Ms. Nomura-Weingrow had her baby on Wednesday. Ms. Finn said they expected a picture of the baby and its name. Also, it was Ms. Nomura-Weingrow's birthday. So depending on when she had the baby, they might share the same birthday.

For other staff announcements, Ms. Finn said the last month has been exciting, with staff going to the ACPA and the NASPA Conferences, which focus on student affairs. These are international groups, with a few thousand people attending each. The Auxiliary also had a group go to the ACUI Conference, Association of College Unions International, and ACCED-I, Association of Collegiate Conference and Events Directors-International.

Ms. Finn said they've had great feedback and staff were coming back with information and feeling connected to colleges across the country, which hasn't always been the case. So that was exciting.

Anna Head was still set to open on April 8. The Auxiliary has been in conversations about security, scheduling the facility, how to operate it, etc., so they're ready to go with it.

For Anthony Hall, Ms. Finn said she would call it "partially operational." It was quote "done" from a construction standpoint. They were waiting for the front door, to make the building more accessible to more people. The landscaping was being finished. If people know someone at the Graduate Assembly and they needed to be in there, they could be let in. Ms. Navab said they don't have card keys yet, so they need physical keys to let people in to the building. If people try to get in without a key, an alarm will be set off.

Ms. Finn said that final drawings for the Lower Sproul Redevelopment Project for the last Bid Package are out at that time and are being reviewed. The review process ends next week, so they're all trying to go through those and provide the last feedback for Bid Package 5, which is the biggest part of the construction.

Regarding the budget, Ms. Finn said that's all a lot of people have been doing, planning the FY13 and FY14 budgets for the Auxiliary. They're in a good place for this year, which was exciting.

Ms. Finn said the Auxiliary was also working on Cal Day, and its presence for Cal Day. That was coming together. They have a great plan, and they have staff volunteers. She felt the Auxiliary was organized and ready to go that year. They should be good. Ms. Finn said that was it for her report and called for any questions.

Mr. Flaharty said that just for an add-on comment to Ms. Finn's report on Anna Head, they briefly talked about this last time, but they put in a proposal for what they're calling the "pool house café." It seemed to stall for a bit, but it's recently gotten new legs because of the kosher/halal interest expressed by the new Chancellor through George Breslauer. So they're optimistic that project will get approved, and they'll move forward with that. So they'll have some place for the new activities location to have food.

Ms. Navab said that also related to Anna Head, and something they've talked about briefly, was a suggestion that the Board propose a name change to Anna Head Alumnae Hall, since it's now event space of the Auxiliary. It's historically been the Alumnae Hall, it doesn't have a name for students and non-students to use the space now, and to make the name something more appropriate to the function it serves. A campus committee would need to approve that change. A number of people on the CSSB sit on that committee. The Board should come up with a proposal and then talk to the office that would review that proposal. If people were interested in that idea, they could pursue such a change, and if not, they could simply drop the proposal for a name change.

Ms. Chen asked what committee had to give final approval of a name change. Ms. Marthinsen said it's the Committee on Naming. It's a subcommittee of SACI, Space Assignments and Capital Improvement. Ms. Chen said the Board would essentially pass on a recommendation for a name change.

Ms. Navab said they'd have to propose it and why they want to do it. It would help if there was money behind it.

Mr. Flaharty said the Martinez Commons was originally called "Anna Head West Student Housing." So they went through that process with that facility.

Ms. Finn asked where "Martinez Commons" came from. Mr. Flaharty said it was from a previous Student Affairs professional, the first time ever a building has been named after a non-academic or donor. Max was very active here through the '80s and died on the job, almost. It fits right in with renaming that whole enclave.

Ms. Navab said that maybe they could get old ASUC Presidents to make donations. Ms. Chen said they could pass that to the Business Development Committee.

Ms. Finn asked if there were any updates Ms. Reese wanted to share from the Bookstore.

Ms. Reese said the Bookstore has moved into two of its three locations, at 2470 and 2480 Bancroft. The third one will be 2460 Bancroft. So they're taking over the block. It's the space in Wells Fargo. If people are familiar with where the ATMs are, there's a small branch to the left, and the whole rest of that space. It was a big branch. The Store in May will have online, phone, and catalog sales, and buyback, out of that location. The location should become available in the next two weeks. Right now they have most of their stuff waiting to move in. Additionally, the Store has just been afforded the opportunity to do buybacks on Sproul that semester, in an effort to get buy-backs from students, seeing that they're not in the common place people were used to. So they'll use that location as well as Crossroads for textbook buybacks.

Mr. Hoople asked when that starts. Ms. Reese it starts May 11. Mr. Hoople said that was during finals.

Ms. Chen asked if Ms. Nordahl had any updates. Ms. Nordahl said she thought Ms. Finn covered things with the report on Anna Head. They're working on getting that venue space ready.

Ms. Finn said that one thing she didn't mention was that conversations with the Registrar continue to move forward on trying to centralize accessibility for students and to streamline that process, in an attempt to have one point of contact for student organizations. That conversation seemed to have legs, so people should keep their fingers closed.

NEW BUSINESS

Standing Committee Reports

Reporting for the Business Development Committee, Mr. Hoople said that Ms. Finn covered most of the posting updates. They're getting an Assistant LEAD Center Director for Facilities Operations. They'll hire an administrative assistant to help with various tasks. Ms. Finn said that was one part of the overall LEAD Center proposal. Mr. Hoople said that was one thing the business could do to help student government. They're still figuring it out. They talked a lot about their Web site at the last meeting. They have ideas about how to actually create a more functional Web site for the Board. He didn't know if people have looked at the ASUC and GA Web sites, which has minutes and agendas in a centralized location. The Board could move forward with something like that, so Board members didn't have to look at different locations.

Mr. Hoople said that they should set up meeting times for the fall retreat and spring retreats. Ms. Chen said they could do that later, when they have more Board members present. Mr. Hoople said they should do that at that meeting. They need a fall retreat date on a weekday before classes start. They should pick that and people should move their schedules around that, unless there was an absolute conflict. They also need a day at the end of this spring for an old Board/new Board meeting.

Ms. Chen said she thought they should do the fall retreat date at that time. Ms. Navab asked to do it later in the meeting so she could figure out schedules.

Mr. Hoople said they'd set the fall retreat that afternoon. For the spring retreat they talked about when people would be appointing the new student representatives. Most of the other representatives won't be changing significantly.

Ms. Navab said that was a question for her and Mr. Landgraf. Mr. Hoople said the GA had elections at its next meeting. The ASUC was a little more in flux.

Ms. Chen said the application for the undergrad student rep will be released on Friday, and was due back by April 5. They'll hold interviews, with the plan to do them in a block, and have the nominee go to the ASUC Senate on April 10, with someone hopefully approved at that time. If not, they'd send somebody else on April 17. So by April 25, the CSSB's next meeting, they'll have a new undergrad rep.

Mr. Hoople said he would suggest people hold time after the next Board meeting when they could have a little mixer and maybe get some appetizers somewhere nearby, and just have a chance to hang out and do a debrief from the old members to the new members. That might be easiest.

Ms. Marthinsen asked when the next meeting will be. Ms. Chen said it will be April 25.

Mr. Hoople asked if that was the Board's last meeting of the semester. Ms. Chen said it was. Mr. Hoople said unless people wanted to come up with a separate time, they could meet at the end of the April 25 meeting, when everybody will have to be there. They'd need to plan something.

Ms. Chen said that tentatively they could hold April 25, around 6:30 to 8:00. Mr. Hoople said it would be however long people want to stay, since people had commitments.

Ms. Chen said they could discuss the fall retreat later.

Regarding one other item, Ms. Chen said that Mr. Riley will work with ASUC and GA leadership to think about how best to optimize leadership transitions for the GA, the ASUC, and the CSSB, all in conjunction, since there was a lot of overlap and last year there weren't particularly well thought-out trainings. They'd like to have one for everybody on the Board, so at least the students come in with a good background.

Ms. Chen said that next item on the agenda was a report from the Finance Committee. But the Board also had to talk about the budget, so she'd ask to do Business Development first, and consider Chartwells before they move into the budget.

Ms. Navab said that before they do Chartwells, she had an item on space assignment. The student leaders on the Board, and students on the Lower Sproul Board as well, were tasked with finding spaces in the ASUC mall area. She thought they've settled on the space to be assigned. So BicyCal will get the storefront space. Mr. Sayarath said BicyCal's space is in the breezeway, the stairwell. Ms. Navab said that will be made into functional space. They'll have that space so they can also set up on the Plaza. At some time ReUSE and SUPERB will be given internal space in the building and will have store fronts. This meant the Berkeley Food Co-operative was not currently assigned space. It was also made clear that it was unknown what was happening with the Cal 1 space, and therefore it wasn't assignable. She's also conveyed that should Cal 1 become available, it would come to the Board to decide whether to make that commercial space or student activity space. They could figure that out down the line. But BicyCal, SUPERB, and ReUSE have been assigned. They'd like to work with David Robinson to start drafting language or agreements with these groups about expectations, terms, under what terms they could be asked to leave the space, etc. If people have conditions or things they thought were important to include, Ms. Navab said they'd like to hear that. People should also talk to Ms. Finn about the facility side, since it would be great to know what they need in terms of Plaza hours, when they could be on the Plaza, what signage they could have on the Plaza, and other needs. So if people could let her, Mr. Landgraf, or Mr. Sayarath know, that would be great.

Ms. Chen asked if there was another group. Ms. Chen said the Student Environmental Resource Center has been given other, permanent space, in Wellman.

Ms. Chen asked if the groups know about these decisions. Ms. Navab said they have been told. Mr. Sayarath met with student leadership from the groups and Ms. Navab said that she and Ms. Finn have e-mailed them.

Ms. Navab said that Mr. Flaharty should expect pressure on the RSSP about moving Cal 1 space. Ms. Navab said they have conveyed to different people that RSSP was doing what it could.

Mr. Hoople asked what happened with CUBS. Ms. Finn said she didn't know if they were open. Mr. Robinson said they're not open. Ms. Finn said she understood that CUBS has space and plans to move into the alleyway, close to where the Student Store currently is. And then the Auxiliary was in final negotiations with them, since the way the Board left it, they approved up to a certain dollar amount for Mr. Robinson to negotiate with CUBS to buy out its contract. That was still in conversation, and they're just tending to the last, final details.

Mr. Robinson said they're waiting for another counter proposal. CUBS opening was delayed because it had to go through a planning process with the City to get a conditional use permit. He wasn't sure where they were in that process. The construction schedule was pretty fast, so he thought CUBS will open pretty quickly once it has a permit.

Ms. Finn said that CUBS would then remain in that space permanently.

Mr. Robinson said the Board bought CUBS out, and didn't have to worry about bringing CUBS back in.

Ms. Navab said that regarding Chartwells, some Board members met with Mike, from Chartwells. She thought that the consensus was that people on the Board weren't thrilled by Mike and didn't feel confident in his being the lead for the ASUC's operations. It seems that Chartwells understood that. So Tony, who some Board members met, will be the Auxiliary's point person, at least for the next 6 to 12 months, after which they'll reassess the situation. She believed they're moving into writing a contract with Chartwells, something Auxiliary staff were taking a first stab at. The Business Development Committee will further hash this out and bring something to the Board at its next meeting.

Ms. Finn said the contract was in Chartwells' hands, as it's doing the initial draft that it will send to the Auxiliary for review. The Business Development Committee and Mr. Hardin will look at that. A few of people from Chartwells will be back on April 2 and 3, Tony and Dan. They'll talk about actual numbers, which she and Mr. Flaharty will talk about. They'll get those numbers and solidify things. In addition, the Chartwells chef wants to do another tour of the space to get a feel, again, for the layout.

Ms. Finn said another thing that will happen are the surveys the Business Development Committee talked about. Tiffany Dreyer is already involved. The surveys will come out after ASUC elections, and open up April 15-21. They'll keep the window small because there's a climate survey going on that's been around a lot longer, and it doesn't necessarily mean more people will fill it out. But they'll have survey results before the next Board meeting and hope to be able to at least give some feedback on what people were looking for.

Mr. Flaharty asked if people have checked the campus calendar as far as the survey window. Ms. Finn said they haven't. She asked who they would check. Mr. Flaharty said they should do that right away,

because mid-April was a tough time of year to get surveys launched. Ms. Finn asked what he meant by getting surveys launched, because at some point they'll still create the survey and all they'll do is send a link out in an e-mail. Mr. Flaharty said they need approval to send something to the e-mail list.

Ms. Navab said they'll do the survey through her and Mr. Landgraf. They could send out campus-wide e-mails. Ms. Finn said she believed they have some of their own e-mail directives. Mr. Flaharty said that doesn't match his experience, when RSSP did its housing demand study, looking at preferences, and all that. It had to go through the campus. The campus did the random selection and RSSP sent them an e-mail to send out. There was a link in it. But it had to go through that process.

Ms. Navab said that doesn't apply to the ASUC and the GA, which sends out e-mails and surveys all the time to all the students. When they do it, they're not trying to do a random survey, and just want any student input. They do demographics to see how reflective the responses are of the population. If people wanted to do a random survey on behalf of the Board, they could go through the official route.

Mr. Scroggs asked who she meant when she said "they" send out surveys. Ms. Navab said the ASUC and GA sends out student surveys all the time. They can make a recommendation to the Board based on the student feedback they get. Or, if the Board wanted to launch a survey and get random input, they should go through the official route that Mr. Flaharty was talking about. So there were two different options.

Ms. Marthinsen said that at this point, she would think they'd try and get as many students as possible.

Mr. Hoople moved to strike the entire discussion about the Food Collective from the record. He thought it would be better if they don't have that. If Ms. Chen would like to put a summary in, that could be possible. The motion was seconded and passed with no objection.

Ms. Chen said she thought that was a good idea.

Reporting for the Finance Committee, Ms. Yun said they met yesterday and officially went over the draft budget from Ms. Stager. They looked at the whole year, for 2013 and 2014. They're planning on getting the budget electronically approved by all the Board members next week after they look at it that evening. So the Board won't actually approve it that day.

Mr. Hoople said that would give the Board more time to think about it. Ms. Chen said it would give them more time to finalize things.

Ms. Navab asked if they should have the budget conversation in closed session. She noted that some people were saying yes, some were saying no, and some didn't know. Ms. Finn said that was up to the Board. This wasn't new information. Ms. Navab said that it, however, go on the record. Ms. Chen they would move into closed session. Everyone there could remain. She would ask to also strike previous discussion on the budget. It was so moved and seconded. **THE MOTION TO MEET IN CLOSED SESSION TO DISCUSS THE AUXILIARY BUDGET PASSED WITH NO OBJECTION.**

SUMMER MEETING TIMES

Back in open session, Ms. Chen said that in the past, the Board has typically had a summer meeting at the end of June or the beginning of July, to cover the months of June and July. Given they could potentially have up to four new Board members in the next few weeks, they'd wait until they get the new Board members to schedule a meeting. The new chair could send out a Doodle for June and July. In August they'd have the fall retreat.

Ms. Chen said that the new Board chair will be elected at their next meeting.

New Auxiliary Logo

Ms. Dreyer said she would pass out sheets, face down. She thought everyone was on the same page in thinking that it was time to phase out the current Auxiliary logo. There are a lot of project logos, between Event Services, the LEAD Center, the Art Studio, and the Auxiliary. If they flip over the sheets in front of them, they'd see a "mark" that she was proposing, as she was calling it, rather than calling it a logo. It wasn't a logo, but a way to transition out from using the current logo. When they use the terminology, people freak out that what they see is the new logo. The mark will replace everything. She wanted to emphasize that it was just a type treatment that would help them unveil the new Auxiliary for Cal Day. Cal Day will be their first big push to educate the campus community on the Auxiliary and where they're headed. Hopefully they'll be able to use this mark in the coming months.

Ms. Dreyer said the secondary logos were kind of a subset for the individual departments. It's a lot more cohesive. At the bottom of the sheet they could see how different everything was pieced together, and how it really doesn't show the Auxiliary's involvement at all in the other three logos.

Ms. Dreyer said this was what she was proposing. It kind of changes the hierarchy. The University colors were still the same. As of that afternoon, she already got some buy-in.

Mr. Hoople asked if they saw the Art Studio becoming a huge component of the Auxiliary, since it was elevated in its logo, with the Auxiliary; with Event Services and the LEAD Center, it wasn't.

Ms. Finn said the new design shows the current services being provided, the pieces students can go to where they could experience the Auxiliary, including facilities, finance, management, the Art Studio, and the LEAD Center. That's how the list was created. It was in alphabetical order.

Mr. Hoople asked if this will change. Ms. Dreyer said this would be a transitional phase. As things progress, hopefully, maybe they could entertain a renaming idea, and actually re-brand. Mr. Hoople asked if it would be rebranding as a student union, or ASUC student union, or whatever. Ms. Dreyer said that was the case. That's a future conversation, and what she was proposing was a first step. Rebranding was touchy, since one had to move lightly or people would freak out.

Mr. Flaharty asked about the intent of the blank mark. Ms. Dreyer said that was the Auxiliary logo itself.

Mr. Flaharty said that back to Mr. Hoople's question, assuming they had something going on in Lower Sproul, he asked if they'd have something for food service or commercial service, because a huge chunk

of the program was being missed. Ms. Dreyer said the mark was adaptable. That's why they came up with an empty field on the logo, so they could tweak it easily when things change, without having to rebrand or change identity again and again.

Ms. Finn said the plan would be to only have the mark for about a year and a half, so that they can engage in focus groups and conversation and really unfold how businesses in Lower Sprout would be called. The mark was really transitional.

Ms. Dreyer said that Cal Day is their big push, and they don't want to print anything else with the old Auxiliary logo. They want something new and fresh, and to keep that as a placeholder, until things change.

Mr. Hoople said he was on board, and thought it was good work.

Ms. Navab said she liked the work, and the yellow panel where things could swap out. But it doesn't say the "ASUC, Auxiliary." It says "Auxiliary, ASUC," which didn't sound right. It also downplayed the ASUC portion of the Auxiliary. As an ASUC agent on the Board, she had to reflect that.

Mr. Flaharty said that was a good comment. Even on this campus, a lot of people don't understand what an "auxiliary" is, financially and otherwise. They don't really know. Mr. Graham said it wasn't really a catchy word. Mr. Flaharty said there is that piece, that this is a function of the ASUC; that's why it exists. That raises a challenge, whether that was a big part of the brand, or a small part.

Ms. Dreyer said it's changing. They're still paying tribute to the ASUC, but in the two months she's been there, she just hears ASUC, and a lot of time, people actually refer to the Auxiliary but saying "ASUC." So if they change the hierarchy just a little bit, they could get more people on board, and used to the Auxiliary idea, and not just the ASUC idea.

Ms. Chen said that to some extent, they don't want to separate the ASUC and the Auxiliary entirely, because historically, the Auxiliary was created to help the ASUC. The way she read a logo like this, it seemed like the Auxiliary was the focus, and it was sort of part of the ASUC, or associated with the ASUC. The relationship wasn't really as clear as the other one, because the other one had "The ASUC."

Mr. Flaharty said he liked the layout, but if he was at Cal Day and saw one sign about the Auxiliary and right next to it a sign about the ASUC, he asked if that would be more confusing or less. Mr. Sayarath said he thought it would be confusing. Ms. Chen said she thought it was confusing.

Ms. Navab said that with Mr. Flaharty's first point, there are a lot of auxiliaries on the campus, such as the RSSP and the I-House. Mr. Hoople said none of those was called an "auxiliary." Mr. Flaharty said they were technically auxiliaries, but that wasn't part of their names.

Mr. Hoople said that on this campus, anytime people hear that word, they're talking about the ASUC Auxiliary. That was the case in every meeting he's gone to. Internally, they're just called the "Auxiliary." But this was also about branding for the rest of the campus. He liked the idea of moving forward to a totally new brand, like the RSSP has a brand, perhaps something like the "ASUC Student Union."

Mr. Robinson said he legally thought of the ASUC and the Auxiliary as being very distinct. But what Mr. Hoople was saying was that instead of using the word “auxiliary,” they’d say “Student Union,” or “ASUC.” That didn't seem as derogatory of the ASUC in terms of transitioning the brand.

Ms. Navab said that historically, the purpose of the Auxiliary and why it was created, was to serve the ASUC and the students. That purpose was reaffirmed last year when they updated documents.

Mr. Hoople said that “ASUC” should be on top.

Ms. Navab said she didn't think it should necessarily be on top, but they went from one extreme to the opposite, where the ASUC was too prominent in the old logo, and now in the new logo it was like a passing thought. On half the things they already have, they’re identified as the “ASUC Student Union.” She was all for moving forward in a new direction, but she didn't think they should forget the intent of why these things were created in the first place. She had to look at this from the perspective of representing the ASUC and the GA.

Mr. Flaharty said the proposed designs were only temporary.

Mr. Sayarath said he agreed with Ms. Navab. He was kind of torn because he thought they were moving in the direction of the Auxiliary and the ASUC becoming more and more separate. Sometimes he agreed with that, and sometimes he didn't. He liked the design because it makes it clear that there are two separate entities, the ASUC and the Auxiliary. So when they rebrand, he would like them to talk about how the Auxiliary was originally made to support the ASUC and the students. Even though it's gained extra services, like Event Services and the Art Studio, the original intent was to support the students, through commercial activities money. He didn't want to lose that part of it. But he understood what the Auxiliary was trying to go in terms of the separateness of the two.

Ms. Reese said that from a marketing standpoint, Athletics markets “baseball,” not “UCB baseball,” or even “Cal baseball.” “Cal” was actually the secondary piece. In the graphic, or when they have pieces like that, they often push forward the individual piece first, instead of the full name.

Ms. Navab said that would be received very badly as students, as they don't brand as “Cal.” They could have the “ASUC” small, but have it read “ASUC Auxiliary,” bringing the “ASUC” part to the top.

Mr. Scroggs said the new branding from the Office of Marketing & Business Outreach had “Berkeley, UC,” with “Berkeley” huge, and “UC” small.

Mr. Flaharty noted that the script “Cal” was only for Athletics.

Ms. Navab said that they need to find the right balance of having the Auxiliary as an entity and respecting why it was created.

Ms. Finn asked if everyone felt they could move forward with the transitional work. She agreed that having the right balance had to be part of the conversation. She asked if what was presented was something they could use in the interim.

Ms. Navab said she would change it.

Ms. Marthinsen said she would put “LEAD Center” first, because it has more density, and then next have “Events” and “Art.”

Ms. Yun said she felt this might be confusing to new students.

Ms. Navab asked what the interim period would look like between now and 2015. Ms. Dreyer said that ideally, it would be by the fall, but it would depend. One couldn't put a time limit on branding. Ms. Finn said it had to happen before construction, in the next year, if they want to market Lower Sproul. So ideally, it would change by January or February.

Ms. Navab said that if the designs presented were for the next few months, she was fine, but if it was for the next two years, she had some objections. Ms. Finn said it would be for the next few months.

Ms. Yun said she thought it would be really confusing to try and establish a new name.

Ms. Dreyer said they could have the ASUC on top. The hierarchy would be a little off, because people frequently confuse the ASUC and the Auxiliary. If they could get people on board with what the Auxiliary is and the services it offers, it would make it much easier for people to make long-term change.

Ms. Navab asked what it would look like with the ASUC on top, and the Auxiliary as a larger word.

Mr. Hoople said it might be helpful to have one or two alternate variations that re-order the elements, and shift things around, rather than totally redesigning things.

Ms. Dreyer they could do that. The hiccup with that is that items for Cal Day need to be ordered. So they needed a quick decision. She could e-mail the group. They Board wouldn't meet again before Cal Day, so she would appreciate people's feedback as soon as possible.

Ms. Chen said they could do that by e-mail. Cal Day was April 20. She asked if the idea was to have new promotional material printed by then. Ms. Dreyer said it was. And for that they'd need a decision tomorrow.

Ms. Chen said they could get feedback by Friday.

Mr. Hoople asked if they could also say that if the wording swap could be made, they could do that.

Mr. Scroggs said the swap would be having the “ASUC” up and the bear down.

Ms. Chen said she would send the designs out. She didn't think they needed a vote, but if there were objections, people could e-mail Ms. Dreyer directly.

EXECUTIVE SESSION

Ms. Chen asked if Ms. Finn needed to give a staffing update in closed session. Ms. Finn said she did.

Ms. Chen said the Chair would entertain a motion to meet in closed session, with Mr. Scroggs and Mr. Robinson remaining. This meeting entered into closed session, to discuss the Apple store and staffing updates.

Auxiliary Retreat

Back in open session, after discussion, Ms. Chen said the Auxiliary retreat would be held August 28, from 8:30 to 5:00.

Ms. Chen said that concluded their agenda. She said she would send out the nominations for CSSB Chair by e-mail.

This meeting adjourned at 6:26 p.m.

These minutes respectfully submitted by,

Steven I. Litwak
Recording Secretary

DECISIONS OF THE BOARD

Procedures

- March '13** **Decided to give space in the new Lower Sproul to BicyCal, ReUSE and SUPERB**
- Feb. '13** **Welcomed Wasim Azhar to the Board, faculty as Haas.**
- Feb. '13** **Jamie Riley, LEAD Center Director, joins the Auxiliary.**
- Feb. '13** **Tiffany Dreyer, Director, Marketing and External Relations, joins the Auxiliary.**
- Oct. '12 Welcomed John Scroggs to the Auxiliary, Transition Implementation Manager.
- Oct. '12 Welcomed Nikou Shafaghi to the Auxiliary, Executive Assistant.
- July '12 Kelsey Finn's first Board meeting as ASUC Auxiliary Executive Director.
- July '12 Christopher Ansell joins the Board, faculty representative, a seat formerly held by Todd LaPorte.
- May '12 Made committee assignments for 2012-13.
- April '12 Hired Silvia Baroni as Lecture Notes Manager.
- April '12 Elected Ms. Chen as Board Chair and re-elected Mr. Flaharty as Vice Chair.
- Nov. '11 Voted to have the Store Operations Board (SOB) also known as the Commercial and Student Services Board (CSSB).
- Nov. '11 Allocated up to \$25,000 to match the campus contribution for a search firm for the executive director position.
- Nov. '11 Discussed and agreed to procedures for the Board.
- Sept. '11 Established standing rules for Board meetings.
- July '11 Elected Mr. Landis as Board Chair.
- Nov. 10 Voted to give Senators access to SOB bSpace material, with the Board Chair to remove confidential material.
- Oct.'10 Mr. Zuo elected as Board Chair

Procedures (cont'd)

- Oct. '10 Ryan Landis joins the Board, undergraduate representative.
- Sept. '10 Mr. Daal elected as Board Chair.
- Sept. '10 Prof. Edwin Epstein joins the Board.
- Sept. '10 Approved Resolution on Board Authorization of Minor Lease Negotiation, whereby negotiations on a minor lease may be stopped by Board vote.
- June '10 Approved up to \$13,000 for the search and selection of a Lower Sproul consulting architect and for a LS student relations position.
- April '10 Amended Section 3.3 of the CAA to define "minor leases" at \$150,000.
- March '10 Emily Marthinsen joins the Board, replacing Ms. Griscavage.
- Dec. '09 Welcomed to the Board Khira Griscavage.
- Nov. '09 Established a Food Subcommittee for the Bear's Lair Food Court.
- Sept. '09 Heard a presentation from Business Services on RFP procedures.
- Sept. '09 Voted to have \$20,000 from ASUC reserves, held by the Auxiliary, to be used for the Lower Sproul campaign.
- July '09 Welcomed to the Board Prof. Myers and Dean Poullard.
- July '09 Elected Mr. Rajan and Mr. Poullard as Chair and Vice Chair.
- July '09 Established a subcommittee to consider amendments to the SOB Charter and By-laws.
- July '09 Approved an operating principle of perspective vendors submitting an ROI to the Auxiliary before having the matter come to the Board.
- May '09 Welcomed Mr. Zuo and Ms. Coleman to the Board, undergrad reps in two-year and one-year terms respectively.
- May '09 Approved proposed changes to the CAA that would have the ASUC and the GA share commercial revenue.
- Dec. '08 Asked the Auxiliary to look into whether confidential contract documents could be delivered to members prior to Board meetings.

Procedures (cont'd)

- Nov. '07 Welcomed Marilyn Stager to the Auxiliary, Business Services Officer.
- Sept. '07 Welcomed to the Board Prof. Cluff and Mr. Ortega, GA rep.
- Aug. '07 Elected Mr. Dally and Mr. Nguyen as Chair and Vice Chair for 07-08.
- May '07 Mr. Smith's first Board meeting as undergraduate representative.
- May '07 Mr. Spivey's first Board meeting as ASUC Auxiliary Associate Director.
- Dec. '06 Amended the Commercial Activities Agreement, to list the Blue & Gold Yearbook under Exhibit A, Part B, Number 11, to allow the Yearbook to receive student addresses from the Registrar's Office.
- Nov. '06 Elected Mr. Dally as Vice Chair of the Board and elected to have Ms. Putnam-Smith serve as Chair for the remainder of her term, ending at the conclusion of Spring Semester, '06-7
- July '06 Mr. Permaul's first Board meeting as Auxiliary Director.
- June '06 Unanimously endorsed the efforts of the Chancellor and the UC President to utilize programs such as the Designated Suppliers Program, or other means of preventing the use of sweatshops in the production of University apparel and goods.
- April '05 Mr. Dally joined the Board as undergrad representative.
- Dec. '05 Asked the Finance Committee to discuss with Internal Audit the ASUC's Use of the BFS accounting system.
- Dec. '05 Elected Ms. Putnam-Smith as Chair of the Board.
- June '05 Voted to have committees, after the August meeting, agree upon meeting Times, during normal business hours, and for the Finance Committee to meet at least quarterly, and for each committee to have representation of faculty, staff, and students.
- June '05 Re-elected Mr. Cohen as SOB Chair and elected Ms. Putnam-Smith as Vice Chair.
- Feb. '05 Mr. Miles and Mr. Williamson joined the Board.
- August '04 Formed an ad hoc committee to study increasing efficiency in information technology.

Procedures (cont'd)

- July '04 Elected Elliot Cohen as Acting Chair of the SOB, for 2004-5.
- April '04 Considered and amended ASUC Auxiliary Budget Principles.
- Jan. '04 Agreed to send another letter to the ASUC Senate and the GA asking to resolve the question of GA representation on the Board.
- Dec. '03 Voted to send a letter to the ASUC and the GA asking to resolve the question of GA representation.
- Oct. '03 Approved the establishment of ad hoc committees: Commercial Operations, Auxiliary Services, and Finance.
- Aug. '03 Heard a report on the establishment of the Space Assessment Committee for Eshleman and MLK.
- June '03 Elected Ms. Quindel and Mr. Bucklin as Board Chair and Vice Chair, 2003-4.
- June '03 Formed a Subcommittee on Committees to determine a committee structure for the Board.
- June '03 Agreed to hold a Board members orientation by August 30.
- May '03 Agreed on the need for a Board members orientation to be held before the start of the school year.
- Dec. '02 Enhanced Board minutes by adding "Decisions of the Board."

VENDORS

- March '13 The Cal Student Store moved into three temporary locations on Bancroft, per Lower Sproul redevelopment.**
- Feb. '13 Authorized the Auxiliary to enter into contract negotiations with Chartwells, to operate Lower Sproul vendors.**
- Oct. '12 Approved the termination of Lecture Notes as of fall 2013.
- April '12 Approved giving Saigon Eats a notice to pay rent or vacate.

Vendors (cont'd)

- April '12 Approved negotiating a ten-year lease with Follett, to possibly start after construction.
- April '12 Approved relocation terms for the English Studies Institute.
- March '12 Authorized negotiations for a ten-year contract with Follett, and to offer Follett a space arrangement outside MLK.
- Feb. '12 Offered the bowling alley space to the Bookstore post-construction.
- Feb. '12 Voted to not have a food vendor in the northeast corner of MLK.
- Feb. '12 Voted to not pursue having infrastructure for a possible restaurant in the northeast corner of MLK.
- Feb. '12 Voted to pursue having a third-party firm manage Auxiliary commercial activities other than the Bookstore.
- Nov. '11 Gave up Naia commercial space, after LS renovation, for use as a media center, contingent upon renovations paid by the \$30M in savings.
- April '11 Elected Hedy Chen elected as SOB representative on the Daily Cal Board.
- Mar. '11 Heard from a consultant on Lower Sproul and heard the results of a major survey.
- Mar. '11 Formed a committee to envision Lower Sproul food, retail, and the Bookstore.
- Feb. '11 Voted for a month-to-month lease for the Pub, and to go out to RFP.
- Dec. '10 Voted to extend the Follett lease for one year, to 2014, in exchange for an overpayment by Follett.
- Sept. '10 Paramjit Singh, Subway, and Henry Pham, Saigon Eats, welcomed to the Auxiliary.
- Sept. '10 Approved Kaplan lease for space formerly occupied by STA Travel.
- April '10 Approved the preparation of leases for space Nos. 2 and 3, Saigon Eats and Subway Sandwiches, for a maximum of seven years, with vendors to invest over \$100,000 in infrastructure and appearance of the spaces.
- April '10 Approved the extension of the Coffee Spot lease by two years.

Vendors (cont'd)

- April '10 Voted down a motion to prepare an RFP for copying services at the Postal Annex site.
- Jan. '10 Voted to enter into negotiations with Subway Sandwiches and Saigon Eats.
- Dec. '09 Passed a Resolution to extend the Taqueria lease until May 31, 2010; gave the Taqueria until January 10, 2010, to accept terms that were presented in July. A negative response or no response would have the Auxiliary issue an RFP on January 11, 2010,
- Dec. '09 Determined weights for the Bear's Lair RFP scorecard.
- Nov. '09 Reduced CUBS' rent 50% for the summer months the space was inaccessible due to University issues.
- Nov. '09 Decided to charge a \$500 deposit to CALPIRG.
- Nov. '09 Offered to extend the lease of the Taqueria through May, 2010.
- Oct. '09 Extended the lease of Healthy Heavenly Foods through May, 2010.
- Oct. '09 Extended the Daily Cal lease to September 30, 2012, adding CPI and electrical monitoring.
- July '09 Approved a one-year contract extension for the Daily Cal, through 2012.
- July '09 Approved Mr. Zuo as SOB rep to sit on the Daily Cal Board.
- July '09 Voted to present the SOB's contract to Food Court vendors, and to go to RFP if the terms were accepted.
- May '09 Approved an amendment to the Naia lease, to allow the sales of sushi and salads, with Naia to reopen in the fall.
- May '09 Approved a five-year lease extension for CALPIRG, with new lease terms.
- May '09 Agreed to a three-year lease extension for the Daily Cal, and on terms to repay deferred rent payments, with an SOB member to sit on the Daily Cal Board until repayment.
- May '09 Voted down approval of the proposed Panda Express contract.
- May '09 Voted to go to RFP, on June 30, for the STA Travel space, and any other spaces that become vacant in the coming year.

Vendors (cont'd)

May '09	Revised the agreement with CampusLink to end its monopoly on Student Union advertising.
April '09	Amended the Panda Express contract and voted to renegotiate.
April '09	Agreed to present draft contracts to the Coffee Spot, the Taqueria el Tacotento, and Healthy Heavenly Foods, going to RFP's if necessary.
March '09	Approved the Tully's Coffee contract.
Feb. '09	Voted to approve the CUBS contract.
Feb. '09	Voted to move forward with the Tully's contract.
Jan. '09	Voted to continue negotiations with Panda Express and Tully's Coffee.
Dec. '08	Voted to go out to bid for all Bear's Lair Food Court vendors.
Nov. '08	Approved Action Vending proposal to increase vending prices.
Sept. '08	Agreed to Daily Cal terms for deferment and reduction of rent.
Sept. '08	Heard the terms of a possible Panda Express contract.
June '08	Approved the concept of bringing the Brazil Café to the ASUC.
June '08	Approved a Letter of Intent to negotiate with Panda Express.
May '08	Approved Letters of Intent to: renegotiate leases with Bear's Lair Food Court vendors, ESI (English Studies Institute), the Daily Cal; to negotiate leases with a flower vendor, a bicycle vendor, Panda Express, and a major coffee vendor; and to amend the Coffee Spot lease for coffee cart operations at Anthony Hall.
Dec. '07	Heard a presentation by CUBS.
Nov. '07	Received "Roadmap to Redevelopment at the ASUC: A Conceptual Draft for Physical Improvements to ASUC Commercial Operations."
June '06	Unanimously approved having Mr. Rolle look for someone to manage the Lodge, with the same relationship as with the previous manager, removing restrictions for a leaseholder.

Vendors (cont'd)

- March '06 Approved a five-year lease option exercised by the Jupiter Pub.
- Feb. '06 Authorized pursuit of a judgment against the previous Cal Lodge leaseholder on behalf of the ASUC and the ASUC Auxiliary.
- Sept. '05 Authorized the Chair to write a letter to Associate Vice Chancellor LeGrande about the rate and usage of the Cal 1 Card.
- Sept. 05 Approved used of an inspector suggested by the Alumni Association to inspect the Cal Lodge, to authorize pursuing an agreement for the Alumni Association to manage the Lodge.
- March '05 Heard a presentation by Daryl Ross and agreed to investigate the possibility of a "green" restaurant in the southeast corner of the Student Union.
- May '05 Approved the further exploration with Daryl Ross of placing a green café at the southeast corner of the Student Union.
- Nov. '04 Approved the transfer of ownership of The Taqueria to the owner's nephew.
- Nov. '04 Approved a two-year lease extension, begin Jan. 1, '05, to the Taqueria and Healthy Heavenly Foods.
- July '04 To advertise the Store, the ASUC worked to give CalSO counselors a \$5 gift certificate and RAs a 15% discount card.
- Aug. 04 Decided to offer the Pub, after consulting with counsel, a reduction in rent, with conditions.
- July '04 Heard a counter proposal from the Pub regarding a contract revision. Authorized the Director to seek legal counsel.
- June '04 Approved a five-year extension for the STA Travel lease.
- June '04 Approved the Resolution In Support of Follett Contract Performance Review.
- June '04 Approved changes to the terms of the Pub's lease.
- April '04 Authorized negotiations for a 12-month contract with the current Bear's Lair tenant, and to terminate the lease if negotiations failed, and to issue an RFP.
- March '04 Agreed to a four-with pilot project for the New York Times Readership Pilot Project.

Vendors (cont'd)

- March '04 Rejected contract proposals submitted by Pub management, called upon the Commercial Operations Committee to initiate a student survey on use of Pub space, and approved sending out an RFP for the space.
- March '04 Recommended signing the Follett contract, dated Feb. 26, '04.
- Jan. '04 Agreed to publish a letter in the Daily Cal to the general campus community promoting Auxiliary businesses.
- Jan. '04 Voted to send a letter of apology to the Bookstore manager for the content of a flier for the ASUC Bookswap.
- Dec. '03 Heard from John Martin, operator of the Pub.
- Nov. '03 The Daily Cal lease was signed, and printing of the ASUC government page began.
- Nov. '03 Heard a presentation on Coca-Cola business practices in Colombia.
- Aug. '03 Amended the Daily Cal lease to have a code of conduct for the paper discussed by the campus community at-large.
- July '03 Approved a five-year lease with the Daily Cal.
- July '03 Authorized an engineering study of the Cal Lodge, for use in negotiations with the lessees.

MLK STUDENT UNION / PAULEY BALLROOM / ANNA HEAD

- March '13 Renovation completed on Anthony Hall, as part of the Lower Sproul project.**
- Dec. '12 Voted to approve a plan for use of Anna Head, "Anna Head Alumnae Hall 10/23/12."**
- July '12 Voted to rent storage and office space to SUPERB and to make room 279 available for table storage.
- April '12 The ASUC filed an insurance claim with Lloyd's of London for about \$183,000 in damages to the Cal Lodge.
- Nov. '11 Voted to recommend an elevator be placed in the northeast corner of the Union, Upper Plaza level.

MLK Student Union / Pauley Ballroom / Anna Head

- Nov. '11 Approved the Studio to use Naia space until Lower Sproul construction, with no commitment for future usage or investment.
- Oct. '11 Approved rates for the use of Eshleman Library, as commercial space.
- Sept. '11 Voted to not charge for student government use of Eshleman Library until the next SOB meeting, when policy would be re-evaluated.
- April '11 Voted to make the Tilden Room meditation and reflection space.
- Feb. '11 Approved a \$1,900 contribution to open the Senate Chamber for study space during finals.
- Sept. '10 Welcomed Lawrence Lawler as new Student Union Director.
- April '10 Approved an appropriation of up to \$3,000 from Auxiliary reserves for Lower Sproul, BEARS Referendum-related expenses.
- Nov. '09 Allocated \$30,000 out of Auxiliary reserves to fund a study on a maximum build-out option for Lower Sproul redevelopment.
- May '09 Learned that due to a possible FEMA grant, phase 3, of the Student Union seismic project would be postponed until the summer of 2010, including the Pub, and the Store, and the Multicultural Center.
- Dec. '08 Work began on the seismic retrofit of MLK.
- Oct. '08 Heard from, gave feedback to, Brailsford & Dunleavy, on Lower Sproul redevelopment.
- June '07 Approved up to \$35,000 for Student Union improvements, estimates, and studies, including the Tilden Room, Pauley Ballroom, and the Food Court.
- May '05 Voted to approve the LoSpro lounge proposal for the space in the Student Union occupied by the Bearcade.
- May '05 Voted to explore options for the expansion of the Art Studio.
- Oct. '04 Authorized ASUC President Leybovitch, with matching funds from H&D, to spend up to \$2,500 for a Student Union/food service survey.
- May '03 Approved agreement with the Chancellor's proposal on the multicultural lounge; to enter into negotiations on costs and the Auxiliary's role in

MLK Student Union / Pauley Ballroom / Anna Head

managing the facility; and to approve a negotiating committee. Current Officers will negotiate, with new Officers to shadow them until current Officers leave.

- May '03 Approved having Mr. Cordi and Mr. Rolle submit a proposal to support student use of Pauley Ballroom by the June SOB meeting.
- April '03 Received a proposal, as part of the 2003-2004 budget, to allocate 20,000 for the Senate and the GA to use for Pauley Ballroom fee waivers.
- Feb. '03 Approved a subcommittee to look into policies for Pauley Ballroom and for fee waivers.

Budget

- March '12 Approved an equity increase for Tom Spivey, retroactive to July 1, 2011.
- Feb. '10 Had a session to envision the Auxiliary budget.
- Nov. '09 Allocated \$30,000 out of Auxiliary reserves to fund a study on a maximum build-out option for Lower Sproul redevelopment.
- July '09 Approved the 2009-10 Auxiliary budget.
- May '09 Learned that due to a possible FEMA grant, phase 3, of the Student Union seismic project would be postponed until the summer of 2010, including the Pub, and the Store, and the Multicultural Center.
- Dec. '08 Work began on the seismic retrofit of MLK.
- Oct. '08 Heard from, gave feedback to, Brailsford & Dunleavy, on Lower Sproul redevelopment.
- June '07 Approved up to \$35,000 for Student Union improvements, estimates, and studies, including the Tilden Room, Pauley Ballroom, and the Food Court.
- April '06 Approved the 2006-7 Auxiliary budget.
- May '05 Voted to approve the LoSpro lounge proposal for the space in the Student Union occupied by the Bearcade.
- May '05 Voted to explore options for the expansion of the Art Studio.

Budget (cont'd)

- April '05 Approved the 2005-6 Auxiliary budget.
- Oct. '04 Authorized ASUC President Leybovitch, with matching funds from H&D, to spend up to \$2,500 for a Student Union/food service survey.
- Sept. '04 Approved a motion to state that the Board alone had authority to shift funding; to determine 03-04 residual profit at \$103,208; and to transfer \$50,000 from residual profit to the Auxiliary Contingency Fund, making up for a transfer of that amount to the ASUC to balance its 04-05 budget.
- May '04 Approved a motion to urge the future SOB, 04-05, to consider as a high priority, fully funding one position for the OSA and a half OSA position for the GA.
- April '04 Approved the ASUC Auxiliary FY 2004-5 budget, including a transfer to the ASUC of \$50,000 from Auxiliary Contingency Reserves.
- June '03 A committee was formed to balance the Auxiliary budget. The Subcommittee on Committees will determine if this should be an ad hoc committee.
- May '03 Approved agreement with the Chancellor's proposal on the multicultural lounge; to enter into negotiations on costs and the Auxiliary's role in managing the facility; and to approve a negotiating committee. Current Officers will negotiate, with new Officers to shadow them until current Officers leave.
- May '03 Approved having Mr. Cordi and Mr. Rolle submit a proposal to support student use of Pauley Ballroom by the June SOB meeting.
- May '03 Approved the 2003-4 budget, and charged the Auxiliary Services Committee to determine cuts to balance the budget. Absent a recommendation by August 30, agreed to staff the security desk in Eshleman.
- June '03 Formed a subcommittee to further consider the Daily Cal lease.
- May '03 Heard a presentation by Coca-Cola representatives on the company's business practices in Colombia.
- Dec. '02 Added a fair-trade coffee option into the lease of the Coffee Spot.
- Dec. '02 Authorized a letter to Coca-Cola expressing the Board's concerns with allegations of human rights abuses in Colombian bottling plants, and requested a company representative speak to the Board.

Budget (cont'd)

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|-----------|--|
| April '03 | Received a proposal, as part of the 2003-2004 budget, to allocate 20,000 for the Senate and the GA to use for Pauley Ballroom fee waivers. |
| Feb. '03 | Approved a subcommittee to look into policies for Pauley Ballroom and for fee waivers. |
| Feb. '03 | Received "ASUC Auxiliary Revenue and Expense Report, July-December 2003." |

A.S.U.C. Commercial and Student Services Board Meeting
Thursday, March 21, 2013, 4:30 pm – 6:30 pm
Room 465 at RSSP, 2610 Channing

Chair: Hedy Chen

Vice Chair: Bob Flaharty

Agenda – Approximate time ~1 hour and 46 minutes

- 1) Call the Meeting to Order **4:40 pm (sharp)**
- 2) Public Comment (**~5 minutes**)
- 3) Approve Old Minutes – February 22, 2012 meeting (**~1 minute**)
- 4) Auxiliary Reports (**15 minutes**)
 - a. Bookstore Update [Kelsey]
 - b. Art Studio/Event Services

New Business

- 1) Standing Committee Reports (**~40 minutes**)
 - a. Organization and Governance [Gordon] (**5 minutes**)
 - i. Undergraduate representative application
 - ii. Posting updates
 - iii. Old/new board mixer (5/6-5/10)
 - b. Finance [Christine] (**20 minutes**)
 - i. Approve budget
 - c. Business Development [Connor] (**15 minutes**)
 - i. Chartwells Update
- 2) Summer Meeting Times (**5 minutes**)
- 3) New Auxiliary Logo (**15 minutes**)
- 4) **CLOSED SESSION** – Apple Store/Staffing Updates (**10 minutes**)
- 5) Snaps and Traps (**5 minutes**)
- 6) Adjourn **6:30 pm**

COMMERCIAL AND STUDENT SERVICES BOARD MINUTES

April 25, 2013

Present: (Members and others)

Wasim Azhar (Board Member)	Hugh Graham (Member's proxy)	Deejay Pepito (ASUC Senator)
Hedy Chen (Board member)	Gordon Hoople (Board member)	Sharay Pinero (ASUC Auxiliary)
Emma Cuevas (Grad observer)	Connor Landgraf (Board member)	Jamie Riley (ASUC Auxiliary)
Danielle Dai (Grad observer)	Emily Marthinsen (Bd. member)	David Robinson (Counsel)
Tiffany Dreyer (ASUC Auxiliary)	Sanaz Mobasseri (Board member)	Justin Sayarath (ASUC EVP)
Kelsey Finn (ASUC Auxiliary)	Bahar Navab (Board member)	John Scroggs (ASUC Auxiliary)
Robert Flaharty (Board member)	Vivi Nordahl (ASUC Auxiliary)	Marilyn Stager (ASUC Auxiliary)
Max Gee (Board member)	Nolan Pack (ASUC Senator)	Christine Yun (Board member)

SUMMARY OF THE MEETING

The meeting was called to order 4:48 p.m. in Room 465, RSSP, 2610 Channing.

INTRODUCTIONS

Introductions were held.

AUXILIARY REPORTS

Staffing Updates

Kelly Morr, the new Publications Coordinator, started last week. The search for Fraternity and Sorority Coordinators has concluded, with offers made by next week. Postings for Directors of Business Development and Finance and for Events and Facilities Operations close on May 1 and May 9, respectively.

Three Assistant Director positions are opening in the LEAD Center. The positions should be filled for the next school year.

Student Affairs IT

The Auxiliary's computer support moved from IS&T to Student Affairs IT support (SAIT).

RSSP Custodial Trial

An agreement has been signed with RSSP custodial staff, for the Art Studio, Anthony Hall, and Anna Head. They'll have at least a year to see how this partnership works. PP-CS custodians are in Hearst, since Hearst is a State building.

Cal Day

Cal Day was very successful for the Auxiliary, and about 5,000 people stopped by Auxiliary tables. They also got 438 new e-mail addresses the Auxiliary could communicate with. The new logo and branding made it on to all the new materials.

Art Studio / Event Services / the Bookstore

Event Services was very busy with events at Anna Head, which has also taken on equipment the Secretariat to rent out. That will also happen with GA equipment. Student tabling and programming on Upper Sproul and across campus has been extremely popular, and will be expanded.

Prior to the TPT report, space in Eshleman was going to handle the entire Auxiliary. But now, with the current configuration of the LEAD Center, there technically wasn't office space for all Auxiliary staff.

There have been talks to have additional Auxiliary space within the current Bookstore footprint, which would take away square footage from the Bookstore. The Bookstore was currently slated to have 55,000 square feet in MLK. In the new plan, that would drop to about 47,000 square feet. Drawings were distributed to Board members. The proposed area would house Marketing, Event Services, Business and Finance.

Questions were raised about how the proposal would impact circulation in the Store. The proposal would need to go through the Lower Sproul group.

It was noted that the Board wouldn't approve this until the final drawings were available and the impact is determined.

The space being proposed was already being used as office space, with data lines and power already installed. This space had the least impact on commercial activities.

The Board needed to approve continuing to engage in these conversations as the Bookstore RFP needed to go out with the least square footage. It was suggested that the RFP say that the space was between 44-47K square feet. This space proposal shouldn't impact revenue, but could have other financial impact.

By unanimous hand-vote, the Board approved moving forward with the study of what Auxiliary office space in the Bookstore would look like.

NEW BUSINESS

Standing Committee Reports

The Organization and Governance Committee was organizing the Board's retreat, to be held on Tuesday, May 21, for four hours or so. The Business Development Committee talked about the Follett contract. The Finance Committee looked over the budget.

ASUC Auxiliary 2013-2014 Budget

The Board discussed the “Statement of Revenue, Expense and Changes to Net Assets, Forecast vs. Operating Budget Variance,” dated 4/16/2013, and “ASUC Auxiliary 2013-2014 (FY 14) Budget Notes.

The budget the Board talked about at its last meeting wasn't completely done, and didn't include all student compensation. Another difference was the revenue replacement figure, which was now going from \$900,000 to \$1.4 million, based on not having leaseholders, the new Bookstore contract, and the loss of ATM revenue.

Financial reports follow campus format, using CalPlanning. Regarding variances between the operating budget and what was forecast, “Variance(\$)” and “Variance(%)” show favorable or unfavorable variance from what was forecast.

Total revenues for 2013-14 are down \$207,000, mostly because of the loss of the leaseholders. For part of next year, the Auxiliary will not have leaseholders at all. The Bookstore contract also will be decreased.

“Operating Transfers” are \$139,000 greater than last year. The Auxiliary is asking for \$1.4 million in revenue replacement, more than was noted at the last meeting, because salaries of student employees hadn't been included.

A question raised in committee was whether they were approving a deficit budget of \$278,000, under “Change in Net Assets.”

Components of the Auxiliary's \$2.9 million in carryforward were shown. Part of the unrestricted carryforward will be used to cover the \$278K deficit.

Revenue from the forecast of “Sales and Services of Educational Activities” decreased to \$2.392M in the Operating Budget. The decrease, \$248K, was included in revenue replacement.

The cap for revenue replacement over the whole project was \$3.5M.

It was noted that the Auxiliary and commercial services were made to give money back to the students.

A request was made to get budgets in advance. In response, it was noted that the Finance Committee just recently met to talk about the budget.

Commercial revenue for the year after next would be the same as next year. The deficit will be bigger because of additional staff. The Auxiliary was finishing a five-year projection.

This was the first year the Board has seen the budget in the spring.

It was requested that approval of the budget be tabled until the May meeting.

It was noted that commercial surplus returns to student government. So there was an impact in how money was handled and how commercial revenue was used.

It was noted that there was no good model for the use of commercial reserves to supplement salaries of student advisors.

It was noted that the money that goes to the ASUC from the Auxiliary was critical for the way the ASUC funds student groups and student life. Not having commercial money had a real impact.

It was noted that money in Auxiliary carryforward came from the former CSL and from the former Auxiliary. Sources that went into carryforward were still being identified.

It was noted that revenue going towards carryforward should be used before using commercial revenue, which can go back to students. One concern was what the real amount of carryforward was.

It was suggested that they needed a model going forward to make these allocations, and that the real question was one of policy and how they wanted to use this money.

Discussion on the budget was tabled until the May 21 retreat.

ELECTION OF THE 2013-14 CSSB CHAIR / SELECTION OF COMMITTEE CHAIRS

By unanimous hand-vote, the Board approved Gordon Hoople as the 2013-14 CSSB Chair.

For committees, it was noted that students needed to be chairs, and to be a majority on committees.

The following committee chairs were selected: Ms. Navab, Organization and Governance; Ms. Yun, Finance; and Ms. Saxena, Business Development.

CLOSED SESSION

The Board met in closed session to discuss the Follett contract and the Food Collective.

By unanimous hand-vote, the Board decided to move forward with contract negotiations with Follett.

FINAL MEETING OF CSSB CHAIR HEDY CHEN

This was Ms. Chen's last meeting. She was on the Board for two years, serving as Board Chair that past year.

The meeting adjourned at 6:20 p.m.

End Summary of the Meeting

This regular meeting of the ASUC Commercial and Student Services Board was called to order by Hedy Chen at 4:48 p.m. in Room 465, RSSP, 2610 Channing. Ms. Chen said they had a big group that afternoon and she would apologize if things were a little cramped.

Ms. Chen called for any public comment, and hearing none, said they would move ahead.

APPROVAL OF THE MINUTES

Ms. Chen called for any changes to the minutes from the March 21 meeting, and hearing none, called for a motion to approve. It was so moved and seconded. **THE MOTION TO APPROVE THE MINUTES OF THE MARCH 21, 2013 MEETING PASSED WITH NO OBJECTION.**

Ms. Chen said she would like to make one amendment to the agenda. The Board will need to meet in closed session at the end of the meeting to discuss some issues.

INTRODUCTIONS

Ms. Chen asked people to introduce themselves. There were a lot of new people in the room since it was some current members' last Board meeting of the semester. Ms. Chen said that she, Mr. Landgraf, and Mr. Sayarath will be replaced.

Introductions were held: Hedy Chen, a graduating senior, Chair of the CSSB for the past year, and a Board member for the past two years. The student who was replacing her was Arushi Saxena, who was out of town that afternoon. Ms. Saxena was unanimously confirmed by the Senate on Tuesday. The Senate had no questions and there was no drama with the confirmation.

Mr. Hoople asked what department Ms. Saxena was in. Ms. Chen said she's a Business major.

Introductions continued:

Bob Flaharty, Vice Chair, apparently in perpetuity. This was the beginning of his third year on the Board. He's Chief Financial Officer for RSSP.

Justin Sayarath, ASUC Executive Vice President, for two more weeks. The person replacing him is Nolan Pack, EVP-elect.

Sanaz Mobasseri, current GA Treasurer, but only for two more months, and a Ph.D. student at the Business School.

Kelsey Finn, Executive Director, ASUC Auxiliary.

Emily Marthinsen, Assistant Vice Chancellor for Physical and Environmental Planning. She's an administrative appointee to the Board and has been on the Board for four years.

Marilyn Stager, Financial Services Manager for the ASUC Auxiliary.

Sharay Pinero, Facilities Manager, ASUC Auxiliary.

Danielle Dai, a Master's student in City Planning and Transportation, observing the meeting.

Emma Cuevas, a first-year MBA student. She and Ms. Dai are in a real estate class, and they're focusing on the Lower Sproul area. They were there to observe the Board meeting to help them with their projects.

Nolan Pack, current ASUC Senator for two more weeks, when he'll be sworn in as Executive Vice President. So he'll be on the Board next year.

Jamie Riley, LEAD Center Director.

Vivi Nordahl, Director of Event Services, ASUC Auxiliary.

Gordon Hoople, GA Assembly Affairs Vice President for a little while longer.

John Scroggs, Transition Implementation Manager for the ASUC Auxiliary.

Tiffany Dreyer, Marketing Director, ASUC Auxiliary.

DJ Pepito, a current ASUC Senator, and now the President-elect of the ASUC. Along with Mr. Pack, she'll be a Senator for a couple of more weeks.

Bahar Navab, Graduate Assembly President. She'll be taking Mr. Hoople's role next year and will be Assembly Affairs VP.

Max Gee, who will be on the Board next year. He's a Philosophy Ph.D. student, currently Director of Diversity for the GA, and is President-elect of the Graduate Assembly.

Christine Yun, a third-year, the other undergraduate rep. She'll be undergrad rep next year as well. She was currently the Finance Committee Chair.

Hugh Graham, an analyst in the Budget Office, on the Board as proxy for Erin Gore, campus CFO.

Connor Landgraf, ASUC President for a couple of more weeks, Chair of the Business Development Committee.

Wasim Azhar, faculty at the Haas Business School. He just joined the Board two months ago.

AUXILIARY REPORTS

Staffing Updates

Ms. Finn said she had some updates on staffing. Kelly Morr, the new Publications Coordinator, started last week. The Auxiliary wrapped up the search for Fraternity and Sorority Coordinators and she hoped to have an offer out on those positions by next week. The Director for Business Development and Finance position is posted, with John Scroggs chairing that search. The posting will close on May 1. The Director position for Events and Facilities Operations is posted as well, and closes on May 9.

Ms. Finn said three Assistant Director positions were opening in the LEAD Center. Mr. Riley said one position was currently posted, for student organizations. Ms. Finn said it just got approved on Wednesday. She believed that by the middle to the end of the summer they'll have the positions filled and ready for the next school year. She called for any questions on staffing.

Student Affairs IT

Ms. Finn said there's been some transition with IT, with the Auxiliary having moved to the Division of Student Affairs. They had been with IS&T (Information Systems and Technology) as their computer support entity on campus, but now, as an Auxiliary, they have moved to Student Affairs IT support (SAIT), which will provide support to desktops and will help with some technical aspects of the Lower Sproul Project.

Mr. Hoople asked how big the office is. Mr. Flaharty said that SAIT currently had a total of about 72, with about 20 staff desktop related.

Ms. Navab asked about the GA needing to reach IT, and if they should call the Auxiliary or SAIT directly. Ms. Finn said that was being discussed at that time. Ultimately, they'll call SAIT. But for now they're working on the details. They've talked about the GA, which will use the same services as the Auxiliary. But for Anthony Hall renovation and the GA's moving in response to that, they'd still use IS&T for a couple of weeks. Ms. Navab asked if Ms. Finn would let the GA know about the contact. Ms. Finn said she would.

RSSP Custodial Trial

Regarding the trial use of RSSP custodial services, Ms. Pinero has worked closely with RSSP and an agreement has been signed with RSSP custodial staff. These staff will clean the Art Studio, Anthony Hall, and Anna Head, which started on Tuesday. The Auxiliary was excited about that agreement. They'll have at least a year to see how this partnership works, to help decide what they want to do with Lower Sproul moving forward. RSSP custodians are in those spaces and PP-CS custodians are in Hearst. The Auxiliary had to use PP-CS because Hearst is a State building. The Board could talk about that more if people would like.

Cal Day

Ms. Finn said she wanted to give a quick update on Cal Day, which was very successful for the Auxiliary. With the partnerships they with the ASUC and the GA, they saw about 5,000 people who stopped by the Auxiliary's tables. That projection was based on the amount of swag they gave away, Ms. Dreyer's numbers, and reports from checking in with Daniell Watts, at the RSF. It was nice to see those numbers, and to see the excitement around their booths. They did a little stamp card that year, and 512 people actually filled out the card. That resulted in 438 new e-mail addresses, people they can communicate with, which was exciting. At least that number of people went into the Art Studio and learned about Lower Sproul.

Ms. Chen asked if the new logo and branding made it on to all the new materials. Ms. Finn said it was on everything. Ms. Dreyer said it was even on the tent, which had a big logo taped on it. Ms. Finn said it was everywhere. She said that Mr. Scroggs was buying something across the and was handed an ASUC Auxiliary pen to sign his credit card. And the little bear iPhone buttons were the hottest commodity out there. If people didn't have a button and wanted one, they should see Ms. Dreyer, who saved some. Ms. Dreyer said they have buttons for iPads and phones.

Mr. Landgraf said that moving forward it would be awesome if they could find a way to have the Auxiliary and the ASUC work together on the cards so they could have some of the same messaging. He thought there was a little overlap that year. For example, they had Auxiliary cards that didn't have ASUC information on it, and ASUC material that didn't have Auxiliary info. Maybe in the future they could find a way to combine things. But Cal Day was awesome, and people liked the swag.

Ms. Dryer said this was the Auxiliary's big push to introduce itself and where they were headed. Moving forward they could collaborate more, and for this event, they just wanted to have one kind of introduction. Ms. Finn said that the Auxiliary will also participate in Caltopia and Calapalooza.

Art Studio / Event Services / the Bookstore

Ms. Nordahl said that Event Services was very busy with events at Anna Head. It was booking up really fast, which was great; and Event Services was really excited. They've also taken on equipment from the Secretariat, and will take over the GA equipment for Event Services' rental program. Also, the student tabling program and programming on Upper Sproul and across campus has been extremely popular. They actually met that week to talk about expanding the program next year and making it better. Additionally, they also just hired seven more student staff. So Event Services has been expanding a lot, and things were going really well.

Ms. Finn said the last item she had dealt with a conversation in the Business Development Committee. Some people know about the situation. When Lower Sproul was envisioned and they had Eshleman and MLK space, before the TPT's report, they had planned and allocated space in Eshleman to handle the entire Auxiliary. But now, with the way the LEAD Center is configured, and with the combination of the former Office of Student Affairs and the Center for Student Leadership, as well as the GA, the LEAD

Center is what will fit in Eshleman. So they're at a place where there technically wasn't office space for the rest of the ASUC Auxiliary's staff, which was actually quite a lot of people. That included a big staff in Event Services, some facilities staff, the marketing and external relations group, etc.

Ms. Finn said she knew that some of these conversations started to surface maybe a year and a half ago or two years ago. But they really need to revisit this because at some point they'll have beautiful new buildings that half the staff won't be in. She didn't think that was overly positive. So they're raising that conversation again. With that said, the one area that has come up in drawings and in conversation is space within the current Bookstore footprint. That's why this question would come to the CSSB, because moving staff there would take away square footage from the Bookstore's current space allocation.

Ms. Finn said that to give the Board some numbers before they look at drawings, the current allocation for the Bookstore's MLK space, as it sits today, was about 55,000 square feet. In the new plan, that square footage dropped to about 47,000 square feet. The amount of space she was proposing to take off the Bookstore RFP was about 3,200 square feet, leaving the Bookstore with about 44,000 square feet.

Mr. Sayarath said he thought the square footage was important, and asked where in the building the offices would be located. Ms. Finn said she didn't have a projector but could pass the drawings around.

Mr. Hoople asked why this was being proposed. Mr. Landgraf said it was because there wasn't enough space for the Auxiliary. Ms. Finn said Ms. Navab brought this issue up a year and a half or two years ago.

Ms. Navab said that two years ago she brought this issue up. Mr. Landgraf said they had this conversation in the Program Committee.

Ms. Finn said they were talking about this again because something had to be done. She believed part of creating communities was actually putting people in a community. She'd pass around the drawings. On the drawings she showed where the food vendors were located in the old building; where the office space was for Bookstore administration; and the space she was proposing that the Auxiliary would take. They would redevelop it and create a new floor plan for ASUC Auxiliary administrative offices, where they'd locate Marketing, Event Services, Business, and Finance.

Ms. Navab asked if 3,200 square feet was larger than those units' current office spaces. Ms. Finn said it would take up the little storage space she was pointing out, which had a bunch of junk in it.

Ms. Navab asked how the space proposal would impact the Store's circulation, since this would result in a very small walkway space between the entrance and the main Bookstore area; and it would visually split the Store.

Ms. Finn showed on the drawings where the Store would start. Areas she pointed out didn't have any sales located there, and would all be offices. She didn't know about foot traffic because the only thing Capital Projects has done thus far was to say that it was possible to allocate the space differently. But she hasn't had them spend time to actually draw out what the circulation would look like.

Ms. Navab asked this would still need to go through Lower Sproul. Ms. Finn said that was correct. But the Board would have to decide if it was willing to give up 3,200 square feet of Store space, for the Auxiliary to utilize. Capital Projects would then do the drawings before the proposal went to the Workgroup.

Ms. Navab said she didn't feel she could really agree to this until she knew exactly what they were talking about and how this change would affect the Store's circulation and displays. She understood the Auxiliary's situation, but that was her dilemma. She couldn't see what they were talking about until Capital Projects drew the plans. Ms. Finn said they'd still have circulation.

Mr. Flaharty said that at the risk of opening Pandora's box, he asked what caused the Board to be in this situation. He asked if they had more people than they planned, or if they didn't space things out properly. There would be an impact in using this space differently. He asked how much that space was worth and if the Auxiliary would lose revenue, which was another piece to this.

Ms. Navab there was space in the proposal that couldn't be used, since people need to walk through that area. The proposal would basically split one part of the Store from another.

Ms. Marthinsen said that in general, the Board might support the loss of some Bookstore space in order to accommodate office space, but the Board wouldn't specifically approve it until they could see the drawings and how the space was configured, and determine the impact. That might not be exact place the 3,200 square feet ended up once people start to massage the floor plans, and once they have drawings, they might come up with a better idea.

Mr. Pack asked if a feasibility study has been done on other spaces and how other space could be used in the Bookstore. He asked if that was the only possible spot for these offices. Ms. Finn said she didn't know if it was the only possible spot. The reason the space was being proposed is because it's already being used as office space. It wasn't scheduled to be remodeled in its entirety, and was already somewhat set up, such as with data lines and power already installed there. That would save costs in a variety of ways. Secondly, she was trying to be conscious, at this point in time, of not putting office space in prime locations. When talking about commercial space, they want outward-facing spots. So the proposed space seemed to have the least impact.

Ms. Mobasseri asked how Events came up with 3,200 square feet. Ms. Finn said the two areas equal 3,200. Ms. Mobasseri asked about the different positions involved, and where they were moving from. Ms. Finn said the square footage they currently have wasn't that different, but they also have three different Director level positions sharing an office.

Mr. Sayarath asked which unit or people would move into this spot. He knew Event Services had an office on the Upper Sproul level. Ms. Finn said there's one office on the Upper Sproul level. The Event Services team will have an Assistant Director for Event Services; at least two Event Coordinators; an Events Operations Coordinator; and student staff. That was the staffing model they've agreed to hire. They have Facilities and two Coordinators; the Marketing team, which includes the Marketing Director and two full-time staff who currently don't have anywhere to go; and the Business Office, which was currently not anywhere.

Mr. Hoople asked what the objective was with this discussion, because they could discuss this for a long time. He asked what the Board was being asked to decide, and asked what they need to do.

Ms. Finn said she was asking the Board to move forward with the conversation to remove approximately 3,200 square feet out of the Bookstore footprint going forward.

Ms. Dai asked how much would remain in the Bookstore. Ms. Finn said it would be about 44,000 square feet.

Ms. Pepito said there's also a Program Committee.

Mr. Hoople said it sounded like they need more office space and would like to explore this option. He didn't hear any opposition to that.

Mr. Landgraf said the Workgroup would then explore the option. Mr. Hoople said this could be brought to the Workgroup and say this is what the Auxiliary wanted to do.

Ms. Pepito said she thought the order should be switched.

Ms. Chen asked if there was a deadline for this. Ms. Finn said that at the same time they needed to go forward with the Bookstore RFP. The reason the Board needed to be okay with engaging in these conversations was because the Bookstore RFP needed to go out with the least square footage, since they could always add square footage back in.

Ms. Navab said they could always say in the Request for Proposal that the square footage was between 44-47,000 square feet. There's no reason they need to have an answer before that. To Mr. Flaharty's question about planning, she understood from the Transition Planning Team that the Auxiliary always figured what would fit in the space allocated to it in the new Eshleman. It was Jonathan Poullard, in the Lower Sproul committee, who kept telling them "No" to more space being needed.

Ms. Finn said that Mr. Poullard's plan was to leave people in 102 Sproul and to put finance people in a building on Channing. So they'd all be spread out. Personally, she thought the Auxiliary was better off having the people in their community together. If they need to be in other locations, they could be. But she thought the service, camaraderie, and unity that would be built would be a different experience.

Ms. Navab said the RFP could wait, and it could state that 44-47,000 square feet would be available.

Mr. Hoople said he thought it would be easier to add this in. He said that if somebody wouldn't submit a proposal for 44,000 square feet, they wouldn't one for 47,000 square feet.

Mr. Azhar said that if they offered either 44,000 or 47K, the Store would will take 47,000. If the Board started at 44,000, and then said the Store could have 47K, then the Store would be happy. If the Board talked about giving 47,000, and ended up giving the Store 44K, the Store would be unhappy. That was human nature.

Ms. Navab asked what exactly the Board was doing. Ms. Chen said they'd have a motion to make the Bookstore RFP at 44,000 square feet, and to hear back in another report who exactly would move into the proposed space; whether there were alternative spaces; and if there were offices the Bookstore would need. She didn't know if they could figure out how revenue would be impacted if they have offices there.

Ms. Finn said she didn't think it would impact revenue.

Mr. Flaharty said that if the Store used this space as offices, it wouldn't impact its revenue. But if the Store needed other, additional space for its offices, then the Auxiliary would lose revenue. He thought the motion was not what they say in the RFP, and instead, should be that the Board approves the research for space allocation options, which will include looking at the Bookstore.

Ms. Navab said she thought there will be a difference in terms of what was usable square footage versus circulation square footage. The Board didn't know what that impact was. It might not sound like a big difference, but if this plan reduced useable space and circulation space, a lot more space would be lost.

Ms. Chen said the motion was to move forward with the study of what the space would look like. It was so moved and seconded. **THE MOTION TO MOVE FORWARD WITH A STUDY OF THE PROPOSED CHANGES TO SPACE ALLOCATIONS PASSED UNANIMOUSLY BY HAND-VOTE.**

Ms. Chen said she'd make the point that the next meeting of the Board will probably be in June, to be set by the next Chair. A June meeting would cover June and July. So this could go until June. Ms. Finn said it might be longer than that.

Ms. Navab said that in the study, she asked if the funding sources could be identified that would pay for the construction changes. Ms. Finn said should would include that.

NEW BUSINESS

Introduction of New Members

Ms. Chen said they already covered introductions.

Standing Committee Reports

Reporting for the Organization and Governance Committee, Mr. Hoople said that Ms. Finn covered everything. One thing the Committee wanted to set was the retreat date, now that everybody was present. They'd like to see if they could have a retreat with the new Board during the week of May 6. They had talked about having a retreat in August, but the Board will be working on stuff over the summer. Everybody was already present, and the Committee thought they might as well do a half-day at the very

least, and start to do some big thinking and scoping of what they wanted to accomplish. It would be a half day the week of May 6, between Monday and Thursday. Ms. Chen said it would be an orientation only, not a meeting.

Mr. Hoople said everybody who will be on the Board next year should be there. The Board usually holds a retreat in August, but they talked about doing one four-hour retreat now and then another in August. Last year they had a three-day retreat in August. It took a lot of time and was after the fact. The idea was to get the ball rolling now, since the Board had a lot of stuff to do.

After discussion, the Board decided to hold a retreat on the afternoon of Tuesday, May 21st. Mr. Hoople said it would last from 1:00 to 4:00 or 5:00. He'd figure out the details.

Ms. Navab asked if people are appointed to all the hiring committees. Mr. Hoople said they were. He said that concluded the Organization and Governance Committee report.

Ms. Chen said that before they hear the Finance Committee report, the Board would need to vote to approve the budget.

Ms. Chen asked if there was anything from the Business Development Committee to report. Mr. Landgraf said that Ms. Finn talked about the space changes to accommodate Auxiliary staff. The Committee also talked about the Follett contract. Ms. Chen said some of that discussion will be in closed session.

Reporting for the Finance Committee, Ms. Yun said they met on Wednesday. They looked over the budget that Ms. Stager, Ms. Finn, and Mr. Scroggs came up with. The Auxiliary will work on a slightly higher deficit next year.

ASUC AUXILIARY 2013-2014 BUDGET

Ms. Stager said two sheets were being distributed, "Statement of Revenue, Expense and Changes to Net Assets, Forecast vs. Operating Budget Variance," dated 4/16/2013, and "ASUC Auxiliary 2013-2014 (FY 14) Budget Notes. The budget the Board talked about at its last meeting wasn't completely done. They had to meet a deadline, and the part that hadn't been analyzed was the human capital system, i.e., compensation expenses. Coming forward from the forecast into the new budget, payroll was the biggest difference.

Ms. Stager said the next biggest difference from what they talked about last month was the revenue replacement figure. She believed they talked about \$900,000. She and Ms. Finn took a look at the amount of revenue that was actually being lost next year, based on the leaseholders, the new Bookstore contract, and the loss of ATM revenue, they increased the request for revenue replacement to \$1.4 million.

Regarding the "Statement of Revenue, Expenses and Changes to Net Assets" that was distributed, Ms. Stager said she wanted to mention the format for CalPlanning reports that the who campus uses, from the CalPlanning system. Board members will see this format going forward. Also, the last two columns were under the heading, "Variance - Operating Budget vs. Forecast." The two columns are "Variance(\$)" and "Variance(%)". They show favorable or unfavorable variance. As an example, in the first column, under "Expenses," there's a line item, "Total Non Compensation" expense. Following that line across to "Variance(\$)," it's \$1,052,000, shown as a positive figure. The operating budget is \$1.052 million less than forecast. In other words, that's a positive variance. They decreased expense. That's a little different than a standard financial report. She just wanted to point that out. So when they look at positive figures, it means it's a favorable variance. Negative figures mean a unfavorable variance.

Total revenues on the budget for 13-14 are down \$207,000, mostly because of the loss of the leaseholders. That past year the Auxiliary had leaseholders, but for part of next year, the Auxiliary will not have leaseholders at all. The Bookstore contract also will be decreased. Something that offsets that is debate revenue, which will show as revenue in 13-14. So that's a little bit of an offset.

Ms. Stager said that "Operating Transfers" show \$139,000 greater than last year. The Auxiliary is asking for the \$1.4 million in revenue replacement. They're receiving less in CACSSF finances. It nets out to the \$139,000.

Ms. Navab said she had a really hard time following this. Ms. Stager said that if they go through the text, it might be easier.

Mr. Flaharty said that not only was this a new format, but it was also a bit foreign.

Ms. Finn said not much had changed since the budget they looked at last month. What changed, as Ms. Stager mentioned with payroll, was that the salaries for their student employees didn't filter through the system, a big chunk from the Auxiliary's compensation line that had been missing. That part has now been added back in. So the compensation line is what changed. The revenue replacement request has gone up to \$1.4 million because of that. That was the biggest difference from the last time they saw these numbers.

Mr. Flaharty said the question raised in committee was whether they were approving a deficit budget of \$278,000. That number was in the line, "Change in Net Assets," and was basically the deficit.

Ms. Mobasseri said it was therefore \$12,000 more of a deficit than it was a year before.

Mr. Hoople asked why they weren't asking for more revenue replacement. Ms. Finn said that last time they talked about carryforward funds of the Auxiliary. The back of the narrative page that was distributed, "Budget Notes," shows the components of the \$2.9 million in carryforward. They'll use part of the unrestricted carryforward to cover the \$278K deficit.

Ms. Mobasseri said there was revenue decrease from the forecast of "Sales and Services of Educational Activities." It was \$2.392M in the Operating Budget and had been forecast. That figure is included in the \$1.4M in revenue replacement.

Ms. Navab said that if she was understanding correctly, the Auxiliary's total deficit is \$278K, projected. She asked if the \$1.4M revenue replacement is the maximum they could have gotten from Lower Sproul. Ms. Finn said the maximum, she believed, was \$1.5. So they could, in theory, ask for \$1.5M.

Ms. Mobasseri asked what the benefit was to doing that, and asked why they shouldn't draw that down.

Ms. Navab said that carryforward goes back to student government and revenue replacement is designed to cover these costs. So it wasn't that it's capped, but that the Auxiliary wasn't using what it could have used from that source. Ms. Mobasseri said that if they use it now, they wouldn't have it to use later. Ms. Navab, said the projection they made for revenue replacement was increased to what they thought they'd need, so the cap was already increased.

Ms. Mobasseri asked what the revenue replacement cap was at that point. Ms. Finn said that over the whole project it's \$3.5M.

Ms. Mobasseri asked about projections being wrong for what the Auxiliary would need later. Ms. Navab said they could use their carryforward at that time.

Mr. Hoople said they have more control over carryforward than they do over Lower Sproul money. Ms. Finn said money can't be used unless it gets approved. Mr. Hoople said they could also contribute money to carryforward. If they want office space, they could draw on the Auxiliary budget through carryforward.

Ms. Navab said they don't have a majority on the Program Committee, so they get poached on the Lower Sproul side.

Ms. Finn said that she thought that from the University, it was to ask for what they need and to optimize flexibility. Ms. Navab said that "what they need," meant something very different to the University than it meant to the Auxiliary. The Auxiliary and commercial services were made to give money back to the students. Using their carryforward was not using the money with the mission it was designed for. Ms. Finn said that was correct.

Ms. Stager said there is a budget deficit in commercial money, so regardless of the amount of revenue replacement, money would not back to the students because operating funds was budgeted for a deficit. Ms. Navab said that if they use the carryforward, they have money to replace that in the budget.

Mr. Hoople said the deficit was large. Ms. Finn said they weren't going to make it up. They're not generating commercial revenues and they're building an organization. There was no commercial revenue going back to the ASUC during this time period.

Mr. Pack asked why they wouldn't just maximize revenue and use carryforward later, if necessary.

Ms. Navab asked if she could make a procedural request, and said it would be really helpful to get the budgets in advance so people could look over them, and mull them, and not have to do it at a Board meeting. That was really difficult at a Board meeting.

Ms. Mobasserri said the delay might be from the Finance Committee having just met on Wednesday. Ms. Navab said that was the case at every Board meeting.

Ms. Yun asked if it would be possible for Mr. Hoople to get the documents up on the Web site, and Fi-Comm could try and schedule meetings a week before the CSSB meeting.

Ms. Navab asked if the Board was being asked to approve the budget that afternoon. Ms. Chen said the Committee approved it on Wednesday and was asking the Board to approve it that afternoon. Ms. Navab asked what would happen if they didn't. She'd rather have an extra meeting during the retreat to vote on it instead of feeling like she had to vote on it now, when she wasn't able to really digest it.

Mr. Landgraf said commercial revenue next year will be significantly lower, and asked what the year after looked like. Ms. Finn said she thought the two years will be the same. All their venues are closed. If anything, the hope was that Event Services and the Art Studio make slightly more money.

Mr. Landgraf asked if they were going to run a similar deficit the year after. Ms. Finn said that was correct. Mr. Landgraf asked if the Board could look at that and estimate how much they'll need from revenue replacement. Ms. Finn said they will. It will be a bigger deficit because they're hiring additional staff. She and Ms. Mobasserri have been working on a model for a five-year projection, which they'll wrap up that day.

Ms. Finn said she'd like to point out that this was the first year seeing the budget in the Spring Semester, rather than in the fall. So that was a big deal, and a big win. Also, by the start of the fall, they'll be able to do projections for coming years and know more clearly what they're looking at for the next three or four years, what they need to ask for in revenue replacement, etc.

Ms. Navab asked if they could table approval of the budget until the May meeting. Ms. Chen asked if approval could wait until then, and said she thought it couldn't wait. Ms. Navab asked why it couldn't. Ms. Finn said the budget was going to the University, and there could always be adjustments.

Mr. Landgraf asked when the campus deadline was for the budget. Mr. Graham said the final campus deadline is June 28. This has already been snapshotted into the Student Affairs rollout that Student Affairs will discuss next Thursday with the Chancellor. So that train has already left the station for the budget process for the campus.

Ms. Finn said they knew that last month, when they presented the budget. So it wasn't new information. The budget can be changed, and adjustments made.

Ms. Graham said the budget was open and still working, with campus units continuing to refine their budgets. It didn't mean that the budget was locked down and that nothing could change for next year; but this was the current snapshot of the budget.

Ms. Navab asked what the deadline was where the budget could no longer change. Mr. Graham said that was June 28, with probably a little lead time as well. Ms. Navab asked if approving the budget by May 21 would give enough time. Mr. Graham said he didn't know the Student Affairs deadline. Ms. Navab asked if that would be okay. Mr. Graham said it would be.

Mr. Graham asked if Ms. Mobasseri could explain the “kick-back” to student government.

Ms. Navab said that commercial surplus goes back to student government. The way the Auxiliary budget has been working, student government hasn't been given money from the Auxiliary for quite a while. The revenue side was designed to cover their commercial losses. The way they handle money, and where they use commercial revenue, made an impact. They can chop things around so nothing came back to students, and she felt uncomfortable not able to digest the budget. She was okay with the \$3 million budget, but was uncomfortable.

Ms. Mobasseri said commercial revenue serves the purpose of education. She asked if Ms. Navab was saying the ending balance, the carryforward amount, was what got kicked back? Ms. Navab said that it's when there's a surplus. Ms. Mobasseri asked against what the surplus was. Ms. Navab said that was part of the question.

Ms. Mobasseri asked where the carryforward came from. Ms. Navab said she would guess it was from the non-commercial side. She didn't understand the carryforward either.

Mr. Hoople said the Auxiliary was changing, so it was unclear what should be commercial reserves to supplement salaries of student advisors, or if that should be covered by other sources, through the campus, and allocated back to students from another source. They didn't have a good model of what that looked like. Ms. Mobasseri said that part of that was to figure out how they calculate the amount that should get kicked back to student government. But for the next two or three years they'll have a deficit.

Ms. Mobasseri said she didn't see how this discussion would change things significantly. Ms. Navab said that Ms. Mobasseri had a lot more time to look at the numbers than other Board members.

Ms. Mobasseri said she didn't know about the “kick-back” to students until this conversation. Ms. Navab said she brought this up at the last meeting as well, and the meeting before that. There's more at stake. There's money in Lower Sproul, but if it was really necessary to increase their commercial money to make up for the deficit, they could do that. There was still contingency money in Lower Sproul if they decide this was where it should go. The intention was never to cause the CSSB to have a deficit.

Mr. Landgraf said the money that goes to the ASUC was critical for the way they fund student groups. They haven't had commercial money for a few years, and that has really impacted the way they can fund student groups and student life on the campus. It was a high priority to get that back, and restart a trickle back as soon as possible. Any way they could do that, as with revenue replacement, would make a big difference to them.

Ms. Finn said another point is that the ASUC would continue to have a decent-sized carryforward on the project.

Mr. Landgraf said their projections for next year, given increasing costs, suggest that carryforward will diminish. There's definitely a point where they couldn't continue taking money from carryforward.

Ms. Navab said she didn't think they should have these conversations at Board meetings and could do that offline before May.

Mr. Sayarath said he felt the CSSB shouldn't discuss the ASUC's budget. That should be within student government. That money was the student government's. Also, he knew that the Auxiliary had a carryforward, but he asked where that carryforward came from. If all surplus in commercial activities were supposed to go back to student government, he didn't understand how the Auxiliary was accumulating money and where the money came from if it didn't come from commercial activities.

Ms. Navab said that if there were other revenue sources, she asked why those weren't being drawn down instead of commercial revenue, since commercial revenue would come back to students. Ms. Finn said there weren't other sources of revenue. The budget showed what the commercial revenues were and where they went to; and what the student fee amounts were, and where they went to. But they had to get smarter and better in how they tracked the money and to have a clear plan for this, so the Board knew what the funds were collectively. Some of the money in carryforward was from the Division of Student Affairs, from the former CSL. That's money that was never part of the Auxiliary before. Some of the money was from the former Auxiliary. She's been working in the last year to figure out where the money was coming from, to see what was tracked, and what was transferred and what wasn't.

Mr. Flaharty said there was a schedule on the back of the narrative page.

Ms. Navab said she didn't think Mr. Sayarath's question, or hers, was answered. If there were other sources of money that allow the Auxiliary to have a carryforward, they should use those other sources first before using commercial revenue, which can come back to students. Ms. Finn said she agreed with that going forward. But she couldn't give an answer that evening. Ms. Navab said she agreed, and that's why she was saying she couldn't vote on the budget that evening. That was her personal opinion.

Ms. Mobasserri said that one thing they were worried about in committee was the real amount of carryforward. They need to figure out what all the components were made up of and where they came from. That was deleted, because they didn't know.

Mr. Hoople said that in the best case, to get some money going back to students, the deficit could be made up with Lower Sproul fees, although they could only make up another \$100,000.

Ms. Chen said the issue she wasn't really clear on was revenue replacement. Since lost revenue was only \$1.4 million, they should only ask for \$1.4 million to cover the lost revenue. Just because there's a deficit, they shouldn't ask for \$1.5M if there's not \$1.5M in lost revenue. If they add up lost revenue from leaseholders, the Bookstore, and the ATMs, it's only \$1.4 million. That source of money wasn't to cover a deficit. She understood the purpose of the Auxiliary was to give money back, but revenue replacement was for covering lost revenue.

Ms. Navab said she wasn't proposing to take \$1.5M, and was proposing taking \$1.4M. The difference was who used the savings. If there was money in unrestricted funds they could use that first before using commercial revenue. That was revenue replacement. She asked if the reserve went to the Auxiliary or to students, depending on which fund they use.

Mr. Landgraf asked if they should take this conversation offline and hold off voting on the budget until the next CSSB meeting. He didn't think they could decide this on the floor.

Mr. Flaharty said the budget wouldn't start to be spent until July, so it could be modified.

Mr. Pack asked if it was possible to clarify the questions being asked going forward. And before voting on the budget, the expectation was that they'd have more information.

Ms. Finn said they'd do their best. There were some things she was still finding out.

Mr. Hoople said it seemed that the most important thing was to have a business structure going forward, and how to make allocations. That's what really mattered. There was some reserve left over, and it was really complicated. But they had to understand how they were going to use commercial revenue. Having a model for that was critical.

Ms. Marthinsen said she thought the real question was a policy question, separate from finding out more about the \$897K in unrestricted funds. The policy was how they wanted to use this money, where it should go, and what the structure would be for the future. But they wouldn't want to try and track down the \$897K. Ms. Finn said she has been trying to do that.

Ms. Navab said she thought they should take this offline and vote on this at the retreat meeting.

Ms. Marthinsen said they really needed a diagram.

Mr. Landgraf said they could talk about the long-term- policy next week. And then Ms. Navab's question was separate, about the \$897K. Ms. Navab said her question wasn't about that.

Mr. Hoople said Ms. Navab was talking about how they use reserves and pay what they pay to maximize flexibility of the money.

Mr. Flaharty said that to put a cap on that, when they look at the deficit for next year, that's coming out of the \$879K. There's no place else for it to be funded. His understanding of reserves, based on the way they've done it, is that they can't take more than just deficits. So it's not like they could move the unrestricted portion to other uses. That's because every time they run a deficit, it comes out of unrestricted funds. So it wasn't like a big event. They could spend those. They know they'll have a loss next year and the year after. The \$897K most likely will be gone by the time they open for business.

Ms. Mobasserri said that was the point. Commercial revenue that was left over gets kicked back to student government. Mr. Flaharty said he didn't think they'll have anything left in revenue replacement. Ms. Mobasserri said the policy question was different.

Ms. Chen said they'll move this discussion to the May 21 retreat.

Election of the 2013-14 CSSB Chair

Ms. Chen said the way this has worked is to ask for nominations, and for people to ask the nominee any questions they might have, and then for the Board to take a vote. She called for any nominations.

Ms. Mobasserri nominated Mr. Hoople. The motion was seconded. Ms. Chen called for any other nominations, and seeing none, said they would vote.

THE MOTION TO APPROVE GORDON HOOPLE AS THE 2013-14 CSSB CHAIR PASSED UNANIMOUSLY BY HAND-VOTE. Ms. Chen said she would like to congratulate him.

Ms. Chen said that before the Board met in closed session, they'd talk about committee chairs, and then use the mixer to discuss with the new members what committees were about. Mr. Hoople said people could then be appointed at the retreat.

Ms. Navab said she was concerned that the Board wanted committees to meet, and now, with new appointments, committees will have new people.

Mr. Landgraf said they could transition people.

Mr. Hoople asked if the old Board dissolved. Ms. Chen said that was as of their next meeting.

Mr. Pack asked about people who were new who really needed to make it to the May meeting. Ms. Chen said the new people really were Mr. Pack, Ms. Pepito, and Arushi Saxena. Ms. Chen said she thought Arushi Saxena wanted to be on Business Development. It was really Mr. Pack and Ms. Pepito. She asked if Mr. Pack and Ms. Pepito had any preferences.

Mr. Landgraf said they needed student chairs.

Ms. Navab said it would be easier to go committee by committee and pick chairs. She said that undergrads would need to double up on committees. Students needed to be a majority. There weren't enough students on Governance. There were rules about the number of students on committees. They could identify the chairs, who would then work to get the right number of people on their committee. If there weren't enough Board members, the chairs could call on Senators and GA Execs. Students didn't have to be a Board member to be a student member of a committee.

Mr. Hoople asked if a non-Board member could be chair. Ms. Chen said the chair had to be a student.

After discussion, the following Committee Chairs were determined: Ms. Navab, Chair of Organization and Governance; Ms. Yun, Chair of the Finance Committee; and Ms. Saxena, Chair of Business Development.

CLOSED SESSION

Ms. Chen called for a motion to meet in closed session, with Auxiliary staff and Mr. Robinson remaining. It was so moved and seconded and passed with no objection. Ms. Chen asked for all others to please leave at that time.

This meeting entered into executive session, to discuss the Follett contract and the Food Collective.

Back in open session, Ms. Chen called for a motion to move forward with contract negotiations with Follett, as discussed in closed session. It was so moved and seconded by Ms. Navab and Mr. Flaharty. **THE MOTION TO MOVE FORWARD WITH CONTRACT NEGOTIATIONS WITH FOLLETT, AS DISCUSSED IN CLOSED SESSION, PASSED UNANIMOUSLY BY HAND-VOTE.**

Ms. Chen said she wanted to thank the Board. She had a great year as Chair and was sad to be leaving and stepping down after two years on the Board. She was glad Mr. Hoople will be Chair. (Applause)

Mr. Flaharty said he tried to get Ms. Chen to stay another year. He wanted to thank her for everything, and said it's been great working with and getting to know a lot of them. Most of them he's known for two years. He hoped Mr. Pack, Mr. Gee, and Ms. Pepito get to know the Board members.

Ms. Finn she that to thank Ms. Chen for her time as Chair, making Ms. Finn's first year great. They had a little memento, a little CSSB Board member stand for all Board members, to recognize them for their time there.

Ms. Chen said she would like to thank them. (Applause)

A motion to adjourn was made and seconded and passed with no objection. This meeting adjourned at 6:20 p.m.

These minutes respectfully submitted by,

Steven I. Litwak
Recording Secretary

DECISIONS OF THE BOARDProcedures

April '13	Elected Mr. Hoople as 2013-14 Board Chair.
March '13	Decided to give space in the new Lower Sproul to BicyCal, ReUSE and SUPERB
Feb. '13	Welcomed Wasim Azhar to the Board, faculty as Haas.
Feb. '13	Jamie Riley, LEAD Center Director, joins the Auxiliary.
Feb. '13	Tiffany Dreyer, Director, Marketing and External Relations, joins the Auxiliary.
Oct. '12	Welcomed John Scroggs to the Auxiliary, Transition Implementation Manager.
Oct. '12	Welcomed Nikou Shafaghi to the Auxiliary, Executive Assistant.
July '12	Kelsey Finn's first Board meeting as ASUC Auxiliary Executive Director.
July '12	Christopher Ansell joins the Board, faculty representative, a seat formerly held by Todd LaPorte.
May '12	Made committee assignments for 2012-13.
April '12	Hired Silvia Baroni as Lecture Notes Manager.
April '12	Elected Ms. Chen as Board Chair and re-elected Mr. Flaharty as Vice Chair.
Nov. '11	Voted to have the Store Operations Board (SOB) also known as the Commercial and Student Services Board (CSSB).
Nov. '11	Allocated up to \$25,000 to match the campus contribution for a search firm for the executive director position.
Nov. '11	Discussed and agreed to procedures for the Board.
Sept. '11	Established standing rules for Board meetings.
July '11	Elected Mr. Landis as Board Chair.
Nov. 10	Voted to give Senators access to SOB bSpace material, with the Board Chair to remove confidential material.
Oct.'10	Mr. Zuo elected as Board Chair

Procedures (cont'd)

- Oct.'10 Ryan Landis joins the Board, undergraduate representative.
- Sept.'10 Mr. Daal elected as Board Chair.
- Sept.'10 Prof. Edwin Epstein joins the Board.
- Sept.'10 Approved Resolution on Board Authorization of Minor Lease Negotiation, whereby negotiations on a minor lease may be stopped by Board vote.
- June '10 Approved up to \$13,000 for the search and selection of a Lower Sproul consulting architect and for a LS student relations position.
- April '10 Amended Section 3.3 of the CAA to define "minor leases" at \$150,000.
- March '10 Emily Marthinsen joins the Board, replacing Ms. Griscavage.
- Dec. '09 Welcomed to the Board Khira Griscavage.
- Nov. '09 Established a Food Subcommittee for the Bear's Lair Food Court.
- Sept. '09 Heard a presentation from Business Services on RFP procedures.
- Sept. '09 Voted to have \$20,000 from ASUC reserves, held by the Auxiliary, to be used for the Lower Sproul campaign.
- July '09 Welcomed to the Board Prof. Myers and Dean Poullard.
- July '09 Elected Mr. Rajan and Mr. Poullard as Chair and Vice Chair.
- July '09 Established a subcommittee to consider amendments to the SOB Charter and By-laws.
- July '09 Approved an operating principle of perspective vendors submitting an ROI to the Auxiliary before having the matter come to the Board.
- May '09 Welcomed Mr. Zuo and Ms. Coleman to the Board, undergrad reps in two-year and one-year terms respectively.
- May '09 Approved proposed changes to the CAA that would have the ASUC and the GA share commercial revenue.
- Dec. '08 Asked the Auxiliary to look into whether confidential contract documents could be delivered to members prior to Board meetings.

Procedures (cont'd)

- Nov. '07 Welcomed Marilyn Stager to the Auxiliary, Business Services Officer.
- Sept. '07 Welcomed to the Board Prof. Cluff and Mr. Ortega, GA rep.
- Aug. '07 Elected Mr. Dally and Mr. Nguyen as Chair and Vice Chair for 07-08.
- May '07 Mr. Smith's first Board meeting as undergraduate representative.
- May '07 Mr. Spivey's first Board meeting as ASUC Auxiliary Associate Director.
- Dec. '06 Amended the Commercial Activities Agreement, to list the Blue & Gold Yearbook under Exhibit A, Part B, Number 11, to allow the Yearbook to receive student addresses from the Registrar's Office.
- Nov. '06 Elected Mr. Dally as Vice Chair of the Board and elected to have Ms. Putnam-Smith serve as Chair for the remainder of her term, ending at the conclusion of Spring Semester, '06-7
- July '06 Mr. Permaul's first Board meeting as Auxiliary Director.
- June '06 Unanimously endorsed the efforts of the Chancellor and the UC President to utilize programs such as the Designated Suppliers Program, or other means of preventing the use of sweatshops in the production of University apparel and goods.
- April '05 Mr. Dally joined the Board as undergrad representative.
- Dec. '05 Asked the Finance Committee to discuss with Internal Audit the ASUC's Use of the BFS accounting system.
- Dec. '05 Elected Ms. Putnam-Smith as Chair of the Board.
- June '05 Voted to have committees, after the August meeting, agree upon meeting Times, during normal business hours, and for the Finance Committee to meet at least quarterly, and for each committee to have representation of faculty, staff, and students.
- June '05 Re-elected Mr. Cohen as SOB Chair and elected Ms. Putnam-Smith as Vice Chair.
- Feb. '05 Mr. Miles and Mr. Williamson joined the Board.
- August '04 Formed an ad hoc committee to study increasing efficiency in information technology.

Procedures (cont'd)

- July '04 Elected Elliot Cohen as Acting Chair of the SOB, for 2004-5.
- April '04 Considered and amended ASUC Auxiliary Budget Principles.
- Jan. '04 Agreed to send another letter to the ASUC Senate and the GA asking to resolve the question of GA representation on the Board.
- Dec. '03 Voted to send a letter to the ASUC and the GA asking to resolve the question of GA representation.
- Oct. '03 Approved the establishment of ad hoc committees: Commercial Operations, Auxiliary Services, and Finance.
- Aug. '03 Heard a report on the establishment of the Space Assessment Committee for Eshleman and MLK.
- June '03 Elected Ms. Quindel and Mr. Bucklin as Board Chair and Vice Chair, 2003-4.
- June '03 Formed a Subcommittee on Committees to determine a committee structure for the Board.
- June '03 Agreed to hold a Board members orientation by August 30.
- May '03 Agreed on the need for a Board members orientation to be held before the start of the school year.
- Dec. '02 Enhanced Board minutes by adding "Decisions of the Board."

VENDORS

- March '13 The Cal Student Store moved into three temporary locations on Bancroft, per Lower Sproul redevelopment.**
- Feb. '13 Authorized the Auxiliary to enter into contract negotiations with Chartwells, to operate Lower Sproul vendors.**
- Oct. '12 Approved the termination of Lecture Notes as of fall 2013.
- April '12 Approved giving Saigon Eats a notice to pay rent or vacate.

Vendors (cont'd)

April '12	Approved negotiating a ten-year lease with Follett, to possibly start after construction.
April '12	Approved relocation terms for the English Studies Institute.
March '12	Authorized negotiations for a ten-year contract with Follett, and to offer Follett a space arrangement outside MLK.
Feb. '12	Offered the bowling alley space to the Bookstore post-construction.
Feb. '12	Voted to not have a food vendor in the northeast corner of MLK.
Feb. '12	Voted to not pursue having infrastructure for a possible restaurant in the northeast corner of MLK.
Feb. '12	Voted to pursue having a third-party firm manage Auxiliary commercial activities other than the Bookstore.
Nov. '11	Gave up Naia commercial space, after LS renovation, for use as a media center, contingent upon renovations paid by the \$30M in savings.
April '11	Elected Hedy Chen elected as SOB representative on the Daily Cal Board.
Mar. '11	Heard from a consultant on Lower Sproul and heard the results of a major survey.
Mar. '11	Formed a committee to envision Lower Sproul food, retail, and the Bookstore.
Feb. '11	Voted for a month-to-month lease for the Pub, and to go out to RFP.
Dec. '10	Voted to extend the Follett lease for one year, to 2014, in exchange for an overpayment by Follett.
Sept. '10	Paramjit Singh, Subway, and Henry Pham, Saigon Eats, welcomed to the Auxiliary.
Sept. '10	Approved Kaplan lease for space formerly occupied by STA Travel.
April '10	Approved the preparation of leases for space Nos. 2 and 3, Saigon Eats and Subway Sandwiches, for a maximum of seven years, with vendors to invest over \$100,000 in infrastructure and appearance of the spaces.
April '10	Approved the extension of the Coffee Spot lease by two years.

Vendors (cont'd)

- April '10 Voted down a motion to prepare an RFP for copying services at the Postal Annex site.
- Jan. '10 Voted to enter into negotiations with Subway Sandwiches and Saigon Eats.
- Dec. '09 Passed a Resolution to extend the Taqueria lease until May 31, 2010; gave the Taqueria until January 10, 2010, to accept terms that were presented in July. A negative response or no response would have the Auxiliary issue an RFP on January 11, 2010,
- Dec. '09 Determined weights for the Bear's Lair RFP scorecard.
- Nov. '09 Reduced CUBS' rent 50% for the summer months the space was inaccessible due to University issues.
- Nov. '09 Decided to charge a \$500 deposit to CALPIRG.
- Nov. '09 Offered to extend the lease of the Taqueria through May, 2010.
- Oct. '09 Extended the lease of Healthy Heavenly Foods through May, 2010.
- Oct. '09 Extended the Daily Cal lease to September 30, 2012, adding CPI and electrical monitoring.
- July '09 Approved a one-year contract extension for the Daily Cal, through 2012.
- July '09 Approved Mr. Zuo as SOB rep to sit on the Daily Cal Board.
- July '09 Voted to present the SOB's contract to Food Court vendors, and to go to RFP if the terms were accepted.
- May '09 Approved an amendment to the Naia lease, to allow the sales of sushi and salads, with Naia to reopen in the fall.
- May '09 Approved a five-year lease extension for CALPIRG, with new lease terms.
- May '09 Agreed to a three-year lease extension for the Daily Cal, and on terms to repay deferred rent payments, with an SOB member to sit on the Daily Cal Board until repayment.
- May '09 Voted down approval of the proposed Panda Express contract.
- May '09 Voted to go to RFP, on June 30, for the STA Travel space, and any other spaces that become vacant in the coming year.

Vendors (cont'd)

May '09	Revised the agreement with CampusLink to end its monopoly on Student Union advertising.
April '09	Amended the Panda Express contract and voted to renegotiate.
April '09	Agreed to present draft contracts to the Coffee Spot, the Taqueria el Tacomto, and Healthy Heavenly Foods, going to RFP's if necessary.
March '09	Approved the Tully's Coffee contract.
Feb. '09	Voted to approve the CUBS contract.
Feb. '09	Voted to move forward with the Tully's contract.
Jan. '09	Voted to continue negotiations with Panda Express and Tully's Coffee.
Dec. '08	Voted to go out to bid for all Bear's Lair Food Court vendors.
Nov. '08	Approved Action Vending proposal to increase vending prices.
Sept. '08	Agreed to Daily Cal terms for deferment and reduction of rent.
Sept. '08	Heard the terms of a possible Panda Express contract.
June '08	Approved the concept of bringing the Brazil Café to the ASUC.
June '08	Approved a Letter of Intent to negotiate with Panda Express.
May '08	Approved Letters of Intent to: renegotiate leases with Bear's Lair Food Court vendors, ESI (English Studies Institute), the Daily Cal; to negotiate leases with a flower vendor, a bicycle vendor, Panda Express, and a major coffee vendor; and to amend the Coffee Spot lease for coffee cart operations at Anthony Hall.
Dec. '07	Heard a presentation by CUBS.
Nov. '07	Received "Roadmap to Redevelopment at the ASUC: A Conceptual Draft for Physical Improvements to ASUC Commercial Operations."
June '06	Unanimously approved having Mr. Rolle look for someone to manage the Lodge, with the same relationship as with the previous manager, removing restrictions for a leaseholder.

Vendors (cont'd)

- March '06 Approved a five-year lease option exercised by the Jupiter Pub.
- Feb. '06 Authorized pursuit of a judgment against the previous Cal Lodge leaseholder on behalf of the ASUC and the ASUC Auxiliary.
- Sept. '05 Authorized the Chair to write a letter to Associate Vice Chancellor LeGrande about the rate and usage of the Cal 1 Card.
- Sept. '05 Approved used of an inspector suggested by the Alumni Association to inspect the Cal Lodge, to authorize pursuing an agreement for the Alumni Association to manage the Lodge.
- March '05 Heard a presentation by Daryl Ross and agreed to investigate the possibility of a "green" restaurant in the southeast corner of the Student Union.
- May '05 Approved the further exploration with Daryl Ross of placing a green café at the southeast corner of the Student Union.
- Nov. '04 Approved the transfer of ownership of The Taqueria to the owner's nephew.
- Nov. '04 Approved a two-year lease extension, begin Jan. 1, '05, to the Taqueria and Healthy Heavenly Foods.
- July '04 To advertise the Store, the ASUC worked to give CalSO counselors a \$5 gift certificate and RAs a 15% discount card.
- Aug. '04 Decided to offer the Pub, after consulting with counsel, a reduction in rent, with conditions.
- July '04 Heard a counter proposal from the Pub regarding a contract revision. Authorized the Director to seek legal counsel.
- June '04 Approved a five-year extension for the STA Travel lease.
- June '04 Approved the Resolution In Support of Follett Contract Performance Review.
- June '04 Approved changes to the terms of the Pub's lease.
- April '04 Authorized negotiations for a 12-month contract with the current Bear's Lair tenant, and to terminate the lease if negotiations failed, and to issue an RFP.
- March '04 Agreed to a four-with pilot project for the New York Times Readership Pilot Project.

Vendors (cont'd)

- March '04 Rejected contract proposals submitted by Pub management, called upon the Commercial Operations Committee to initiate a student survey on use of Pub space, and approved sending out an RFP for the space.
- March '04 Recommended signing the Follett contract, dated Feb. 26, '04.
- Jan. '04 Agreed to publish a letter in the Daily Cal to the general campus community promoting Auxiliary businesses.
- Jan. '04 Voted to send a letter of apology to the Bookstore manager for the content of a flier for the ASUC Bookswap.
- Dec. '03 Heard from John Martin, operator of the Pub.
- Nov. '03 The Daily Cal lease was signed, and printing of the ASUC government page began.
- Nov. '03 Heard a presentation on Coca-Cola business practices in Colombia.
- Aug. '03 Amended the Daily Cal lease to have a code of conduct for the paper discussed by the campus community at-large.
- July '03 Approved a five-year lease with the Daily Cal.
- July '03 Authorized an engineering study of the Cal Lodge, for use in negotiations with the lessees.

MLK STUDENT UNION / PAULEY BALLROOM / ANNA HEAD

- March '13 Renovation completed on Anthony Hall, as part of the Lower Sproul project.**
- Dec. '12 Voted to approve a plan for use of Anna Head, "Anna Head Alumnae Hall 10/23/12."**
- July '12 Voted to rent storage and office space to SUPERB and to make room 279 available for table storage.
- April '12 The ASUC filed an insurance claim with Lloyd's of London for about \$183,000 in damages to the Cal Lodge.
- Nov. '11 Voted to recommend an elevator be placed in the northeast corner of the Union, Upper Plaza level.

MLK Student Union / Pauley Ballroom / Anna Head

- Nov. '11 Approved the Studio to use Naia space until Lower Sproul construction, with no commitment for future usage or investment.
- Oct. '11 Approved rates for the use of Eshleman Library, as commercial space.
- Sept. '11 Voted to not charge for student government use of Eshleman Library until the next SOB meeting, when policy would be re-evaluated.
- April '11 Voted to make the Tilden Room meditation and reflection space.
- Feb. '11 Approved a \$1,900 contribution to open the Senate Chamber for study space during finals.
- Sept. '10 Welcomed Lawrence Lawler as new Student Union Director.
- April '10 Approved an appropriation of up to \$3,000 from Auxiliary reserves for Lower Sproul, BEARS Referendum-related expenses.
- Nov. '09 Allocated \$30,000 out of Auxiliary reserves to fund a study on a maximum build-out option for Lower Sproul redevelopment.
- May '09 Learned that due to a possible FEMA grant, phase 3, of the Student Union seismic project would be postponed until the summer of 2010, including the Pub, and the Store, and the Multicultural Center.
- Dec. '08 Work began on the seismic retrofit of MLK.
- Oct. '08 Heard from, gave feedback to, Brailsford & Dunleavy, on Lower Sproul redevelopment.
- June '07 Approved up to \$35,000 for Student Union improvements, estimates, and studies, including the Tilden Room, Pauley Ballroom, and the Food Court.
- May '05 Voted to approve the LoSpro lounge proposal for the space in the Student Union occupied by the Bearcade.
- May '05 Voted to explore options for the expansion of the Art Studio.
- Oct. '04 Authorized ASUC President Leybovitch, with matching funds from H&D, to spend up to \$2,500 for a Student Union/food service survey.
- May '03 Approved agreement with the Chancellor's proposal on the multicultural lounge; to enter into negotiations on costs and the Auxiliary's role in

MLK Student Union / Pauley Ballroom / Anna Head

managing the facility; and to approve a negotiating committee. Current Officers will negotiate, with new Officers to shadow them until current Officers leave.

- May '03 Approved having Mr. Cordi and Mr. Rolle submit a proposal to support student use of Pauley Ballroom by the June SOB meeting.
- April '03 Received a proposal, as part of the 2003-2004 budget, to allocate 20,000 for the Senate and the GA to use for Pauley Ballroom fee waivers.
- Feb. '03 Approved a subcommittee to look into policies for Pauley Ballroom and for fee waivers.

Budget

- March '12 Approved an equity increase for Tom Spivey, retroactive to July 1, 2011.
- Feb. '10 Had a session to envision the Auxiliary budget.
- Nov. '09 Allocated \$30,000 out of Auxiliary reserves to fund a study on a maximum build-out option for Lower Sproul redevelopment.
- July '09 Approved the 2009-10 Auxiliary budget.
- May '09 Learned that due to a possible FEMA grant, phase 3, of the Student Union seismic project would be postponed until the summer of 2010, including the Pub, and the Store, and the Multicultural Center.
- Dec. '08 Work began on the seismic retrofit of MLK.
- Oct. '08 Heard from, gave feedback to, Brailsford & Dunleavy, on Lower Sproul redevelopment.
- June '07 Approved up to \$35,000 for Student Union improvements, estimates, and studies, including the Tilden Room, Pauley Ballroom, and the Food Court.
- April '06 Approved the 2006-7 Auxiliary budget.
- May '05 Voted to approve the LoSpro lounge proposal for the space in the Student Union occupied by the Bearcade.
- May '05 Voted to explore options for the expansion of the Art Studio.

Budget (cont'd)

- April '05 Approved the 2005-6 Auxiliary budget.
- Oct. '04 Authorized ASUC President Leybovitch, with matching funds from H&D, to spend up to \$2,500 for a Student Union/food service survey.
- Sept. '04 Approved a motion to state that the Board alone had authority to shift funding; to determine 03-04 residual profit at \$103,208; and to transfer \$50,000 from residual profit to the Auxiliary Contingency Fund, making up for a transfer of that amount to the ASUC to balance its 04-05 budget.
- May '04 Approved a motion to urge the future SOB, 04-05, to consider as a high priority, fully funding one position for the OSA and a half OSA position for the GA.
- April '04 Approved the ASUC Auxiliary FY 2004-5 budget, including a transfer to the ASUC of \$50,000 from Auxiliary Contingency Reserves.
- June '03 A committee was formed to balance the Auxiliary budget. The Subcommittee on Committees will determine if this should be an ad hoc committee.
- May '03 Approved agreement with the Chancellor's proposal on the multicultural lounge; to enter into negotiations on costs and the Auxiliary's role in managing the facility; and to approve a negotiating committee. Current Officers will negotiate, with new Officers to shadow them until current Officers leave.
- May '03 Approved having Mr. Cordi and Mr. Rolle submit a proposal to support student use of Pauley Ballroom by the June SOB meeting.
- May '03 Approved the 2003-4 budget, and charged the Auxiliary Services Committee to determine cuts to balance the budget. Absent a recommendation by August 30, agreed to staff the security desk in Eshleman.
- June '03 Formed a subcommittee to further consider the Daily Cal lease.
- May '03 Heard a presentation by Coca-Cola representatives on the company's business practices in Colombia.
- Dec. '02 Added a fair-trade coffee option into the lease of the Coffee Spot.
- Dec. '02 Authorized a letter to Coca-Cola expressing the Board's concerns with allegations of human rights abuses in Colombian bottling plants, and requested a company representative speak to the Board.

Budget (cont'd)

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|-----------|--|
| April '03 | Received a proposal, as part of the 2003-2004 budget, to allocate 20,000 for the Senate and the GA to use for Pauley Ballroom fee waivers. |
| Feb. '03 | Approved a subcommittee to look into policies for Pauley Ballroom and for fee waivers. |
| Feb. '03 | Received "ASUC Auxiliary Revenue and Expense Report, July-December 2003." |

A.S.U.C. Commercial and Student Services Board Meeting
Tuesday, July 9, 2013, 11:00 am – 1:00 pm at Blue Room, Career Center

Call In Information: TBD

Chair: Gordon Hoople

Vice Chair: Bob Flaharty

1. Call Meeting to Order and Approval of Previous Meeting Minutes (*11:10 am*)
2. Public Comment (*5 min*)
3. Auxiliary Update (*Kelsey, 15 min*)
4. Mailing Lists (*Gordon, 5 min*)
5. Committee Reports
 - a. Organization and Governance (*Bahar, 5 min*)
 - b. Business Development (*Max, 20 min*)
 - i. Event services Timeline
 - ii. Follett Temporary Agreement
 - c. Finance (*Gordon, 1 min*)
6. Auxiliary Budget (*20 min*)
 - a. Breakdown of Auxiliary Reserves (*Gordon*)
 - b. What is spent out of Commercial Monies (*John + Marilyn*)
 - c. Why do we need to maintain reserves? (*Group Discussion*)
 - d. How do we use student fee money? (*Group Discussion*)

COMMERCIAL AND STUDENT SERVICES BOARD MINUTES

July 9, 2013

Present: (Members and others)

Wasim Azhar (Board Member)	Gordon Hoople (Board member)	Sharay Pinero (Auxiliary)
Tiffany Dreyer (Auxiliary)	Emily Marthinsen (Board member)	Jamie Riley (Auxiliary)
Kelsey Finn (Auxiliary)	Ashley McCullough (Asst. Bkstr. Dir.)	Amanda Reese (Bkstr.Dir.)
Robert Flaharty (Board member)	Bahar Navab (GA CAAVP) (by phone)	John Scroggs (Auxiliary)
Max Gee (GA President)	Vivi Nordahl (Auxiliary)	Marilyn Stager (Auxiliary)
Hugh Graham (Board member)	DeeJay Pepito (ASUC President)	

SUMMARY OF THE MEETING

This meeting concluded the Spring Semester. It was called to order at 11:10 a.m. in the Career Center Blue Room.

Approval of the Minutes

After its April meeting, the Board held a retreat on May 21 at which the Board approved the Auxiliary budget for 2013-14, with instructions to the Finance Committee to maximize commercial monies at the end of the year.

Auxiliary Update

Mission Statement

The Auxiliary has been incredibly busy trying to hire positions while continuing to make progress as an organization. The Auxiliary mission statement was distributed. The next step was to vet the mission statement and get feedback during July.

They tried to stay away from listing specific units in the Mission Statement and instead, talked about the services people could receive from the Auxiliary. They'll have a solidified statement by the start of the school year. The wording that was distributed was just a starting point.

Auxiliary Hiring

Newly hired staff include Paula Lofgren, Director of Business Development and Finance; Suzi Halpin, Director of Event and Facility Operations; Brandon Tsubaki, Assistant Director for Fraternity and

Sorority Life; Fred McCall, Assistant Director for Student Organization Advising and Leadership; and Ashley Jamison, Administrative Assistant. According to the the TPT report and the organization chart the Board approved in January, about 14 positions are to be filled in the next two years. All their first choices accepted.

Mailing List

There are two mailing lists, CSSB-Private and CSSB-Public. CSSB-Private has Board members as well as Ms. Finn, Mr. Scroggs, and Mr. Litwak. The public list had people he was unfamiliar with. Mr. Hoople will send out an e-mail asking people to respond if they'd like to remain on the mailing list. It was suggested that the public list be used, with the entire Auxiliary and Senators included.

As for listserv ownership. Ms. Chen, former Board Chair, transferred ownership of the list to Mr. Hoople. It was decided to have Mr. Scroggs be a co-administrator to all the listserves.

COMMITTEE REPORTS

Report from the Organization and Governance Committee

Searches will be conducted for an Auxiliary senior graphics designer, under Ms. Dreyer; a facilities coordinator, under Ms. Pinero; and an Assistant Director position for student government advising and leadership development. The timeline is to hire people before the Fall Semester. Two Coordinator positions for the LEAD Center will also be hired in the next few months, as well as an Analyst III, for Irene Lam's replacement.

The Committee will talk about the Board's fall retreat, August 28. The Committee made a listserv for itself that other Board members could join if they wanted.

For Auxiliary staff evaluations, the Committee recommended that students be included in additional assessments. Board members might get e-mails about participating.

The Auxiliary allocated \$3,000 for Board activities for the year, and the Committee will consider how to allocate that throughout the year. They'll also work to simplify CSSB governing documents and make one complete, non-contradictory document.

Report from the Business Development Committee

Follett Temporary Agreement

The Student Store RFI should be released around the end of July, after the temporary contract with Follett, when the new Eshleman is finished. A voting group will be selected. E-mails will be sent out as meetings are scheduled. The Board will make the final decision.

Event Services Timeline

Event Services can book up to a year in advance for its venues and would like to be able to book three years out, for summer months only, when 95% of usage is by non-students. This would generate

revenue and make the Auxiliary competitive. These bookings would be after Commencement and receptions, from about June 1 through August 15. One space would remain available for short-term bookings. Bumping policy would still be in place, where GA and ASUC Presidents would be to bump groups within two weeks. Bumped events could be accommodated.

Student events over the summer are typically for smaller meetings.

Long-term agreements normally have clauses allowing either party to cancel within a certain period of time.

Ms. Nordahl will provide possible policy language and a sample contract.

AUXILIARY BUDGET

Breakdown of Auxiliary Reserves

Ms. Stager and Mr. Graham created a spreadsheet, "ASUC Auxiliary FY14 Operating Budget," and tracked down the sources of Auxiliary reserves. The large reserve in the Auxiliary budget was a concern of the Board at its last meeting.

The beginning balance for reserves was \$3.2 million. The Ending Balance was budgeted at \$2.9 million. Ms. Stager described each column: (b), Campus and VC-SA Funds, was from former CSL departments; (c) is CACSF funds; (d), Student Referenda Fee Funds, included the Student Union Building Maintenance Fund and the TGIF Fund; (e), Other LEAD Ctr. Unrestricted Funds was mostly from the Dean; (f), BEARS Lower Sproul Funds is the new BEARS Initiative Fee; (g), Commercial Activity Funds is all their commercial revenue. Its beginning balance is \$734K, and ending balance is \$823K. So they're not drawing down commercial reserves that year.

A request was made to add a legend of what funds were included in the various categories, and from where the funds originated, since some terminology changed. In the future, that would make things easier, rather than having to trace down acronyms.

The \$700K in commercial reserves could potentially be returned to students, or used for commercial activities of the Auxiliary.

The Auxiliary is working on five-year forecasting, with Sanaz Mobasseri, which was expected to be done by September. Things looked good for FY 14, and they need to get a handle on what FYs 15, 16, and 17 look like.

The budget has \$1.1M from the Bookstore.

What Is Spent out of Commercial Monies

A pie chart was distributed, "ASUC Auxiliary Staffing by Funding Source Comparison." The Auxiliary has gone from having almost 60 employees, all paid out of commercial activities, to having far fewer employees, with more fund categories from which they're paid. The Board had to talk about how to use

funds from different sources, and what categories of money should be used for various things, e.g., what funds to use for staff whose work is unrelated to commercial activities.

Why Do We Need to Maintain Reserves / How Do We Use Student money

The BEARS Initiative includes a percentage amount to provide maintenance and operations.

New buildings have a 50-year life cycle. Working backwards, reserves that will be needed are calculated. Roofs, e.g., are done every 20 or 25 years. RSSP has a “refresh” every 10 years, for new paint, carpets, and furniture. Bond financing requires a reserve

Having a model and constancy in what they expect for reserves will give the Board a better idea about how to use commercial reserves. The \$700K in that account might be for planned maintenance or might be savings for other purposes.

Funds could not be in deficit at the end of the year, and if they run out of reserves, deficits would have to be subsidized from other pools.

Although their accounting doesn't match the concept, reserves could be thought of in three categories: operating reserves, if they're short of revenue; facilities maintenance reserves, which could be restricted; and a reserve for investments and new initiatives, such as to subsidize a launch.

Some units on campus have “plant” funds, with money from maintenance reserves transferred off the operating budget to the plant fund, and banked away. But the Auxiliary isn't allowed to do that. Plant projects go to one specific thing and can't just be banked.

Money can be shown on the balance sheet that has designated uses, although not truly isolated, as the equivalent of plant funds. Reserves can be budgeted, planned out according to schedule, and were unable to be touched for a certain number of years; or, only a certain amount could be used every year. But CalPlanning shows those funds as if they were available to be spent. To prevent the campus from raiding Auxiliary accounts, thinking it had a big surplus, a way was needed to document surpluses.

Another topic of discussion was how to use student fee money versus commercial money, to cover the different types of Auxiliary activities.

Follett Temporary Agreement

The Board met in executive session to discuss the temporary agreement with Follett.

The meeting adjourned at 1:05 p.m.

End Summary of the Meeting

This regular meeting of the ASUC Commercial and Student Services Board, concluding the Spring Semester, was called to order by Gordon Hoople at 11:10 a.m. in the Career Center Blue Room.

APPROVAL OF THE MINUTES

Mr. Hoople called for a motion to approve the minutes. It was so moved and seconded by Mr. Flaharty and Mr. Azhar.

The Board held a retreat after its last meeting and Mr. Hoople asked if there was anything the Board approved during the retreat that people would like to add to the record. He noted that at the retreat, the Board approved the Auxiliary budget. He believed that was the only official business that was conducted at the retreat.

Ms. Finn said the motion the Board passed was to approve the budget, with instructions to the Finance Committee to maximize the commercial monies at the end of the year.

THE MOTION TO APPROVE THE MINUTES OF THE APRIL 25, 2013 CSSB MEETING, PASSED WITH NO OBJECTION.

PUBLIC COMMENT

Mr. Hoople called for any public comment, and hearing none, said they would move on.

AUXILIARY UPDATE

Mission Statement

Ms. Finn said it's been a fast and furious summer. The Auxiliary has been incredibly busy, trying to hire positions, as Board members knew, since they sit on search committees, while trying to continue to make progress as an organization itself, working on team building, talking about who they are as an organization, and putting together a draft mission statement.

Ms. Finn said she distributed the Auxiliary mission statement. For last couple of months the Auxiliary has held staff meetings and has worked on the mission statement, the need for one, who they are, etc. There were conversations as a large staff team as well as a smaller working group that created a draft, with the Auxiliary leadership group. The next step in the process is to vet the mission statement with the

Board, with students, and with staff as a whole, and get feedback during July, to make sure they're all on the same page and that the statement made sense to everybody.

The draft mission statement is as follows:

The ASUC Auxiliary exists to support student learning, development, and community building, by collaborating and engaging with students, campus partners, and the greater community. As a sustainable, inclusive organization, we enhance the co-curricular experience at UC Berkeley, through:

- Art education
- ASUC/GA partnership
- Business and commercial services
- Design and marketing services
- Event Services
- Facility management
- Leadership development
- Student organization advising

Ms. Finn said it was decided that putting the list in the alphabetical order was the best way to organize it.

Mr. Hoople asked if the list was set or if it was something that would evolve as the Auxiliary changed. Ms. Finn said it would change as the Auxiliary evolved, depending on the services. It was set at this point in that they tried to include the whole Auxiliary, since a lot of people have difficulty understanding what's in the Auxiliary. So they tried to stay away from listing specific units and instead, talked about the services people could receive, or what people could look for from the Auxiliary. If something was missing, or if people thought it should be worded differently, they were definitely open to that.

Mr. Hoople said he wasn't sure what "ASUC/GA partnership" meant. Ms. Finn said they listed that out to showcase the collaborative work the Auxiliary's does with the ASUC and the GA. So while the Board advises and drives decision making for the Auxiliary, in pretty much everything the Auxiliary does, the ASUC and the GA sit at the table. The language of the mission statement was meant to articulate that.

Mr. Gee said that there were plans for a meeting with the Auxiliary and with student government regarding philosophy, culture, etc. He asked if the mission statement was going to be set and approved after those meetings. Ms. Finn said that was correct. Those meetings should occur in July or the beginning of August. The statement was a working document for the next month and a half as they get through those conversations. They will then have a solidified statement by the start of the school year.

Mr. Hoople asked where the mission statement would be used and if it would be on the Web site, and asked what the vision for it was. Ms. Finn said it will be on their Web site, to showcase who the Auxiliary is to people. As they solidify these conversations in the coming weeks, she thought it would be important that year to have a "road show" for the Auxiliary, going to other departments, to anyone and everyone, to talk about what the Auxiliary is, what they do, why they do it. There was definitely some confusion out there as to who the Auxiliary is, why it exists, and what they do.

Ms. Navab said that to clarify, she thought Mr. Gee's question was whether the mission statement wouldn't actually go on the Web site until further conversations are held and everybody agreed to a final version. Ms. Finn said that was correct. What she distributed was really just to get them to a starting

point. People who have gone through mission statement processes in other organizations realize that coming up with language takes weeks and months. The current statement was to give the Auxiliary a baseline in which to have a conversation. She presented it that day so Board members could process it and provide feedback to her; and there will be other opportunities to share information.

Mr. Azhar asked about “art education.” Ms. Finn said that the Art Studio is one of the big things the Auxiliary focuses on, both from a commercial perspective and from the perspective of student involvement and engagement. Mr. Hoople said the Art Studio has different types of classes, including photography, pottery, painting, drawing, graphic design, and digital arts.

Mr. Hoople said he thought the mission statement was a good start, and he was excited to see how it evolves. He called for any questions on it, and seeing none, said they would continue with Ms. Finn’s report.

Auxiliary Hiring

Ms. Finn said the other updates she had, which would lead into Ms. Navab’s Organization and Governance Committee report, was to summarize some of the Auxiliary’s hiring.

Official offers and have been accepted for two Director positions, two Assistant Director positions, and an Administrative Assistant. To go through these staff, Paula Lofgren, Director of Business Development and Finance, will join the Auxiliary on July 29. Suzi Halpin, Director of Event and Facility Operations, will join them on July 29. She is from the University of Central Florida. Brandon Tsubaki, Assistant Director for Fraternity and Sorority Life, will join them on July 22. Ashley Jamison, Administrative Assistant in the LEAD Center, will start July 22. Fred McCall, Assistant Director for Student Organization Advising and Leadership, will join them on July 29. So July 22 and 29 are two big dates. Mr. Riley is working hard in the LEAD Center to onboard new staff, and Ms. Finn said that she, Nikou Shafaghi, John Scroggs, Marilyn Stager, Vivi Nordahl, and Sharay Pinero, will also help to onboard the two new Director positions as well. Board members should be on the lookout for meetings on their calendars in early August to meet with these individuals as they come into the organization. The Auxiliary is working to update its organization chart, and Ms. Finn said she’ll get that out.

Mr. Flaharty asked if there were still open positions currently pending. Ms. Finn said that Ms. Navab had that update in her committee report. When they look at the TPT report and the organization chart the Board approved in January, about 14 positions are to be filled in the next two years.

Mr. Hoople asked if they've gotten their first choices, and if everybody they've selected has accepted, or if they've had to go to their second choices. Ms. Finn said they’ve gotten their ideal candidates. Mr. Hoople said that was a good sign. Ms. Finn said everyone was extremely excited about the opportunity and ready for what lies ahead.

Mailing List

Mr. Hoople said there are two mailing lists, CSSB-Private and CSSB-Public. He asked what should be done with those. CSSB-Private at that time just had Board members, as well as Ms. Finn, Mr. Scroggs, and Mr. Litwak. The public list has a bunch of e-mail addresses of people he was unfamiliar with. He'll send out an e-mail asking people to respond if they'd like to remain on the mailing list, and then delete everyone else. He asked who people thought should be on the public mailing list. He thought the private list should just be Board members, as well as Ms. Finn and Mr. Scroggs. He asked if there were other people who should be on that.

Ms. Finn asked what the difference was between the two. Mr. Hoople said he thought the private list should be for internal Board e-mails about what was going on, for discussion, and would be more or less confidential. He'd like to keep one list kind of small. He didn't know who would go on the public list, and didn't know where he should send announcements to. Maybe that would go to the public list. He didn't invite some Auxiliary staff, who weren't on any e-mail lists, since he wasn't sure how best to do that. Since other people were included on the list, he'd guess that e-mails were sent out previously.

Ms. Finn said that would be her suggestion, to use the public list and include the entire Auxiliary. People could pick and choose.

Ms. Pepito said that e-mails should be sent to Senators as well.

Mr. Hoople said the public list included Daily Cal reporters and others. He'd add Senators. Ms. Pepito said he could send public items to all Senators using senate@asuc.org. Senators-elect will be sworn in at the end of August, so until then, e-mails to them could be sent to senateelect@asuc.org. After August, senate@asuc.org should be used. Mr. Hoople asked if he should add both addresses. Ms. Finn said having both would be good.

Ms. Navab said GA Officers could be asked if they wanted to be added to the list.

Mr. Flaharty asked if there's a listserv for Auxiliary staff. Ms. Finn said there is.

Mr. Hoople said he would add Auxiliary staff to the list.

Mr. Hoople said his other item on this topic was listserv ownership. Hedy Chen, former Board Chair, transferred the ownership of the list to him. But Mr. Hoople said he didn't think that was a good idea and thought he should be a co-owner with someone in the Auxiliary, perhaps Ms. Finn or Mr. Scroggs.

Ms. Navab said that she and Mr. Hoople discussed this. And for the Governance Committee, if Mr. Scroggs was open to it, she'd suggest that he be co-administrator to all the listserves. So when there are leadership transitions, Mr. Scroggs could simply add, e.g., the new chairs of committees. That would ensure that at least one member of the Auxiliary, who didn't rotate in and out of the Board, could have access to the listserves.

Mr. Hoople said that Mr. Scroggs wasn't on the private list, but he could be added.

Mr. Scroggs said he would accept serving as co-administrator of the CSSB listserves, and could do both public and private. Ms. Finn said she thought that would be good.

Ms. Finn asked Ms. Reese and Ms. McCullough if they get the public e-mails. Ms. Reese said they don't. Mr. Hoople said he could add them. He asked if anybody else was missing from getting e-mails.

COMMITTEE REPORTS

Report from the Organization and Governance Committee

Reporting for the Organization and Governance Committee, Ms. Navab said the Committee hasn't actually met since the last Board meeting. In case anybody was interested in joining them, the Committee will meet next week, Monday, the 15th, at Anthony Hall.

Ms. Navab said she had some updates on the list of incoming hires that Ms. Finn talked about. Students will be appointed by the ASUC and the GA to ongoing searches. Auxiliary staff have already been added. One position is for a senior graphics designer, under Ms. Dreyer. If Board members were interested in knowing who was on that Committee, Ms. Navab said she'd be happy to go through that.

A second search for a facilities coordinator, under Ms. Pinero, she believed, was also occurring. Ms. Navab said a suggestion was made to Mr. Riley to re-open the search for the Assistant Director position for student government advising and leadership development. Mr. Riley agreed, so that will be ongoing. In the meantime, Amanda Ridell will serve in that position.

Ms. Navab said the timeline for hiring is to have people hired before the Fall Semester.

Ms. Navab said there are also two Coordinator positions for the LEAD Center that Mr. Riley will hire in the next few months. She believed he was focusing first on the Assistant Directors. If anybody was interested in hearing more details about any of this, they should let people know.

The Organization and Governance Committee at its upcoming meeting will talk more about the Board's retreat for the fall, to be held August 28. Mr. Hoople said he believed people agreed to an all-day retreat. He noted that that date wasn't on their calendars, and said that perhaps they could ask Ms. Shafaghi to send out an invitation. Ms. Navab said she could send that out.

Ms. Navab said the Committee will talk about the agenda and the planning for the retreat. There was a question whether they wanted to have Lisa Walker facilitate it, or Patrick Bailey, or another outside facilitator. It hasn't been discussed by the Committee yet, but one suggestion she had, with Mr. Hoople and the group, was to include something about student fees and their budget. The Board has had some quick conversations about these topics at its meetings, but these topics were hard for people to follow along and really ponder.

Mr. Hoople said he thought they'd do a good amount of that at the meeting that afternoon, but doing more at the retreat would be fine, to give people more clarity. Ms. Navab said she saw that on the agenda. She didn't know if everyone felt up-to-date about everything, and once they heard Mr. Hoople's discussion that afternoon, it might be helpful to have some time to think about it, and then regroup about it during the retreat. Mr. Hoople said he agreed.

Ms. Navab said the Governance Committee also made a listserv for itself. If anybody else wanted to be on it, she would ask them to please let her know. Mr. Hoople asked to be added.

Ms. Stager said she just wanted to mention one more position that was posted, an Analyst III, for Irene Lam's replacement. There was not a successful first search, so the position has been reposted.

Mr. Flaharty asked if those applying for openings that were mentioned have mostly been internal candidates, or if they were external. Ms. Nordahl said they were mainly external; but it wasn't a national search. The idea was to broaden the search and to have the job description rewritten. A position could overlap a lot of functions, so it was felt that it would be better to cast a national net, and to make sure it was clear what the job expectations were.

Ms. Navab said the last item from the Governance Committee dealt with staff evaluations. Many Board members have gotten e-mails about this, and the Governance Committee recommended that students be included in additional staff evaluations the Auxiliary was conducting. So if they haven't already, some members might get e-mails from specific Auxiliary Managers and Directors asking them to do evaluations.

Ms. Pepito asked if the Graphic Designer search committee has already been formed. Ms. Navab said the Auxiliary members of the search committee have been appointed. They still needed to appoint student members. The people on that search team, at the moment, are Kelly Morr; Erik Scollon, from the Art Studio; and Gabby McGrath, from Event Services.

Mr. Hoople said he thought Jamie Riley would do a really good job facilitating the Board's retreat, perhaps working with Lisa Walker. That might be a nice way to have some internal participation, but also external to the Board. He didn't like the idea of bringing back Mr. Bailey to facilitate, at the cost of thousands of dollars. Mr. Bailey did a great job, but it was very expensive. And he thought Mr. Riley and Ms. Walker would make a good team.

Ms. Navab said she would like to suggest that people send her e-mails of suggestions they have so the Committee could go through them at its meeting and come up with a preliminary agenda and facilitators.

Ms. Navab said she didn't recall seeing a budget for the retreat, but would like to suggest that maybe they could hold off on approving a budget until the Committee meets on Monday, and then have an e-mail approval of the budget. Mr. Hoople said he believed Ms. Finn allocated some money to CSSB activities that year, although he didn't recall the amount. Ms. Finn said she believed she allocated \$3,000 for the year. So she thought Ms. Navab's approach would work, with the Committee to come up with what it thought it would take to run the retreat. Mr. Hoople asked if any of that has been spent yet. Ms. Finn said first expense from that allocation was for the Board's lunch that afternoon.

Mr. Hoople asked if Ms. Finn could think holistically about the entire year, and to think about the Auxiliary's budget for Board activities for the entire year. For instance, they might have another retreat. So there should be some thought on how they want to spend those funds. He thought this money would mostly be spent on retreats.

Ms. Navab asked if he thought the Governance Committee should do that. Mr. Hoople said he thought most of that money will be spent for food at meetings and during retreats. So if the Committee could think about all the retreats they'll have during the year, and to make purchases accordingly, that would be great. Ms. Navab said they would do that.

Ms. Navab said the other thing they'll do throughout the year is to simplify the CSSB's governing documents, such as the Commercial Activities Agreement, the four different MOUs, etc., and maybe make one big, nice, complete, and, most importantly, non-contradictory document. Ms. Finn said that would be good.

Report from the Business Development Committee

Follett Temporary Agreement

Regarding the RFI for the Student Store, Mr. Gee said that the Committee reviewed it and thought it looked good. They plan to release it around July 22.

Mr. Hoople asked about the purpose of the RFI. Mr. Gee said the Request for Information is for the service provider the Auxiliary will have for the ASUC Store. Mr. Hoople asked if it was for when the Follett contract ends in two years. Mr. Gee said it's for after the temporary contract they have. Mr. Hoople said the RFI, then, was for who will move in once the new Eshleman is finished. Mr. Gee said that was correct.

Mr. Gee said the proposal will be due around August 29. They'll select a voting group to talk about the finalist, who will come there and give on-campus presentations. The voting group will then meet again to decide who they actually want for their vendor. At these meetings it would also be good to have other interested parties present. That would include CSSB members and other individuals they have talked about, and e-mails will be sent out to people. Some of these meetings are being scheduled at that time, and as meetings come up, e-mails will be sent to everyone who might be interested. And if anybody was interested in being part of these meetings, Mr. Gee said they should let him know and they could talk about including them.

Mr. Hoople asked who was in the voting group. Mr. Gee said it includes ASUC and GA Presidents, the ASUC EVP, Ms. Marthinsen, and Ms. Finn. Mr. Hoople asked if that was the membership of the Committee. Ms. Finn said it was the same voting group that was used for the food service provider selection process. However, the entire CSSB was involved in the presentation and the entire Business Development Committee was involved in the initial part. But a smaller group will actually vote and bring the decision to the Board.

Mr. Hoople said the selection committee, then, was really an ad hoc committee to create a recommendation. Ms. Navab said that when they did the food selection, it was just the Presidents, Ms. Marthinsen, and Mr. Hoople. The EVP wasn't on that. She didn't care if people wanted to keep it at that number.

Mr. Gee said he thought the composition looked good to him, unless someone had an objection or suggestion. Mr. Hoople said he thought it was fine.

Ms. Finn said it was important to clarify that this group was just voting to see what recommendation comes to the Board, where the selection will be ultimately decided.

Mr. Hoople said that if there was a close vote, such a 2-3 split, he thought the Board would like to see both options. In that way they could have more people weigh in if it was kind of a tough call.

Event Services Timeline

Regarding the Event Services timeline, Ms. Nordahl said she'd talk about the timing of bookings for events in the venues Event Services manages. They can book up to a year in advance for any venue. There have been conversations about the industry standard, and booking for summer months only, when 95% of the usage is by public and campus clients. The idea would be to open up reservations up to a longer timeframe for which people could reserve spaces. She thought that would be a great idea to generate revenue, and would also allow Event Services to accommodate new relationships they build with Conference Services, which has been sending leads to Event Services that are two or three years out. This would also help to build a relationship with the Chamber of Commerce and the Berkeley Convention Bureau, to areas where Event Services posts. A lot of weddings and conferences book two to three years in advance.

Ms. Nordahl said she would like the Board to consider opening bookings, for only the summer months, up to three years in advance. She thought the Auxiliary could make \$100-150,000 in revenue if, e.g., events could be booked for the summer of 2016, when they have Pauley Ballroom back. She thought this would be a good sell, especially given the renovations that will be done, including audio and visual systems. So that's what she was proposing to the Board.

Mr. Hoople said he would assume that most of their competitors book three years in advance. Ms. Nordahl said that was correct. Mr. Hoople asked if anybody else on campus did that. Mr. Flaharty said the RSSP books two years in advance as a minimum, especially for repeat groups. Associations, e.g., plan their calendars far out.

Ms. Finn said that one thing the Business Development Committee talked about it truly being an industry standard across universities to book at least three years in advance. It would make the Auxiliary competitive across the country and help to get the business of people who want to meet at college campuses. And once they get a business that meets on campus, they can book return business. She noted that some groups will book five years in advance.

Ms. Pepito asked what the exact dates would be for summer usage. Ms. Nordahl said she would assume it would start right after Commencement. They'd have to look at the dates. Bookings would not start when the academic semester ends, and wouldn't occur until after Commencement and receptions. So she'd think that would be after June 1, through August 15.

Ms. Marthinsen said that at the Committee meeting, Ms. Nordahl also mentioned the idea of keeping one space available for one-year events, for those who put things off. They could still book such events and accommodate people. Ms. Nordahl said the idea was to have one space available that wasn't booked three years in advance.

Mr. Hoople said that space might be Anna Head.

Ms. Navab asked how this would work, and asked if the bumping policy would still stand. She didn't anticipate any bumping over the summer, but if something major occurred, space would be available. Ms. Nordahl said that would be the case. What would come into play are the relationships that are forged with campus and community partners, and the other venues they'd look at. Event Services now works with the I-House, the Alumni House, and Chevron Auditorium. These facilities have all said they'd work with Event Services, send them business, and give them discounts for last minute bookings. So Event Services could make sure all groups have space, and wouldn't move people that needed a particular space.

Mr. Flaharty said that if a repeat group got bumped, they wouldn't be happy and probably wouldn't come back. So bumping had to be looked at very narrowly.

Ms. Navab said she didn't know if everyone was familiar with the bumping policy, but it basically states the GA and ASUC Presidents can bump groups with more than a two-week heads-up. That would be for something major, and would be applied to an outside group that didn't have a longstanding reservation. Multiple approvals would be required before an event could be bumped.

Mr. Hoople said he didn't think an event should ever be bumped two weeks in advance for a reservation that has been scheduled for three years. Instead, they should just find alternative space. That might be a good reason to have one-year space available, where there wasn't a long-term commitment and where reserving the space could be more easily customizable. Also, it wasn't as though huge student functions happen over the summer that require large spaces. Most student need in the summer was for space for 15 to 20 people, and he'd assume there are tons of such spaces available on campus over the summer. Mr. Flaharty said that might not be the case.

Ms. Navab asked if Ms. Nordahl was asking the Board to approve this policy, or if this was something that Event Services was thinking about, with actual language to come back to the Board in the future. Ms. Nordahl said she was asking the Board to approve the policy.

Ms. Navab asked if they could clarify what exactly the Board would be approving and to state bumping policy.

Mr. Flaharty asked if the Board approval about this was needed. It seemed to him to be an operating policy, and didn't seem to require Board action. Ms. Navab said she thought it would, because the way they've done commercial spaces, like Event Services spaces, is to grant use of those spaces with certain policies in play. So if Event Services changes those policies, the Board would need to re-approve them, because the changes dealt with access to commercial spaces that are under the Board's purview.

Mr. Hoople said it Board approval would be the best mechanism to do this, since there could be negotiations between Event Services and the students, which might as well happen at the Board. He thought this

change in the timeline of bookings was a good idea and would guess that 95% of bookings over the summer wasn't student driven, but was outside driven. He thought the Board should let people book years in advance and didn't think the Auxiliary should have a bumping policy for people who book far in advance. It would destroy their business if the Auxiliary kicked somebody out two weeks before an event. So maybe what this idea should be fleshed out, with space that could be reserved long term while also keeping space available for whatever came up. However, he wasn't sure what that would look like.

Ms. Nordahl said they could have a meeting room that was a bump-free space.

Mr. Hoople asked if they'd just need one meeting room. Ms. Nordahl said she believed that was the case. As Mr. Hoople mentioned, the student events she's seen over the summer are meetings, not large celebrations. Summer meetings of students are for committees, and are few and far between. So the Auxiliary could either look at one meeting room in the MLK Student Union or at Anna Head, which she thought might be the better option, only because with the booking of large conferences, they need break-out rooms that are nearby.

Mr. Hoople said that for such an event, they'd need the full building, and Anna Head wouldn't work for something like that.

Ms. Finn said that one thing she's seen work at other places was to always have one space available that could accommodate up to, say, 50 people. Such a space would always be available a year in advance. In that way, Event Services and the sales team will have the flexibility to go out and sell creatively, knowing that they'd always need to leave one space available that could accommodate up to 50 people. Instead of designating an actual space, they could always leave a space available.

Ms. Marthinsen said they could then book one year in advance.

Ms. Finn said this was just the nature of the business.

Mr. Hoople said he thought maybe the Board should have a little more clarification before approving this change in policy, and to have a policy for this actually spelled out. It seemed that most people were generally in favor of the change. He noted that he saw heads nodding that this seemed to be a good idea. The only question was about the mechanics of how it would work. He asked if that sounded good to everyone.

Mr. Azhar asked how far in advance they wanted to give discretion to sales staff. Mr. Hoople said it would be more than three years. Most students are only there for four years, and if space is booked out longer than three years, that was the entire time someone was at college. So it didn't matter what happened after that. So he wasn't sure why students would care one way or another. He asked if students had a sense of that. Mr. Gee said they didn't. He didn't think students would book that far in advance.

Mr. Hoople said they were already booking three years in advance, so extending that to five years wasn't that much longer. The only thing about that was that the Board recognized the problem that students need more space. It would be harder to get out of long-term contracts, but Event Services could work creatively around that.

Ms. Pepito said she thought the bumping policy would still be there for bookings a year in advance. An option was to keep space available that could be booked one year in advance, and allow a bumping policy to stay in place, and also have a no-bumping policy for space that was booked three-plus years in advance. That would be an option instead just saying there would or wouldn't be bumping.

Ms. Finn said she thought one thing they might add to retain flexibility in case of a culture change, and in case the summer possibly becomes a happening time for students, was perhaps to have some language in contracts to not be longer than four or five years. They could book three years in advance, but wouldn't have a contract longer than five years. So no matter what, there would be at most a four-year or five-year commitment to a group, after which the group would have to re-up. So there would always be a sunset date.

Ms. Navab said having five-year contracts would make it really hard to re-visit this policy in two or three years if they find that it's not working, and they have five-year contracts with people. She asked if it was possible to have three-year contracts for the short run, and if that works, to expand the time to years.

Mr. Flaharty said in long-term agreements, there normally are out clauses that allow either party to cancel with X-number of months or years of notice. So he wouldn't worry too much about very long-term agreements.

Ms. Navab said she thought that would work. That's why instead of just approving things via the conversation they were currently having, it would be really helpful to see written policy language of what the Board was approving. Mr. Hoople said that might be, e.g., a sample contract.

Ms. Navab said she thought Board members all have different ideas, and she didn't want people to walk away with different understandings.

Ms. Nordahl said she would write something up and have a sample contract that could be circulated.

Mr. Hoople said that sounded good. He thought the proposal was a great idea, being proactive and getting more business, especially during down times when nobody was using space.

Mr. Hoople said the next item on the agenda was to talk about the budget. So he would suggest that they break at that time and grab some food, and then look at the budget documents. He suggested that they take ten minutes to get food. This meeting was recessed.

AUXILIARY BUDGET

Breakdown of Auxiliary Reserves

Back in session, Mr. Hoople said they wanted to start off with the spreadsheet that Ms. Stager and Mr. Graham created, for which he wanted to thank them very much. The Finance Committee met, although

unfortunately, Ms. Yun and Ms. Saxena weren't able to attend. But he, Mr. Graham, Ms. Stager, Ms. Finn, Ms. Marthinsen, and Mr. Flaharty, were able to go through all the categories of Auxiliary reserves.

Mr. Hoople said they were actually able to track down where all the reserves came from. If people recall from the last Board meeting, a big concern was with the large reserve that the Auxiliary had. They didn't really know where it came from and what those funds were.

Ms. Stager distributed "ASUC Auxiliary FY14 Operating Budget." Column (a), "TOTAL Current Funds," was everything in the Auxiliary's budget. As shown, Beginning Balance was \$3.2 million in reserves. The Ending Balance, \$2.9 million, was the amount after they spend what they expect to during that fiscal year. So from the initial \$3.2M, about \$300,000 of that will be spent this year.

Each column of the report is a category that actually exists, although some of the funds have been lumped together in order to create the categories listed.

Mr. Hoople asked if Ms. Stager could give a short explanation of each of the other funds.

Ms. Stager said that Column (b), "Campus and VC-SA Funds," are mostly funds that came into the LEAD Center with the former CSL departments (Center for Student Leadership). These are unrestricted funds that come from tuition, Vice Chancellor Reg Fee money, some State money, and 19-900 funds, some unrestricted gift funds that have come into the LEAD Center. These are miscellaneous campus funds that have come to the Auxiliary with the LEAD Center departments.

Ms. Navab said it would be great if they could add a legend of what was included. Some of the terminology has changed, such as not having Reg Fees any more. On the campus side, funds are still listed as "CLL" funding. It would be great to have asterisks or a legend to clarify where things came from, so in future years, people don't have to trace acronyms.

Mr. Hoople asked if she was talking about the row identifiers or the column identifiers. Ms. Navab said that with "Campus & VC-SA Funds," they don't have Reg Fees anymore. Some monies go to the CSL from Student Services Fees. It would be great to have a key explaining what each column category includes, with the current terminology used by the Budget Office, and terminology used in campus ledgers.

Ms. Stager she could do that, and would apologize for not using the current terminology.

Ms. Finn said the Student Services Fee is shown in another category and wasn't lumped into Campus & VC-SA Funds, column (b). Ms. Stager said that was correct for Student Services Fees, but there were other fees and other funds in Campus and VC-SA Funds. Money goes to Student Affairs, which allocates those funds out.

Ms. Navab said that to clarify, there's Student Services Fee money and student service money that was previously allocated to CLL, the Dean's portfolio; and some of that money came to the Auxiliary. And then there are also funds that Student Affairs re-allocates. So there's a hodgepodge of things, and Student Services Fees are actually in multiple categories in the funds identifying the columns.

Mr. Hoople said maybe they could pull together a short description, two or three sentences. That could be included in the Board package that the Organization and Governance Committee started to talk about; and the report could be pulled up every year with CalPlanning.

Mr. Graham said the numbers on the sheet were direct data from CalPlanning. It's in Excel, using Smart View. The columns identify actual, specific funds used in CalPlanning. CalPlanning aggregates grouping of funds. It wasn't necessarily the specific funds that the actual transactions are happening on in the ledger. So it was a little bit higher level and was more strategic. The budget sheet regroups those funds to a more meaningful accommodation. They could pull up this template, hit the "refresh" button, and see any changes that have been made since the sheet was printed.

Mr. Hoople said the next column, (c), was "Student Services Fee Funds (CACSF)." He thought they were all familiar with CACSF.

For column (d), "Student Referenda Fee Funds," Ms. Stager said there were two fees included, the Student Union Building Maintenance Fund and the TGIF Fund.

In (e), "Other LEAD Ctr. Unrestricted Funds," the bulk of that was from the Dean. There's also a minimal unrestricted fund and another fund from previous Center for Student Leadership (CSL) departments.

Mr. Hoople said that (f), "BEARS Lower Sproul Funds," is the new BEARS Initiative Fee that will be ramping up.

The next column, (g), "Commercial Activity Funds," is what the Board was most concerned with and is all of their commercial revenue. The "Beginning Balance" for this fund was listed at \$734,000, with "Ending Balance" at \$823,000, lines 52 and 53. Commercial reserves is shown to be higher at the end of the year. Of the \$3.2 million in Total Funds, Beginning Balance, only about \$700K is actually commercial reserves. That's the money the Board was interested in, trying to figure out of that money from last year. He asked if that changed from when they met.

Ms. Stager said it didn't. She took the total \$1.4 million requested from BEARS Lower Sproul funds to represent the total revenue replacement. As to how this all ends up, the Ending Balance for the year for BEARS Lower Sproul Funds is a deficit.

Mr. Hoople said that in column (f), "BEARS Lower Sproul Funds," row 46, "Expense Transfer to revenue replacement funds," shows the \$1.4 million requested from the BEARS Lower Sproul Funds. If they total everything up, the row 53, "Ending Balance," shows a deficit in column (f), \$139,000. He asked if that \$139K will come out of commercial reserves. Ms. Stager that was correct, if they end the year that way. However, she and Ms. Finn have talked about the potential for timing differences. First, they request funds at the beginning of the year, before they actually make the expenditures, based on the budget. Historically funds were transferred to them earlier in the year. This year the funds were transferred last week. So the numbers depended on the timing of expenses and transfers. Also, this is an estimated or budgeted request. Their requests will be higher or lower, depending on what their expenses are.

Mr. Hoople said the idea is they could net zero this. Ms. Stager said that was correct. This ends up being the budgeted request they put into their budget for next year. It will be based on actuals as they get into the year.

Mr. Hoople said asked if the idea was that they weren't drawing down commercial reserves that year. Ms. Finn said that was correct.

Mr. Hoople said the Auxiliary wasn't spending any commercial reserves this year. Of that \$3.2 million, they have about \$700,000, which is money that could potentially be returned to students, or be used for other typically, commercial-type activities the Auxiliary does.

Ms. Finn said the other thing to keep in mind, as she's mentioned, is that the Auxiliary is working on five-year forecasting, with Sanaz Mobasseri. They've done hires according to the Transition Planning Team plan. Things looked good for FY 14, but they need to get a handle on what 15, 16, and 17 look like, so everyone is comfortable on what they decide to use these funds for, going forward. They're still missing information to be able to make a decision on that.

Mr. Flaharty said that also make a clarification, he believed this still budget had the \$1.1 in it from the Bookstore. Ms. Finn said that was correct. Mr. Flaharty said a change in that would affect the budget. Mr. Hoople said they could talk about that in closed session.

Ms. Navab asked when they expected to have the financial forecasting done. Ms. Finn said they hope to have everything to Ms. Mobasseri by the end of July. After that it will probably take a couple of weeks. With Paula Lofgren coming on board, Ms. Finn said she'd like her included in this. So September was probably a fair timeline for that.

Ms. Navab asked if there was any way the Board could have some preliminary material for its retreat. Ms. Finn said she could try. This was being worked on. People had to remember the Auxiliary hired seven new people and they have searches going on. So they're working as best they could. They'll try to have as much data as they could for the retreat.

Mr. Azhar said column (a), "TOTAL Current Funds," was the total of columns (b) through (h). But adding the numbers in columns (b) through (g) didn't add up to the numbers shown column (a).

Mr. Graham said that column (a) was a direct pull. Mr. Hoople said that column (a), then, was correct.

What Is Spent Out of Commercial Monies

Mr. Hoople said the Finance Committee thought it would be helpful to visualize what's been happening with the Auxiliary, particularly for those who are new to the Board. So they distributed a pie-chart sheet, "ASUC Auxiliary Staffing by Funding Source Comparison."

When the Auxiliary was first created, there were almost 60 employees, all paid out of commercial activities. Since then, things have evolved tremendously. The Auxiliary now has far fewer employees with many more fund categories from which employees are paid. When everything was paid out of commercial activities, that also covered buildings, retirement, health care, everything. Now, that's changed. So the Board should talk about how it wants to use funds from different sources, and what categories of

money get used to do different things. Commercial money should still pay for a lot. And in the future, commercial money will be replaced by BEARS reserve money, until they get commercial money again. But as they could see, commercial money is only about half of the Auxiliary's funding. With all the other funding sources, the Board should decide on, e.g., funds to move for staff whose work is unrelated to commercial activities, like the LEAD Center. It doesn't do very much in the way of commercial activities, but since the LEAD Center has absorbed the Center for Student Leadership (CSL) function, money comes in from the Dean of Students to pay for some of that. As a result, the Board might want to use those monies to pay for LEAD Center activities.

Why Do We Need to Maintain Reserves / How Do We Use Student Money

Mr. Hoople said they need to maintain reserves to cover maintenance and other items with long-term schedules. It might be helpful if Mr. Flaharty could talk about how RSSP reserves money for elevators, e.g., that need to be replaced every ten years.

Ms. Navab asked if there was reserve money built into BEARS Funds for maintenance. Mr. Hoople said he wasn't sure what she meant by saying they were "built in." Ms. Finn said it's not a separate fund. Ms. Navab said it was part of the BEARS Referendum. Mr. Hoople said there is a fee that's particular to the Maintenance Fee.

Ms. Marthinsen said the total budget for the BEARS Initiative included a percentage of the total cost of the capital project, to provide maintenance and operations. That's required by the campus for all capital projects.

Ms. Finn said it would be allocated based on the forecasting process. Ms. Pinero will work on that, and will see what was allocated through BEARS, what the industry standards are, and to see what's needed; and not just for facilities, but for the whole organization, across the board.

Mr. Hoople said it would be helpful to hear what types of things would be included.

Mr. Flaharty said that when a building is constructed, there's a 50-year life cycle. That's the assumption. From that, they work backward and consider the known things that have to be replaced on a 10-, 20-, and 30-year basis. Roofs, e.g., are done every 20 or 25 years. RSSP talks about a "refresh" every 10 years, which includes new paint, carpets, and furniture.

They make assumptions on true repairs and maintenance, such as elevators, which are not replaced every ten years, although they'll definitely need to be rehabbed and serviced, and then replace every 25 years. From a conceptual standpoint, there are multiple lines running across a 50-year plan, identifying annual maintenance, a 5-year refresh, a 10-year re-do, and 10-year major remodels. They look at what those costs will be and work backwards to create the reserves.

When they look at building finances, as with bond financing, there's a requirement for a reserve, which is mandated. The campus actually requires more than what's mandated, since that amount wasn't enough.

For this building, he believed a specific portion of the fee stream is called out to be allocated to a maintenance reserve. So the question is if it was practically sufficient, and from a commercial standpoint, if it was enough. When he was in private apartments, they calculated this reserve as a percentage of revenue, to make sure they wouldn't spend it all. The other way to do calculate reserves was as a percentage of cost, if it's a new building. They basically build it in like a fully funded annuity, where the funds are restricted, and couldn't be touched.

Mr. Flaharty said he didn't know if it would actually show on the budget they have, because it kind of sounded before like the building reserves are, in fact, restricted. So whatever the mechanism, the amount would clearly be a pretty sizeable number over time.

Mr. Hoople said that meant that reserve amounts will grow and shrink as they go through these cycles. That was part of why they need to build into their forecasting. It was unclear how much forecasting, if any, was thought about in the reserve building process. A lot of the Auxiliary has been spending down reserves over the past ten years because of deficits. He really liked that the Auxiliary was moving towards a model where they'll actually be able to have some constancy in what they expect in reserves. That will let the Board have a much better idea about the use these commercial reserves. Right now, they don't know if the \$700,000 number is for maintenance that was actually planned or an extra amount that got saved for some other reason. He looked forward to seeing what the Auxiliary's reserve target should be. That will help them understand what they actually want to allocate to other uses in the future, whether that was giving back money to student government or to providing other student services they'd like to provide.

Mr. Azhar asked if they look at building maintenance by the type of building it was, or its usage. Mr. Flaharty that was the case. Mr. Azhar said that would also, then, be figured in. Mr. Flaharty said most residential buildings have high maintenance costs. Other buildings have lower costs. There are different commercial standards for the percent that is reserved. They do amortization. If they determine \$30 million is needed over 50 years, they go backwards and look at the cash flow consequences at, e.g., the 10-year mark. If they want to spend \$5 million, they need that amount. It's an interactive model, where they figure things out and make sure there's enough. The good news is that in a new building there's no major maintenance. So they have ten years to build up that first crunch, which hopefully works.

Ms. Pinero said MLK wasn't fully new, which offsets what they calculate for a new building. And it's all one building as far as the budget was concerned. Mr. Flaharty said that was correct; and it was one pool of reserved funds. And they also have Cesar Chavez, which obviously hasn't had anything done to it. Ms. Pinero said that Chavez wasn't included in BEARS. Mr. Flaharty asked if that was a campus building. Ms. Pinero said it was.

Mr. Flaharty said the other question, which Mr. Graham could clarify, is that all these funds could not have a deficit at the end of the year, if that policy hasn't changed. So if a budget shows a deficit and they've run out of reserves, that would have to be subsidized from some other pool, and basically move funds back and forth. In his experience, that's a dangerous place to be in. So the Board needed to watch the individual funds as well, so they don't end up having a \$700K surplus in the commercial budget but an \$800K deficit across other funds, and therefore have an operating loss. That was definitely not a trend they'd want to see happen. That was a balancing question as well, of what expenses would they loan by fund. But at the end of the day, the closer they can get to all funds showing small surpluses, obviously

the better off they're going to be. Mr. Hoople said they kind of just wanted to get people's input about this.

Mr. Hoople said there was something else that the Finance Committee talked about that he'd mention. He wasn't sure if funds would be moved from column (g), Commercial Activity Funds, to column (f), BEARS Lower Sproul Funds, kind of, or if they're going to do some block transfer of money and say "Money is coming from column (f) to cover these commercial activities that they typically do." That was coming in the future, and wasn't something they've quite figured out yet.

Ms. Finn said that on the sheet it's shown as a block. So it is accounted for. Mr. Hoople said that was row 46, Expense Transfer to revenue replacement funds. That number, \$1.4 million, shows up as a red number in column (g), Commercial Activity Funds, and is in the black in column (f), BEARS Lower Sproul Funds, representing money getting transferred from (f) to (g).

Mr. Flaharty said that one exercise they've used was to basically say that they have three kinds of reserves. Unfortunately their accounting doesn't match the concept. The first of the three reserves is an operating reserve. If they're short on revenue, this would be a source for the deficit. This should not be confused with reserves for facilities maintenance. His preference would be for these reserves to be restricted, in their own funds. That didn't seem to be how the campus worked. But from a reporting standpoint, he thought the Board could say those are restricted funds and could only be used for that one purpose. And then the third reserve was for investments and new initiatives. So if they wanted to launch a new service, they will have built up a reserve and wouldn't have to assume that current operations would subsidize a launch. It's another deficit scenario. Those were at least the three that he thought the Finance Committee and Board should think about.

Mr. Graham said he wasn't an expert because he hasn't been on the planning side of the house, so to speak, but they actually do have a whole other world of funds, called "plant" funds. He knew some units have that, and put money away from maintenance reserves and transfer that off their operating budget over to their plant fund, which would not be reflected in their operating budget. So they could really just bank it away and keep it in a savings account. How they actually report on those balances was a question. Ms. Finn said the Auxiliary has been told they're not allowed to do that.

Ms. Marthinsen said plant projects go to one specific thing. There has to be a reason for them, and they can't just be banked.

Mr. Flaharty said they investigated a fully funded annuity for the same reason, because they have \$30 million sitting out there, but with designated uses. But they are not able to restrict it in an Auxiliary mode. So there's an ongoing challenge as to why they can't pay a fully funded annuity, or some other way to truly isolate what would be the equivalent of plant funds. But as Ms. Marthinsen said, those funds only move when they have a project to fund. Otherwise, they're still shown on the balance sheet. So concepts were a little bit off.

Mr. Graham said those reserves can be in their budget planned out according to schedule. That's why they can't be touched for a certain number of years, and why only certain amounts can be used every year. Unfortunately with the CalPlanning budget, those dollars are shown as if they were available to be spent. It took some documentation to explain what was and wasn't available.

Mr. Hoople said the reason this is a concern is because they don't want the campus to raid the Auxiliary's accounts, thinking the Auxiliary has \$3.2 million in surplus, and wanting to use some of that money for financial aid, e.g. So the Auxiliary needed to find a way to do that and to be aware of this, and to not have a huge surplus without a reason that was clearly documented.

Mr. Hoople said the things they need to discuss, which might be better done at the retreat, were how the Board wanted to use the student fee money that comes in versus commercial money coming in, to cover the different types of activities the Auxiliary does. It was a complicated question.

Ms. Navab asked if the idea was to try and answer these questions that afternoon, or if it was something they need to think about. From what Ms. Finn and others were saying, the Board needed to wait until they have an idea of what their future looks like in order to be able to have a more cogent conversation about how to allocate their money and where costs were coming from.

Mr. Hoople said this would be something to talk about at the retreat, and to talk about as they get a better model. That afternoon was to just kind of get people introduced to the idea that the Auxiliary has different sources of money that had to be spent on different things, and recognize that things are more complicated than they used to be, and that the organization has challenges that didn't used to exist.

Ms. Finn said the other thing that this showcases is the question of what money was being spent first. The Auxiliary essentially spends the BEARS Initiative and the CACSSF Student Services Fees first. Additionally, another point was that the commercial reserve bottom line wasn't changing for this fiscal year, as projected. She thought that was an important question to consider.

Ms. Stager said she would note that the paper copy of the report that was distributed out to Board members that day was missing a column. The report that was e-mailed out to them contains the full report.

Mr. Graham the column, (h), was restricted funds, and those were the missing amounts.

Mr. Hoople called for any questions, and he noted that those on the Finance Committee were pretty familiar with this. He asked if people felt good about the spreadsheet, and if it made sense.

Mr. Gee said he thought it did make sense, and thought this should be the subject of a longer conversation. Mr. Hoople said he was trying to figure out what they want to do their money and how it was spent, which could be really scary.

Ms. Finn said that's a fear she's had since the day she started. The way projections are, from an expense side, they're hiring staff, and had to be smart and conservative. On the flip side, with Chartwells and those sorts of things, the revenue wasn't as high as projected. Some of the forecasting that was done was probably pretty close. Without having the real numbers in front of her, she'd say that they'll have a deficit those two years, although she did not yet know how big it will be.

Mr. Hoople said they have ten minutes left. He asked if there was an update on the Follett contract. If there were more questions about budget items, people could talk to whoever they thought was best.

Mr. Hoople asked if it was correct that they didn't want this discussion in the minutes. Ms. Finn said that was correct. Mr. Hoople called for a motion to move into closed session. It was so moved and seconded by Ms. Pepito and Ms. Marthinsen and passed with no objection. Mr. Hoople said everybody at the meeting at that time would be able to remain. This meeting entered into executive session to discuss the temporary agreement with Follett.

Back in open session, Mr. Hoople said he'd remind people about the meeting on Thursday with Chartwells.

Mr. Hoople said that concluded their agenda. A motion to adjourn was made and seconded and passed with no objection.

This meeting adjourned at 1:05 p.m.

These minutes respectfully submitted by,

Steven I. Litwak
Recording Secretary

DECISIONS OF THE BOARD

Procedures

- July'13 Announced hirings: Paula Lofgren, Director, Business Development and Finance; Suzi Halpin, Director, Event and Facility Operations; Brandon Tsubaki, Assistant Director, Fraternity and Sorority Life; Fred McCall, Assistant Director, Student Organization Advising and Leadership; and Ashley Jamison, Administrative Assistant.**
- April '13 Elected Mr. Hoople as 2013-14 Board Chair.
- March '13 Decided to give space in the new Lower Sproul to BicyCal, ReUSE and SUPERB
- Feb. '13 Welcomed Wasim Azhar to the Board, faculty as Haas.
- Feb. '13 Jamie Riley, LEAD Center Director, joins the Auxiliary.
- Feb. '13 Tiffany Dreyer, Director, Marketing and External Relations, joins the Auxiliary.
- Oct. '12 Welcomed John Scroggs to the Auxiliary, Transition Implementation Manager.
- Oct. '12 Welcomed Nikou Shafaghi to the Auxiliary, Executive Assistant.
- July '12 Kelsey Finn's first Board meeting as ASUC Auxiliary Executive Director.
- July '12 Christopher Ansell joins the Board, faculty representative, a seat formerly held by Todd LaPorte.
- May '12 Made committee assignments for 2012-13.
- April '12 Hired Silvia Baroni as Lecture Notes Manager.
- April '12 Elected Ms. Chen as Board Chair and re-elected Mr. Flaharty as Vice Chair.
- Nov. '11 Voted to have the Store Operations Board (SOB) also known as the Commercial and Student Services Board (CSSB).
- Nov. '11 Allocated up to \$25,000 to match the campus contribution for a search firm for the executive director position.
- Nov. '11 Discussed and agreed to procedures for the Board.
- Sept. '11 Established standing rules for Board meetings.

- July '11 Elected Mr. Landis as Board Chair.
- Nov. 10 Voted to give Senators access to SOB bSpace material, with the Board Chair to remove confidential material.
- Oct.'10 Mr. Zuo elected as Board Chair
- Oct.'10 Ryan Landis joins the Board, undergraduate representative.
- Sept.'10 Mr. Daal elected as Board Chair.
- Sept.'10 Prof. Edwin Epstein joins the Board.
- Sept.'10 Approved Resolution on Board Authorization of Minor Lease Negotiation, whereby negotiations on a minor lease may be stopped by Board vote.
- June '10 Approved up to \$13,000 for the search and selection of a Lower Sproul consulting architect and for a LS student relations position.
- April '10 Amended Section 3.3 of the CAA to define “minor leases” at \$150,000.
- March '10 Emily Marthinsen joins the Board, replacing Ms. Griscavage.
- Dec. '09 Welcomed to the Board Khira Griscavage.
- Nov. '09 Established a Food Subcommittee for the Bear's Lair Food Court.
- Sept. '09 Heard a presentation from Business Services on RFP procedures.
- Sept. '09 Voted to have \$20,000 from ASUC reserves, held by the Auxiliary, to be used for the Lower Sproul campaign.
- July '09 Welcomed to the Board Prof. Myers and Dean Poullard.
- July '09 Elected Mr. Rajan and Mr. Poullard as Chair and Vice Chair.
- July '09 Established a subcommittee to consider amendments to the SOB Charter and By-laws.
- July '09 Approved an operating principle of perspective vendors submitting an ROI to the Auxiliary before having the matter come to the Board.
- May '09 Welcomed Mr. Zuo and Ms. Coleman to the Board, undergrad reps in two-year and one-year terms respectively.

- May '09 Approved proposed changes to the CAA that would have the ASUC and the GA share commercial revenue.
- Dec. '08 Asked the Auxiliary to look into whether confidential contract documents could be delivered to members prior to Board meetings.
- Nov. '07 Welcomed Marilyn Stager to the Auxiliary, Business Services Officer.
- Sept. '07 Welcomed to the Board Prof. Cluff and Mr. Ortega, GA rep.
- Aug. '07 Elected Mr. Dally and Mr. Nguyen as Chair and Vice Chair for 07-08.
- May '07 Mr. Smith's first Board meeting as undergraduate representative.
- May '07 Mr. Spivey's first Board meeting as ASUC Auxiliary Associate Director.
- Dec. '06 Amended the Commercial Activities Agreement, to list the Blue & Gold Yearbook under Exhibit A, Part B, Number 11, to allow the Yearbook to receive student addresses from the Registrar's Office.
- Nov. '06 Elected Mr. Dally as Vice Chair of the Board and elected to have Ms. Putnam-Smith serve as Chair for the remainder of her term, ending at the conclusion of Spring Semester, '06-7
- July '06 Mr. Permaul's first Board meeting as Auxiliary Director.
- June '06 Unanimously endorsed the efforts of the Chancellor and the UC President to utilize programs such as the Designated Suppliers Program, or other means of preventing the use of sweatshops in the production of University apparel and goods.
- April '05 Mr. Dally joined the Board as undergrad representative.
- Dec. '05 Asked the Finance Committee to discuss with Internal Audit the ASUC's Use of the BFS accounting system.
- Dec. '05 Elected Ms. Putnam-Smith as Chair of the Board.
- June '05 Voted to have committees, after the August meeting, agree upon meeting Times, during normal business hours, and for the Finance Committee to meet at least quarterly, and for each committee to have representation of faculty, staff, and students.
- June '05 Re-elected Mr. Cohen as SOB Chair and elected Ms. Putnam-Smith as Vice Chair.
- Feb. '05 Mr. Miles and Mr. Williamson joined the Board.

- August '04 Formed an ad hoc committee to study increasing efficiency in information technology.
- July '04 Elected Elliot Cohen as Acting Chair of the SOB, for 2004-5.
- April '04 Considered and amended ASUC Auxiliary Budget Principles.
- Jan. '04 Agreed to send another letter to the ASUC Senate and the GA asking to resolve the question of GA representation on the Board.
- Dec. '03 Voted to send a letter to the ASUC and the GA asking to resolve the question of GA representation.
- Oct. '03 Approved the establishment of ad hoc committees: Commercial Operations, Auxiliary Services, and Finance.
- Aug. '03 Heard a report on the establishment of the Space Assessment Committee for Eshleman and MLK.
- June '03 Elected Ms. Quindel and Mr. Bucklin as Board Chair and Vice Chair, 2003-4.
- June '03 Formed a Subcommittee on Committees to determine a committee structure for the Board.
- June '03 Agreed to hold a Board members orientation by August 30.
- May '03 Agreed on the need for a Board members orientation to be held before the start of the school year.
- Dec. '02 Enhanced Board minutes by adding "Decisions of the Board."

VENDORS

- March '13 The Cal Student Store moved into three temporary locations on Bancroft, per Lower Sproul redevelopment.
- Feb. '13 Authorized the Auxiliary to enter into contract negotiations with Chartwells, to operate Lower Sproul vendors.
- Oct. '12 Approved the termination of Lecture Notes as of fall 2013.
- April '12 Approved giving Saigon Eats a notice to pay rent or vacate.

- April '12 Approved negotiating a ten-year lease with Follett, to possibly start after construction.
- April '12 Approved relocation terms for the English Studies Institute.
- March '12 Authorized negotiations for a ten-year contract with Follett, and to offer Follett a space arrangement outside MLK.
- Feb. '12 Offered the bowling alley space to the Bookstore post-construction.
- Feb. '12 Voted to not have a food vendor in the northeast corner of MLK.
- Feb. '12 Voted to not pursue having infrastructure for a possible restaurant in the northeast corner of MLK.
- Feb. '12 Voted to pursue having a third-party firm manage Auxiliary commercial activities other than the Bookstore.
- Nov. '11 Gave up Naia commercial space, after LS renovation, for use as a media center, contingent upon renovations paid by the \$30M in savings.
- April '11 Elected Hedy Chen elected as SOB representative on the Daily Cal Board.
- Mar. '11 Heard from a consultant on Lower Sproul and heard the results of a major survey.
- Mar. '11 Formed a committee to envision Lower Sproul food, retail, and the Bookstore.
- Feb. '11 Voted for a month-to-month lease for the Pub, and to go out to RFP.
- Dec. '10 Voted to extend the Follett lease for one year, to 2014, in exchange for an overpayment by Follett.
- Sept. '10 Paramjit Singh, Subway, and Henry Pham, Saigon Eats, welcomed to the Auxiliary.
- Sept. '10 Approved Kaplan lease for space formerly occupied by STA Travel.
- April '10 Approved the preparation of leases for space Nos. 2 and 3, Saigon Eats and Subway Sandwiches, for a maximum of seven years, with vendors to invest over \$100,000 in infrastructure and appearance of the spaces.
- April '10 Approved the extension of the Coffee Spot lease by two years.
- April '10 Voted down a motion to prepare an RFP for copying services at the Postal Annex site.

- Jan. '10 Voted to enter into negotiations with Subway Sandwiches and Saigon Eats.
- Dec. '09 Passed a Resolution to extend the Taqueria lease until May 31, 2010; gave the Taqueria until January 10, 2010, to accept terms that were presented in July. A negative response or no response would have the Auxiliary issue an RFP on January 11, 2010,
- Dec. '09 Determined weights for the Bear's Lair RFP scorecard.
- Nov. '09 Reduced CUBS' rent 50% for the summer months the space was inaccessible due to University issues.
- Nov. '09 Decided to charge a \$500 deposit to CALPIRG.
- Nov. '09 Offered to extend the lease of the Taqueria through May, 2010.
- Oct. '09 Extended the lease of Healthy Heavenly Foods through May, 2010.
- Oct. '09 Extended the Daily Cal lease to September 30, 2012, adding CPI and electrical monitoring.
- July '09 Approved a one-year contract extension for the Daily Cal, through 2012.
- July '09 Approved Mr. Zuo as SOB rep to sit on the Daily Cal Board.
- July '09 Voted to present the SOB's contract to Food Court vendors, and to go to RFP if the terms were accepted.
- May '09 Approved an amendment to the Naia lease, to allow the sales of sushi and salads, with Naia to reopen in the fall.
- May '09 Approved a five-year lease extension for CALPIRG, with new lease terms.
- May '09 Agreed to a three-year lease extension for the Daily Cal, and on terms to repay deferred rent payments, with an SOB member to sit on the Daily Cal Board until repayment.
- May '09 Voted down approval of the proposed Panda Express contract.
- May '09 Voted to go to RFP, on June 30, for the STA Travel space, and any other spaces that become vacant in the coming year.
- May '09 Revised the agreement with CampusLink to end its monopoly on Student Union advertising.
- April '09 Amended the Panda Express contract and voted to renegotiate.

- April '09 Agreed to present draft contracts to the Coffee Spot, the Taqueria el Tacomento, and Healthy Heavenly Foods, going to RFP's if necessary.
- March '09 Approved the Tully's Coffee contract.
- Feb. '09 Voted to approve the CUBS contract.
- Feb. '09 Voted to move forward with the Tully's contract.
- Jan. '09 Voted to continue negotiations with Panda Express and Tully's Coffee.
- Dec. '08 Voted to go out to bid for all Bear's Lair Food Court vendors.
- Nov. '08 Approved Action Vending proposal to increase vending prices.
- Sept. '08 Agreed to Daily Cal terms for deferment and reduction of rent.
- Sept. '08 Heard the terms of a possible Panda Express contract.
- June '08 Approved the concept of bringing the Brazil Café to the ASUC.
- June '08 Approved a Letter of Intent to negotiate with Panda Express.
- May '08 Approved Letters of Intent to: renegotiate leases with Bear's Lair Food Court vendors, ESI (English Studies Institute), the Daily Cal; to negotiate leases with a flower vendor, a bicycle vendor, Panda Express, and a major coffee vendor; and to amend the Coffee Spot lease for coffee cart operations at Anthony Hall.
- Dec. '07 Heard a presentation by CUBS.
- Nov. '07 Received "Roadmap to Redevelopment at the ASUC: A Conceptual Draft for Physical Improvements to ASUC Commercial Operations."
- June '06 Unanimously approved having Mr. Rolle look for someone to manage the Lodge, with the same relationship as with the previous manager, removing restrictions for a leaseholder.
- March '06 Approved a five-year lease option exercised by the Jupiter Pub.
- Feb. '06 Authorized pursuit of a judgment against the previous Cal Lodge leaseholder on behalf of the ASUC and the ASUC Auxiliary.
- Sept. '05 Authorized the Chair to write a letter to Associate Vice Chancellor LeGrande about the rate and usage of the Cal 1 Card.

- Sept. '05 Approved use of an inspector suggested by the Alumni Association to inspect the Cal Lodge, to authorize pursuing an agreement for the Alumni Association to manage the Lodge.
- March '05 Heard a presentation by Daryl Ross and agreed to investigate the possibility of a "green" restaurant in the southeast corner of the Student Union.
- May '05 Approved the further exploration with Daryl Ross of placing a green café at the southeast corner of the Student Union.
- Nov. '04 Approved the transfer of ownership of The Taqueria to the owner's nephew.
- Nov. '04 Approved a two-year lease extension, begin Jan. 1, '05, to the Taqueria and Healthy Heavenly Foods.
- July '04 To advertise the Store, the ASUC worked to give CalSO counselors a \$5 gift certificate and RAs a 15% discount card.
- Aug. '04 Decided to offer the Pub, after consulting with counsel, a reduction in rent, with conditions.
- July '04 Heard a counter proposal from the Pub regarding a contract revision. Authorized the Director to seek legal counsel.
- June '04 Approved a five-year extension for the STA Travel lease.
- June '04 Approved the Resolution In Support of Follett Contract Performance Review.
- June '04 Approved changes to the terms of the Pub's lease.
- April '04 Authorized negotiations for a 12-month contract with the current Bear's Lair tenant, and to terminate the lease if negotiations failed, and to issue an RFP.
- March '04 Agreed to a four-with pilot project for the New York Times Readership Pilot Project.
- March '04 Rejected contract proposals submitted by Pub management, called upon the Commercial Operations Committee to initiate a student survey on use of Pub space, and approved sending out an RFP for the space.
- March '04 Recommended signing the Follett contract, dated Feb. 26, '04.
- Jan. '04 Agreed to publish a letter in the Daily Cal to the general campus community promoting Auxiliary businesses.

- Jan. '04 Voted to send a letter of apology to the Bookstore manager for the content of a flier for the ASUC Bookswap.
- Dec. '03 Heard from John Martin, operator of the Pub.
- Nov. '03 The Daily Cal lease was signed, and printing of the ASUC government page began.
- Nov. '03 Heard a presentation on Coca-Cola business practices in Colombia.
- Aug. '03 Amended the Daily Cal lease to have a code of conduct for the paper discussed by the campus community at-large.
- July '03 Approved a five-year lease with the Daily Cal.
- July '03 Authorized an engineering study of the Cal Lodge, for use in negotiations with the lessees.

MLK STUDENT UNION / PAULEY BALLROOM / ANNA HEAD

- March '13 Renovation completed on Anthony Hall, as part of the Lower Sproul project.
- Dec. '12 Voted to approve a plan for use of Anna Head, "Anna Head Alumnae Hall 10/23/12."
- July '12 Voted to rent storage and office space to SUPERB and to make room 279 available for table storage.
- April '12 The ASUC filed an insurance claim with Lloyd's of London for about \$183,000 in damages to the Cal Lodge.
- Nov. '11 Voted to recommend an elevator be placed in the northeast corner of the Union, Upper Plaza level.
- Nov. '11 Approved the Studio to use Naia space until Lower Sproul construction, with no commitment for future usage or investment.
- Oct. '11 Approved rates for the use of Eshleman Library, as commercial space.
- Sept. '11 Voted to not charge for student government use of Eshleman Library until the next SOB meeting, when policy would be re-evaluated.
- April '11 Voted to make the Tilden Room meditation and reflection space.

- Feb. '11 Approved a \$1,900 contribution to open the Senate Chamber for study space during finals.
- Sept. '10 Welcomed Lawrence Lawler as new Student Union Director.
- April '10 Approved an appropriation of up to \$3,000 from Auxiliary reserves for Lower Sproul, BEARS Referendum-related expenses.
- Nov. '09 Allocated \$30,000 out of Auxiliary reserves to fund a study on a maximum build-out option for Lower Sproul redevelopment.
- May '09 Learned that due to a possible FEMA grant, phase 3, of the Student Union seismic project would be postponed until the summer of 2010, including the Pub, and the Store, and the Multicultural Center.
- Dec. '08 Work began on the seismic retrofit of MLK.
- Oct. '08 Heard from, gave feedback to, Brailsford & Dunleavy, on Lower Sproul redevelopment.
- June '07 Approved up to \$35,000 for Student Union improvements, estimates, and studies, including the Tilden Room, Pauley Ballroom, and the Food Court.
- May '05 Voted to approve the LoSpro lounge proposal for the space in the Student Union occupied by the Bearcade.
- May '05 Voted to explore options for the expansion of the Art Studio.
- Oct. '04 Authorized ASUC President Leybovitch, with matching funds from H&D, to spend up to \$2,500 for a Student Union/food service survey.
- May '03 Approved agreement with the Chancellor's proposal on the multicultural lounge; to enter into negotiations on costs and the Auxiliary's role in managing the facility; and to approve a negotiating committee. Current Officers will negotiate, with new Officers to shadow them until current Officers leave.
- May '03 Approved having Mr. Cordi and Mr. Rolle submit a proposal to support student use of Pauley Ballroom by the June SOB meeting.
- April '03 Received a proposal, as part of the 2003-2004 budget, to allocate 20,000 for the Senate and the GA to use for Pauley Ballroom fee waivers.
- Feb. '03 Approved a subcommittee to look into policies for Pauley Ballroom and for fee waivers.

Budget

- July '13** **Approved the Auxiliary 2013-14 budget at the Board's May retreat**
- March '12 Approved an equity increase for Tom Spivey, retroactive to July 1, 2011.
- Feb. '10 Had a session to envision the Auxiliary budget.
- Nov. '09 Allocated \$30,000 out of Auxiliary reserves to fund a study on a maximum build-out option for Lower Sproul redevelopment.
- July '09 Approved the 2009-10 Auxiliary budget.
- May '09 Learned that due to a possible FEMA grant, phase 3, of the Student Union seismic project would be postponed until the summer of 2010, including the Pub, and the Store, and the Multicultural Center.
- Dec. '08 Work began on the seismic retrofit of MLK.
- Oct. '08 Heard from, gave feedback to, Brailsford & Dunleavy, on Lower Sproul redevelopment.
- June '07 Approved up to \$35,000 for Student Union improvements, estimates, and studies, including the Tilden Room, Pauley Ballroom, and the Food Court.
- April '06 Approved the 2006-7 Auxiliary budget.
- May '05 Voted to approve the LoSpro lounge proposal for the space in the Student Union occupied by the Bearcade.
- May '05 Voted to explore options for the expansion of the Art Studio.
- April '05 Approved the 2005-6 Auxiliary budget.
- Oct. '04 Authorized ASUC President Leybovitch, with matching funds from H&D, to spend up to \$2,500 for a Student Union/food service survey.
- Sept. '04 Approved a motion to state that the Board alone had authority to shift funding; to determine 03-04 residual profit at \$103,208; and to transfer \$50,000 from residual profit to the Auxiliary Contingency Fund, making up for a transfer of that amount to the ASUC to balance its 04-05 budget.
- May '04 Approved a motion to urge the future SOB, 04-05, to consider as a high priority, fully funding one position for the OSA and a half OSA position for the GA.

- April '04 Approved the ASUC Auxiliary FY 2004-5 budget, including a transfer to the ASUC of \$50,000 from Auxiliary Contingency Reserves.
- June '03 A committee was formed to balance the Auxiliary budget. The Subcommittee on Committees will determine if this should be an ad hoc committee.
- May '03 Approved agreement with the Chancellor's proposal on the multicultural lounge; to enter into negotiations on costs and the Auxiliary's role in managing the facility; and to approve a negotiating committee. Current Officers will negotiate, with new Officers to shadow them until current Officers leave.
- May '03 Approved having Mr. Cordi and Mr. Rolle submit a proposal to support student use of Pauley Ballroom by the June SOB meeting.
- May '03 Approved the 2003-4 budget, and charged the Auxiliary Services Committee to determine cuts to balance the budget. Absent a recommendation by August 30, agreed to staff the security desk in Eshleman.
- June '03 Formed a subcommittee to further consider the Daily Cal lease.
- May '03 Heard a presentation by Coca-Cola representatives on the company's business practices in Colombia.
- Dec. '02 Added a fair-trade coffee option into the lease of the Coffee Spot.
- Dec. '02 Authorized a letter to Coca-Cola expressing the Board's concerns with allegations of human rights abuses in Colombian bottling plants, and requested a company representative speak to the Board.
- April '03 Received a proposal, as part of the 2003-2004 budget, to allocate 20,000 for the Senate and the GA to use for Pauley Ballroom fee waivers.
- Feb. '03 Approved a subcommittee to look into policies for Pauley Ballroom and for fee waivers.
- Feb. '03 Received "ASUC Auxiliary Revenue and Expense Report, July-December 2003."

CSSB Retreat

August 28, 2013

8:30 am-5:00 pm

International House (Home Room)

8:30 am to 9:00 am	Coffee, Fruit, and Bagels
9:00 am to 9:45 am	Introductions, Goals for the Day, Roles, and Responsibilities (Hedy Chen)
9:45 am to 10:30 am	Overview of Key CAA Clauses, ASUC Auxiliary Organizational Chart, and Historical Recap of Recent CSSB Decisions (Kelsey Finn & Bahar Navab)
10:30 am to 11:00 am	Lower Sproul Overview (Alyosha Verzhbinsky)
11:00 am to 12:00 pm	Financial Planning and Liability (Hugh Graham)
12:00 pm to 1:15 pm	Lunch with CSSB and the ASUC Auxiliary Leadership Team (Gypsies Delivery) Social Mixer with Starburst Team Builder (Bahar Navab)
1:15 pm to 2:15 pm	Decisions – CSSB/ASUC Auxiliary/ASUC-GA (Kelsey Finn & DJ Pepito)
2:15 pm to 2:35 pm	Ice Breaker – I Love My Neighbor (Bahar Navab)
2:35 pm to 5:00 pm	Short-term Goals – by committee (John Scroggs & Gordon Hoople) Long-term Goals – entire group (John Scroggs & Gordon Hoople)
5:00 pm to 7:00 pm	Dinner at Henry's – CSSB + Kelsey Finn + John Scroggs

CSSB MEETING MINUTES

SUBJECT		DATE	
FACILITATOR		TIME	
LOCATION	Unit-1 Christian Hall Room L-07	SCRIBE	Nikou
ATTENDEES	CSSB Board Members: Bob, Bahar, DJ, Nolan, Hugh, Gordon, Emily, Wasim, Max		

KEY POINTS DISCUSSED

TOPIC	HIGHLIGHTS
UPDATES	<p>John provided Auxiliary updates on behalf of Kelsey</p> <ul style="list-style-type: none"> • Amazing Caltopia turn out- collected 1627 additional emails • Also great Calaplooza turn out, sponsored by the LEAD Center • Significant growth in PanHellenic sorority recruitment • Cal Student Store sold 60,000 individual items during first week of school • LS Ground Breaking Event was a success
Committee Reports	<p>Governance Committee- Bahar</p> <ul style="list-style-type: none"> • All are invited to attend Governance Committee meeting on Thursday, September 26, 2013 from 10:00 am to 11:00 am- Location: Anthony Hall/ • Motion passed to approve creation of the LEAD Center Assistant Director, Director of the Student Environmental; Resources Center funded by CACSSF • Motion passed by board to allow the SERC position description to be reviewed and finalized by the Org/Gov committee without being brought back to the full board • Naming "to be discussed later by the Org/Gov committee" <p>Business Development Committee- Max read a statement in close session</p> <p>Finance Committee- Christine</p> <ul style="list-style-type: none"> • the committee meet monthly to review the budget models, but will only report out ASUC Auxiliary financial standings • Oct meeting will bring new budget models to the board for review Models on returns to the ASUC will be decided on after review of the new budget models.
NEW BUSINESS	<p>Bob recommended that Hugh be formally invited to join the CSSB (instead of being Erin Gore's proxy), therefore the ED will prepare a letter to the chancellor asking the chancellor to make the appointment,</p>

ACTION PLAN

No.	ACTION ITEM(S)	OWNER	TARGET DATE
1	Upload RFI on Box	John	ASAP
2	Kelsey to do letter to Chancellor to appoint Hugh	Kelsey	ASAP
3	Org/Gov Committee will discuss naming issue (invite Tiffany)	Bahar	Sep 26
4	Bob and Paula to present Banking Consolidation information to ASUC	Bob and Paula	October Meeting
5	Finance committee to work on and bring new budget	Paula	October Meeting

model		
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General Announcements		
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| <ul style="list-style-type: none">• CACSSF one time funding application is due October 14 | | |
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Meeting adjourned at 2:47 pm

A.S.U.C. Commercial and Student Services Board Meeting

Wednesday, September 18, 2013, 2:00 pm – 4:00 pm

Location: Unit 1 Residential Housing, Durant and Bowditch Ave, Christian Building, Room L07

Chair: Gordon Hoople

Vice Chair: Bob Flaharty

1. Call Meeting to Order and Approval of Previous Meeting Minutes (*2:10 pm*)
2. Public Comment (*5 min*)
3. Auxiliary Update (*Kelsey, 15 min*)
4. Committee Reports (*45 minutes*)
 - a. Organization and Governance
 - b. Business Development
 - c. Finance
5. Explore alternative meeting times (*10 minutes*)

A.S.U.C. Commercial and Student Services Board Meeting

Wednesday, October 16, 2013, 2:00 pm – 4:00 pm

Location: Anna Head

Chair: Gordon Hoople

Vice Chair: Bob Flaharty

1. Call Meeting to Order and Approval of Previous Meeting Minutes (*2pm*)
2. Public Comment (*5 min*)
3. Auxiliary Update (*Kelsey, 10 min*)
4. Branding Renaming (*Tiffany, 10 min*)
5. Committee Reports (*45 min*)
 - a. Organization and Governance
 - b. Business Development
 - c. Finance
6. Closed Session
 - a. Student Store Proposals Update (*Paula / Kelsey, 15 min*)
 - b. Campus Banking Update (*Bob / Paula, 10 min*)

CSSB MEETING MINUTES

SUBJECT	CSSB Meeting	DATE	October 16, 2013
FACILITATOR	Gordon Hoople and Bob Flaharty	TIME	2:00 pm – 4:00 pm
LOCATION	Anna Head Alumnae Hall	SCRIBE	Nikou
ATTENDEES	CSSB Board Members: Gordon, Bob, Emily, Chris, Max, DJ, Nolan, Christine, Hugh ASUC Auxiliary Staff: Kelsey, John, Nikou, Tiffany, Jamie, Suzi, Paula, Katelyn		

KEY POINTS DISCUSSED

TOPIC	HIGHLIGHTS
UPDATES & REPORTS	
	<ul style="list-style-type: none"> No public comments
	<p>ASUC Auxiliary Updates- Kelsey Finn</p> <ul style="list-style-type: none"> Presented finalized ASUC Auxiliary Mission Statement. Services are listed in alphabetical order. Note- Sustainable is a reference to all aspects of the department. Leadership Symposium is on Sunday, October 20, 2013 in partnership with the ASUC and the Graduate Assembly. The symposium is sold out at maximum capacity of 400 students. Significance this year: more Berkeley students signed up compared to previous years. ASUC Auxiliary coming together as a team. Previous team building activity: Community services at People’s Park. Future team building activity: Stadium tour. Northwest Stairs opening on October 25, 2013 from 11:30 am to 3:30 pm. ASUC Auxiliary Leadership will be doing a Strengths quest. <p>Branding Renaming- Tiffany Dreyer</p> <ul style="list-style-type: none"> Name/identity change: all discussions have led to ASUC Student Union. Org and Governance committee ask for the board’s vote on the ASUC Student Union name. Motion passed to present the name change of ASUC Student Union to the senate prior to CAA change. The change will be presented to the Chancellor or his designee after approved by senate.
Committee Reports	<p>Organization and Governance-John Scroggs</p> <ul style="list-style-type: none"> Committee meetings are on every fourth Tuesday of every month. All are welcome to attend. SERC position description was edited and sent to Jamie for further processes. John, Bahar and DJ are writing the CAA. Expected date is end of October 2013. A summary of MOU will be written after the CAA. <p>Business Development- Max Gee</p> <ul style="list-style-type: none"> Potential partnership for MBA students to work with Suzi and Paula. <p>Finance- Paula Lofgren</p> <ul style="list-style-type: none"> ASUC Auxiliary Budget- The new format enables stakeholders to see the actual budget with different variances. Coming this December: It also allows reforecasting depending on the actuals as opposed to having to wait until the end of fiscal year.

BOARD DECISIONS

No.	MOTION(S)
1	Board endorsed name change to ASUC Student Union to go before the senate

ACTION PLAN

No.	ACTION ITEM(S)	OWNER	TARGET DATE
1	Budget to be emailed to the board one week in advance	Paula Lofgren	1 week prior to board meeting

General Announcements

- No announcements

Meeting adjourned at 2:39 pm

CSSB MEETING MINUTES

SUBJECT	CSSB Meeting	DATE	Wednesday, November 20, 2013
FACILITATOR	Gordon Hoople and Bob Flaharty	TIME	2:00 pm – 4:00 pm
LOCATION	Career Center Blue Room	SCRIBE	Nikou Shafaghi
ATTENDEES	Kelsey, John, Jamie, Paula, Tiffany, Katelyn, Wasim, Chris, Max, Bahar, DJ, Nolan, Hugh		

KEY POINTS DISCUSSED

TOPIC	HIGHLIGHTS
UPDATES & REPORTS	
	<ul style="list-style-type: none"> • Previous meeting minutes approved by chairs. • Minute approval will no longer be a part of board meeting. Nikou will send the minutes to chairs and publish it upon their approval. Effective immediately.
Public Comments	<p>Amanda Reese- Student Store</p> <ul style="list-style-type: none"> • Flash sale November 21. • Faculty and staff appreciation day December 4 and 5. • Buybacks starts mid-December.
ASUC Auxiliary	<p>Kelsey Finn</p> <ul style="list-style-type: none"> • New LEAD Center Coordinator for Student Organization Advising and Leadership Development will start on Dec 2, 2013. Deepak Sharma will be working with Academic, Professional, and Departmental student organizations. • SAIT-EMS Business Analyst Andrew Zygarewicz will start on December 3, 2013. • Lower Sproul Project is on time and on budget. More updates will be provided about the student store during the closed session. The goal is to release some interior pictures to the public after the next Lower Sproul Working Group on December 5, 2013. In alignment with allocated TI, we will base our operating agreement with Chartwells on their contribution of \$1.2 M toward the build-out. • Professor Nancy Wallace from Haas School of Business has voiced concerns about Lower Sproul's funding model. The concern was based on it being a student run project. Kelsey and LeNorman Strong have met with Prof Wallace. Kelsey is looking forward to connect with Prof Wallace and have a clarifying conversation in the coming months. In general Kelsey and the board welcome conversation and feedback about Lower Sproul Redevelopment project. • Auxiliary Staff will be having an annual winter celebration party at Skates on the Bay.
Committee Reports	
Organization and Governance	<p>Bahar Navab</p> <ul style="list-style-type: none"> • 5 new hiring teams – 1 Art Studio Ceramic Tech, 2 LEAD Center coordinators, 1 Financial Analyst, and 1 Scheduling and Sales Coordinator for Event Services. Students have been and are being assigned to participate in all searches. • Next meeting is on Nov 26, 2013 at 12:30 pm. Committee will discuss January Retreat. <p>Rewriting CAA – Bahar Navab</p> <ul style="list-style-type: none"> • Name change and rebranding efforts have been incorporated. • Renaming the building collectively as ASUC Student Union and CSSB as ASUC Student Union Board of Directors and ASUC Auxiliary as ASUC Student Union

	<p>Administration.</p> <ul style="list-style-type: none"> • Revenue sharing language to be revisited. • Added RFI as well as RFP to the language around vendors. • Clarified check release procedure in Section 5.3. <p>Rewriting Charter – Bahar Navab</p> <ul style="list-style-type: none"> • Executive Director should notify the Academic Senate when there is vacancy in the faculty seat of the board. • Changed ASUC member removal to be consistent with Senate bylaws. • Changed social responsibility requirement to match UC Berkeley policies. • Robert Rule of Order to be used as a guide in Section 5.5. • Section 6.2 changes: added sub-committee Org and Gov as well as counting the Exec Director recommendations. • Section 6.4 – Student Union Ops Committee is new and roles are not clarified yet. 		
NEW BUSINESS			
	<ul style="list-style-type: none"> • None. 		
BOARD DECISIONS			
No.	ACTION ITEM(S)	OWNER	TARGET DATE
1.	Pass CAA to Business Development and Finance Committee once done.	Bahar	As soon as the writing is done
ACTION PLAN			
No.	ACTION ITEM(S)	OWNER	TARGET DATE
1.	Provide feedback to the board about CAA and Charter	Bahar	By December 6, 2013
2.	Have revenue sharing model ready before Senate sign off on name change	Paula	Early January
3.	Bahar will talk to Hugh about inviting David Robinson to review the revised CAA	Bahar	Before the holidays
General Announcements			
<ul style="list-style-type: none"> • None. 			

Meeting adjourned at 3:05 pm

A.S.U.C. Commercial and Student Services Board Meeting

Wednesday, November 20, 2013, 2:00 pm – 4:00 pm

Location: Career Center, blue room

Chair: Gordon Hoople

Vice Chair: Bob Flaharty

1. Call Meeting to Order and Approval of Previous Meeting Minutes (*2pm*)
2. Public Comment (*5 min*)
3. Auxiliary Update (*Kelsey, 10 min*)
4. Commercial Activities Agreement (*Bahar / DJ, 10 min*)
5. Committee Reports (*30 min*)
 - a. Organization and Governance
 - b. Business Development
 - c. Finance
6. Closed Session (*45 Minutes*)
 - a. Update on vendor negotiations

A.S.U.C. Commercial and Student Services Board Meeting

Wednesday, December 18, 2013, 2:00 pm – 4:00 pm

Location: Unit 1-Residential Housing-Durant and Bowditch Ave-Christian Building- Room L07

Chair: Gordon Hoople

Vice Chair: Bob Flaharty

1. Call Meeting to Order (*2pm*)
2. Public Comment (*5 min*)
3. Auxiliary Update (*10 min*)
4. MLK Interior (*15 min*)
5. Committee Reports (*30 min*)
 - a. Organization and Governance
 - b. Business Development
 - c. Finance
6. Closed Session (*45 Minutes*)
 - a. Update on vendor negotiations

CSSB MEETING MINUTES

SUBJECT	CSSB Meeting	DATE	Wednesday, December 18, 2013
FACILITATOR	Gordon Hoople and Bob Flaharty	TIME	2:00 pm – 4:00 pm
LOCATION	Unit 1- Christian Hall L-13	SCRIBE	Nikou Shafaghi
ATTENDEES	Kelsey, John, Jamie, Suzi, Paula, Tiffany, Katelyn, Chris, Emily, Max, Bahar (telephonically), Hugh, David		

KEY POINTS DISCUSSED

TOPIC	HIGHLIGHTS
UPDATES & REPORTS	
Public Comments	No public comments.
ASUC Auxiliary	<p>Kelsey Finn Hiring Updates:</p> <ul style="list-style-type: none"> • Katherine Walsh is the new SERC Director. • Amanda Blaveult is the new Graphic Designer. • Matt Sabouri has accepted Sales and Scheduling coordinator. • Amber Bundy-Davis will be advising Greek Council and multi-cultural groups through May 2014 as a temp employee. • Vanessa Ditulio is the new Art Studio Ceramic Tech. • Lincoln Tam is the new Financial Analyst. <p>Classroom Scheduling Partnership</p> <ul style="list-style-type: none"> • Event Services will be scheduling classrooms from 10 pm to 2 am. • There is a significant need to reserve rooms during mentioned hours. • ASUC Auxiliary Event Services will be handling outside groups and community members. • Event Services will get UCPD and other key players involved. • Target start date is late Spring semester. <p>Auxiliary Staff will be having an annual winter celebration party at Skates on the Bay on December 19, 2013.</p> <p>Dean of Student Search</p> <ul style="list-style-type: none"> • David Surrat is the interim and Felicia Lee, Chief of Staff, is taking some responsibility overseeing areas. • The Student Affairs Division classified this position as an Associate Vice Chancellor and will be looking at candidates with vast experience. • The goal is to have the position filled with start date of July 1. • Max Gee is sitting on the hiring committee. <p>Vice Chancellor of Real Estate</p> <ul style="list-style-type: none"> • Chancellor's announcement of Bob Lalane taking this position. • There will be upcoming discussions around Lower Sproul.
Committee Reports	
Organization and Governance	<p>Jamie and John</p> <ul style="list-style-type: none"> • CAA rewriting progress: Draft was emailed to Hugh and David for feedback. <p>Retreat agenda items:</p> <ul style="list-style-type: none"> • Auxiliary's renaming efforts. • Program development and what the future looks like as we prepare for the new

	building. <ul style="list-style-type: none"> • Breakdown and revision of CAA. • More team building with the Auxilairy Directors. • Reviewing staffing and resources.
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Other Business

MLK Interior and Construction Updates	Suzi <ul style="list-style-type: none"> • MLK interiors were reviewed. • Construction update- concrete is being poured. Next Milestones <ul style="list-style-type: none"> • Finalizing funiture. • Data line and phone line configurations. • Retail spaces discussions coming soon. • Ceremonial openings being planned.
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BOARD DECISIONS

No.	ACTION ITEM(S)	OWNER	TARGET DATE
	None		

ACTION PLAN

No.	ACTION ITEM(S)	OWNER	TARGET DATE
	None		

General Announcements

- January 15, 2014 CSSB Meeting is canceled.
- CSSB Retreat is scheduled for February 5, 2014. Location: TBD.

Meeting was adjourned at 4:00 pm.