

**UNIVERSITY STUDENT UNION  
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
BOARD OF DIRECTORS  
NORTHRIDGE CENTER  
JULY 21, 2014  
MINUTES**

**I. Call to Order**

The regular meeting of the USU BOD was called to order at 12:31 p.m. by Chair Martinez-Ramirez.

**II. Roll Call**

<b>Present</b>	<b>Absent</b>	<b>Staff</b>	<b>Guests</b>
Amber Bynum	Jorge Guzman	Patrina Croisdale	Sarah Shabbar
Sharon Eichten	David O'Neill	Jimmy Francis	Sonia Vaswani
Barbara Gross	Perlita Varela	Kristie Godfrey	Christopher Woollett
Debra Hammond		Joe Illuminate	
Shahtaj Khan		Chris Jensen	
Jaclyn Kietzman		Kingson Leung	
Jesus Martinez-Ramirez		Carol Nardini	
Josue Najera		Jonathan Navarro	
Jorge Reyes ( <i>A.S. Designee</i> )		Kristen Pichler	
Shelley Ruelas-Bischoff ( <i>arrived at 12:34 p.m.</i> )		Jack Raab	
Tonee Sherrill ( <i>arrived at 12:40 p.m.</i> )		Sandra Salute	
Demontae Thompson			
Asia Wheaton			
Karina Winkler			

**III. Approval of Agenda**

M/S/P (K. Winkler/J. Najera) Motion to approve the agenda of July 21, 2014.

*Director Ruelas-Bischoff arrived at 12:34 p.m.*

M/S/P (D. Hammond/D. Thompson) Amendment to motion to add one discussion item to the agenda: Discussion Item D – Closed Session-Legal Issue.

***Amendment to motion passed 10-0-1.***

M/S/P (S. Khan/A. Bynum) motion to change the name of Action Item B to *Marketing and Business Analyst, USU Reservations and Event Services (USU RES)*.

***Amendment to motion passed 11-0-0.***

***Motion, as amended, passed 11-0-0.***

**IV. Approval of Minutes**

M/S/P (S. Khan/B. Gross) Motion to approve the minutes dated June 9, 2014.

*Director Sherrill arrived at 12:40 p.m.*

Chair Martinez-Ramirez noted a grammatical change on page 10 of the minutes under Announcements, sixth bullet point. The sentence *“He never stepped back and tried to push his own agenda.”* The sentence will now read: *“He stepped back and never tried to push his own agenda.”*

***Motion passed 10-0-2.***

**V. Open Forum**

Chair Martinez-Ramirez recognized the former Chair of the USU BOD, Collin Johnson, who was present at the meeting. Mr. Johnson addressed the board stating that he was happy to have been a part of the board and told the board

to keep up the good work. He is now a real estate agent and passed out note pads to the board containing his information and the company he is now working for.

**VI. Chair and Vice Chair Reports**

Chair Martinez-Ramirez and Vice Chair Khan presented their reports together via a Prezi PowerPoint presentation. Committee chair interviews were held and they thanked everyone who applied. Everyone did an amazing job and showed great passion and dedication which made their decision extremely difficult. Chair Martinez-Ramirez said that Director Winkler has been appointed as Chair of the Facilities and Commercial Services Committee. Director Varela has been appointed Chair of the Finance Committee. Director Bynum has been appointed Chair of the Personnel Committee. He encouraged everyone to take leadership opportunities and to not be discouraged if they were not selected as a committee chair. Meetings were held regarding Program Review which is the continuous process of evaluating and enhancing the quality of WASC accreditation, but more importantly to identify areas in need of improvement. One of the discussion items today is the Goal Development Process where the board will discuss their role and determine administrative goals, committee goals, how they are approved and the implementation and assessment process. "Catching a Star" is an initiative designed to help develop more personal relationships which is also a discussion item on today's agenda. Vice Chair Khan said that Director Thompson was involved in a bicycle accident and everyone wished him a speedy recovery. The board wished Director Winkler a happy birthday.

**VII. Executive Director's Report**

Director Hammond referred to her report and said that Patrina Croisdale accepted the USU's offer of regular employment as Coordinator, Veterans Resource Center. Ms. Croisdale introduced herself to the board and said the USU is a great place to work and she is thrilled to have the opportunity. She received her undergraduate degree in psychology and her Master's in Social Work from CSUN. She interned at the Veterans Affairs office at Pierce College. Chris Marshall, Operations Supervisor, is the facilitator for the 2014 Institute for Leadership Education and Development (I-LEAD) Conference to be held in Illinois.

**VIII. A.S. Report**

Jorge Reyes, Chief of Staff, Associated Students (A.S.), said that Talar Alexanian sends her apologies but could not be here. Summer Movie Fest has been well attended and the movie Frozen was shown last week to 2,000 people. New Student Orientation begins the week of August 5. The President's Convocation is scheduled for August 21.

**IX. Committee Reports**

- No committee reports.

**X. Action Items**

**A. Committee Chair Appointments**

M/S/P (A. Bynum/A. Wheaton) motion to approve the appointment of Karina Winkler, as the Chair of the Facilities and Commercial Services Committee; Perlita Varela, as the Chair of the Finance Committee; and Amber Bynum, as the Chair of the Personnel Committee. The terms are effective immediately and will end June 8, 2015.

Chair Martinez-Ramirez said that choosing the chairs was difficult because all of the applicants were qualified. He looks forward to working with them.

*Motion passed 12-0-0.*

**B. Marketing and Business Analyst, USU Reservations and Event Services (USU RES)**

M/S/P (S. Khan/D. Thompson) motion to approve the job description and salary range for the position of Marketing and Business Analyst, USU Reservations and Event Services (USU RES).

Kristen Pichler, Human Resources Officer, said that following a staff vacancy, the Accounts Receivable Technician job description was reviewed and updated to include a marketing component as part of its essential duties. In conjunction with the changes, the position's salary range was adjusted accordingly. Discussion involved the salary and it was noted that the \$56,921.00 amount included benefits.

*Motion passed 12-0-0.*

**XI. Discussion Items**

**A. BOD Goals**

Chair Martinez-Ramirez said that there will be a training session on Smart Goals at the next board meeting. He asked the board to consider what they would like to see the board develop/create as goals for the upcoming year.

**B. Catching Your Star**

Vice Chair Khan talked to the board about the creation of a mentoring program. Since the board expressed interest in the program, Vice Chair Khan will contact the board members regarding participation.

**C. Wellness Center**

Kingson Leung, Coordinator, Special Initiatives, Jack Raab, Associate Director, Operations and Services, and Jimmy Francis, Director of the Student Recreation Center (SRC), began a PowerPoint presentation on the Wellness Center regarding the rationale for the project, as well as design elements. Additional remarks were made regarding the cost estimates, the process of value engineering (VE), and the differences between construction management at risk and design build.

*Director Thompson left at 1:50 p.m.*

Discussion ensued between board members and the presenters. The project is approximately \$285,000 over budget and discussion included ways to lower the cost of construction, by using more economical materials, or more affordable construction methods, or if part of the design/program could be eliminated or reduced. Director Hammond said that any additional expenditure requires the board’s approval and that a proposal will be brought to the board at the August meeting. If board members have any questions they should send them to Director Hammond and/or Chair Martinez-Ramirez. We are also waiting for a report from the civil engineers who are currently examining the area which was built in the 1970’s. We expect their report within the next two weeks and the engineers may identify additional problems. We saved approximately \$500,000 during the construction of the East Conference Center. Director Hammond stated that we can use some of the savings to offset the additional cost of the Wellness Center project. A funding request will be presented to the board at the August board meeting.

**D. Executive Session – Legal Matter (Closed Session)**

M/S/P (D. Hammond/A. Wheaton) motion to go into closed session at 2:03 p.m. with one caveat, that Jimmy Francis, Director, SRC, will remain in the room.

***Motion passed 11-0-0.***

M/S/P (D. Hammond/K. Winkler) motion to exit from closed session at 2:15 p.m. and return to the regular meeting.

***Motion passed 11-0-0.***

**XIII. Announcements**

- Chair Martinez-Ramirez asked the student board members to send him their fall class schedule. He said that after this meeting, everyone will take a five minute break and then the committee chairs and their executive secretaries will meet.
- Vice Chair Khan said everyone was given a sheet containing their top five StrengthsQuest themes and asked the board to review to become more familiar with them.
- Director Kietzman introduced herself and said she is the Staff Representative to the board and is a pre-admissions counselor for the Student Outreach & Recruitment Services (SOARS). She had been out on maternity leave and had not met the new board members. She is excited to be back.
- Director Ruelas-Bischoff introduced herself as the University Representative to the board. She is the Associate Vice President, Student Life, and she works closely with Dr. William Watkins, Vice President, Student Affairs and Dean of Students. She will share information and initiatives especially as they effect the USU. She thanked the board for an informative and engaging meeting.
- Director Sherrill introduced himself and said he is the Alumni Representative to the board. He missed the June 9 meeting, but is looking forward to working with the board.
- Director Bynum invited everyone to the family and friends performance of TAKE 26. The production is written, acted, and produced by students. It allows students to see a little snippet of what college is all about as well as potential challenges. It will be their first performance and is scheduled for Monday, August 4, in the Performance Hall (up the stairs and across from Subway in the USU Plaza del Sol). The performance begins at 4:30 p.m., and people should arrive early to secure good seats.

**XIV. Adjournment**

The meeting was adjourned by Chair Martinez-Ramirez at 2:22 p.m.

Respectfully submitted by,

Debra L. Hammond,  
Executive Director