

THE UNIVERSITY CORPORATION
Board of Directors
June 5, 2018

A meeting of The University Corporation Board of Directors was called to order by Chair, Dianne F. Harrison at 3:03 p.m. on Tuesday, June 5, 2018 in the Sierra Center Colleagues Room, California State University, Northridge. A quorum was present.

Members Present: Sevag Alexanian, Toren Arusi, Harvey Bookstein, Ana Cristina Cadavid, Colin Donahue, Ronald Friedman, Carlos Fuentes, Jonathan Goldenberg, Dianne F. Harrison, Nicholas Jackson, Hamid Johari, Zahraa Khuraibet, Dave Moon, Benedict Yaspelkis

Members Absent: Stacey Aguila, Harvey Bookstein, Ana Cristina Cadavid, Robert Carlson, Ronald Friedman, Michael Phillips, Louis Rubino

Staff Present: Genelyn Arante, Shiva Bahrami, Heather Cairns, Elizabeth Corrigan, Susan Dickman, Rick Evans, Olga Kalinina, Tim Killops, Michael Lennon, Sheree Schragger, Grace Slavik, Linda Turner, Karina Ward, Lih Wu

Others Present: Ken Rosenthal, Mary Clare Smithson

ITEM I STUDENT SUCCESS THROUGH RESEARCH AND CREATIVE ACTIVITIES

Executive Director, Rick Evans introduced Grace Slavik, Post-Award Manager of Research and Sponsored Programs. Ms. Slavik explained that Research and Sponsored Programs created a promotional video to illustrate the impact of CSUN students and faculty working on externally funded grants and contracts. The collaborations provided students with hands on training and helped them in their careers. Ms. Slavik stated that the video was shown at the Annual CSU Auxiliary Organizations Association (AOA) Conference as well as the Principle Investigators Recognition event. The plan is to find opportunities to show the video at events such as the Research & Sponsored Programs fair, new student and transfer student orientations.

ITEM II APPROVAL OF MARCH 5, 2018 MINUTES

MSP (Alexanian/Jackson): That the minutes of the March 5, 2018 Board of Directors meeting be approved as circulated.

ITEM III THE UNIVERSITY CORPORATION INSTRUCTIONAL IMPROVEMENT PROGRAM

Karina Ward, Executive Assistant, reported on The University Corporation Instructional Improvement Program. This program was previously known as the Judge Julian Beck Grant. Traditionally the list of recommended proposals are presented to and action taken by the Executive Committee. Ms. Ward stated that there are 13 proposals totaling \$43,134. The projects are focused on learning-centered teaching practices. Mr. Evans added that the list of proposals is brought forward by the selection committee through the Office of Faculty Development.

Mr. Donahue asked for clarification on two projects titled “n/a”. Mr. Evans will report back with more information on those projects when it becomes available. Dr. Harrison asked how faculty know about this program. Drs. Johari and Cadavid answered that an email is sent to all faculty members. Lih Wu, Chief Financial Officer, reported that the selection committee reaches out to faculty announcing the availability of this opportunity, reviews the proposals, and selects the winners within the limit of the budget.

MSP (Donahue/Johari): That the 18/19 list of recommended proposals be approved as circulated.

(Research and Sponsored Programs video, Item I, played)

Dr. Harrison asked who put together the video. Mr. Evans stated that Ms. Slavik was the lead on the project. Ms. Slavik commented that she worked with VISCOM because the Research and Sponsored Programs department wanted to work with students on the video production. Dave Moon added that the video does have closed caption.

ITEM IV APPOINTMENT TO THE BOARD OF DIRECTORS

Faculty: The terms of Ana Cristina Cadavid and Michael Phillips will expire on June 30, 2018. The University President has made the following appointments:

Jerald Schutte	Three-year term (2018-2021)
Michael Phillips (reappointed)	Three-year term (2018-2021)

Students: The terms of Sevag Alexanian, Toren Arusi, and Nicholas Jackson will expire on June 30, 2018. The University President will appoint three students to serve two-year terms.

Community: The term of Ronald S. Friedman will expire on June 30, 2018. The University President has made the following appointment.

Ronald S. Friedman (reappointed)	Three-year term (2018-2021)
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ITEM V NOMINATING COMMITTEE REPORT AND ELECTION OFFICERS

Dr. Yaspelkis thanked the nominating committee members Michael Phillips and Sevag Alexanian. Dr. Yaspelkis presented the following recommendations for officers: *Chair* – Dianne F. Harrison; *First Vice President* – Ben Yaspelkis; *Second Vice President* – Stacey Aguila; *Treasurer* – Michael Phillips; and *Recording Secretary* – Colin Donahue.

There were no nominations from the floor.

MSP (Fuentes/Donahue): That the recommendations of the nominating committee for officers of The University Corporation be approved as presented, one-year terms to begin July 1, 2018.

ITEM VI RESOLUTION – CITY OF LOS ANGELES

Dr. Sheree Schrager, Managing Director of Research and Sponsored Programs, advised that the City of Los Angeles requires signatures on file for certain grants with the city. The resolution is needed to update authorized signatures required by the City of Los Angeles.

MSP (Goldenberg/Arusi): That The University Corporation Board of Directors approve the resolution required by the City of Los Angeles for grants awarded to The University Corporation. (Appendix A)

ITEM VII LICENSING FILMING UPDATE

Mr. Evans introduced Ms. Genelyn Arante, Licensing Manager. Ms. Arante started the presentation by show a sizzle reel developed earlier this year to showcase the most noteworthy film shoots on campus. Ms. Arante thanked Mr. Moon and the VISCOM team for creating the video. Dr. Harrison commented that at every student orientation the clips from ‘So You Think You Can Dance’ was shown and the students were so excited to see that show was filmed on CSUN campus.

Ms. Arante reported on the marketing strategies implemented to increase filming on campus, collaborations with the Department of Cinema & Television Arts (CTVA), and how the filming program has grown through repeat client business. This year the Licensing department attended the California On Location Awards and exhibited at the Film in California Conference.

Ms. Arante also reported on the new collaborations between Licensing and the CTVA department including a job shadow program, guest lectures at CTVA classes, industry networking opportunities for students, and student extras program.

Carlos Fuentes asked if the Licensing department interacts with the CTVA Department. Ms. Arante confirmed that she works with Thelma Vickroy, Chair of the CTVA Department. Mr. Fuentes offered to pass along Licensing’s information to a friend of his who is the President of Fox Films. Ms. Arante stated she will put a packet together for Mr. Fuentes. Dr. Harrison commented she is supportive of the licensing filming program.

ITEM VIII RECEIPT OF MAY 1, 2018 EXECUTIVE COMMITTEE MINUTES AND CONSIDERATION OF ACTION ITEM

A. 2017/18 Operating Budget (Executive Committee Agenda Item 6)

Mr. Evans stated that the FY 17/18 Net Cash Generated from operations will exceed budget resulting in a contribution of \$850,000 to campus. The increase is in large part due to foodservices exceeding its budget as a result of improved freshman enrollment.

CSUN Campus Store sales are expected to continue to decline in FY 18/19. The Corporation’s contract with Follett Higher Education Group for operations of the store includes a minimum guarantee of \$1,200,000.

The Research and Sponsored Programs division will meet its budget for FY 17/18. Mr. Evan reported that net assets continue to grow, most designated reserves are fully funded, and the FY 18/19 budget will realize close to \$1,200,000 in Net Cash Generated to replenish reserves.

Mr. Evans stated the FY 18/19 budget includes an anticipated Net Cash Generated of \$1,171,000. The FY 18/19 budget includes a 3% general salary increase for employees. As in the prior three fiscal years, there will be no new professional, staff or management level positions added to the payroll.

Mr. Evans continued to review reserves, commenting that the majority of FY 17/18 Net Cash to Replenish Reserves of \$1,275,000 will largely be allocated to the following reserves: \$735,000 to begin saving for a significant renovation of the Sierra Center Marketplace, and \$370,000 to continue saving for the Campus Store Complex roof replacement.

(Zahraa Khuraibet arrived.)

Mr. Donahue commented to consider the impact of the continuing minimum wage increase on the profitability of foodservice. The Corporation needs to explore options to deliver foodservice efficiently and cost effectively while being price sensitive to the customers.

MSP (Alexanian/Moon): That The University Corporation Board of Directors approve the 2018/19 operating budget as proposed (Appendix B)

ITEM IX STRATEGIC CORPORATE PARTNERSHIPS

Mr. Evans introduced Colin Donahue, CSUN Vice President and Chief Financial Officer. Mr. Donahue presented on the prospects of campus-wide strategic partnerships outside of the athletics sponsorships. Mr. Donahue stated that there is potential to leverage CSU system-wide spending in particular categories.

Mr. Moon asked how this would be different from the CSU system level bulk purchasing program. Mr. Donahue explained the primary difference is that this would be a true sponsorship and partnership with the campus. In addition to monetary benefits there are opportunities for internships, scholarships, work study, and pipeline opportunities.

Mr. Donahue stated there would be two phases, an independent assessment and valuation process. A Request for Qualifications (RFQ) has been issued at the CSU system level. The CSU system will develop a Master Enabling Agreement (MEA) for the selected firm to conduct the initial assessment and valuation. Dr. Harrison asked how long the assessment would take. Mr. Donahue replied it would take 90-120 days to complete a full assessment. Mr. Evans asked what TUC's role would be. Mr. Donahue commented TUC would have a role on the facilities side of the contract similar to the Leerfield Athletics sponsorship which is through TUC. Mr. Donahue explained that the goal would be a CSU system wide agreement that can be used at the campus. Dr. Johari asked what the time scale for reaching out to campus is. Mr. Donahue stated this could be within the next academic year.

ITEM X HOTEL PROJECT

Mr. Evans reported that the option agreement with Jupiter Realty Company has been terminated as of April 4, 2018. The hotel project is still moving forward. The California Environmental Quality Act (CEQA)

process is in progress. Mr. Evans explained the project would be more viable if the construction of a restaurant and conference space are not a requirement of the hotel program. Ken Rosenthal, Associate Vice President of Facilities Development & Operations, provided an update on the CEQA process. Mr. Rosenthal stated that the Mitigated Negative Declaration (MND) comment period has been completed. The comments received were minor in nature and responses have been prepared. The plan is to be on the July Board of Trustees agenda. Mr. Donahue reported that an updated draft Request for Proposal (RFP) is in process. Dr. Harrison expressed some concern with the restaurant not being a part of the hotel requirement. Mr. Evans stated the restaurant would be included as an option, not a requirement, in the RFP.

ITEM XI ORANGE GROVE CONFERENCE CENTER

Mr. Evans provided an overview on the potential of a restaurant and conference space, managed by TUC, at the CSUN Store Complex. The location is approximately 8,000 square feet and almost twice the size offered by the former hotel developer. This project would be a true partnership with the campus and would allow better control of pricing as well as conference and meeting space for campus use. Mr. Evans introduced Heather Cairns, Director of Administrative Services.

Ms. Cairns presented on the program of the proposed Orange Grove Conference Center, its working title. The conference center would provide the campus with much needed meeting spaces and a restaurant with a new kitchen to better accommodate dine-in patrons and on-campus catering. Ms. Cairns also noted that state of the art technology and A/V equipment would be part of the program. Ms. Cairns introduced Betsy Corrigan, Director of Foodservices.

Ms. Corrigan stated that as the operator, TUC would be able to provide the following benefits: better control of the conference and meeting space reservation and pricing, flexibility to meet last minute catering needs, convenience of being located on the main campus and adjacent to the Soraya, as well as a modern lunchtime restaurant with a new menu. Ms. Corrigan noted that the opening of a new restaurant and conference center would be the right time for the campus to support catering's first right of refusal policy. Similar policies are currently in place at 16 CSU campuses. Ms. Corrigan also reported that Radius is currently working on a project to overhaul and update the catering website.

Ms. Cairns reported on the next steps including a plan of action in partnership with Administration and Finance and Facilities Planning as well as a draft Request for Qualification (RFQ) to perform a restaurant and conference center feasibility study. Mr. Evans acknowledged and thanked Mary Clare Smithson, Facilities Planning Capital Program Manager, for preparing the RFQ.

Dave Moon asked how much space would there be in the new conference center. Ms. Cairns stated the CSUN Store Complex location is 8,000 square feet with approximately 3,000-4,000 square feet available for meeting and conference space. Ms. Corrigan commented that the location could accommodate 200-250 people depending on the room configuration. Mr. Moon remarked that the conference space and restaurant would enhance the area and provides an opportunity to better serve the needs of the campus. Mr. Donahue clarified that the Orange Grove Bistro (OGB), originally the Faculty Club, is primarily used for conferencing. The OGB is far beyond its useful life and needs to be replaced. Dr. Harrison commented that the plans for the conference space is great with a necessary menu refresh. Dr. Johari agreed additional conference is needed on campus. Mr. Donahue stated more exploration is needed. Mr. Evans confirmed there will be more discussions with campus stakeholders in the coming months.

ITEM XII THANK YOU TO OUTGOING DIRECTORS

Dr. Harrison acknowledged and thanked the outgoing directors Ana Cristina Cadavid, Sevag Alexanian, Toren Arusi, and Nicholas Jackson for their service on the board. Mr. Evans thanked the student board members for their two years of service. Mr. Evans thanked Dr. Cadavid for her 12 years of service and her involvement with the Student Projects quasi-endowments and the Food Advisory Committee. Gifts were distributed to the outgoing board members.

ITEM XIII ANNOUNCEMENT

There being no further business, the meeting adjourned at 4:49 p.m.

Respectfully submitted,



Colin Donahue, Recording Secretary