

**THE UNIVERSITY CORPORATION**  
**Board of Directors**  
**November 27, 2018**

A meeting of The University Corporation Board of Directors was called to order by First Vice President Benedict Yaspelkis at 2:04 p.m. on Tuesday, November 27, 2018 in the Sierra Center Colleagues Room, California State University, Northridge. A quorum was present.

**Members Present:** Harvey Bookstein, Colin Donahue, Ronald Friedman, Carlos Fuentes, Dianne F. Harrison, Rose Merida, Dave Moon, Beverly Ntagu, Michael Phillips, Louis Rubino, Jerald Schutte, Benedict Yaspelkis

**Members Absent:** Stacey Aguila, Hamid Johari, Zahraa Khuraibet, Sabrina Maglalang

**Staff Present:** Shiva Bahrami, Heather Cairns, Elizabeth Corrigan, Rick Evans, Tim Killops, Michael Lennon, Linda Turner, Karina Ward, Lih Wu

**Others Present:** Yvonne Colacion, Nathan Kim, Mike Plutino, Ken Rosenthal, Mary Clare Smithson, Angela Tassie

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**ITEM I WELCOME NEW DIRECTORS**

First Vice President Benedict Yaspelkis welcomed the following new directors:

|                  |                   |                             |
|------------------|-------------------|-----------------------------|
| <u>Faculty:</u>  | Michael Phillips  | Three-year term (2018-2021) |
|                  | (Reappointed)     |                             |
|                  | Jerald Schutte    | Three-year term (2018-2021) |
| <u>Community</u> | Ronald Friedman   | Three-year term (2018-2021) |
|                  | (Reappointed)     |                             |
| <u>Students:</u> | Sabrina Maglalang | Two-year term (2018-2020)   |
|                  | Rose Merida       | Two-year term (2018-2020)   |
|                  | Beverly Ntagu     | Two-year term (2018-2020)   |

Dr. Yaspelkis thanked Michael Phillips and Ron Friedman for their continued service and welcomed Jerald Schutte to the board.

**ITEM II APPROVAL OF JUNE 5, 2018 MINUTES**

**MSP (Fuentes/Phillips): That the minutes of the June 5, 2018 Board of Directors meeting be approved as circulated.**

**ITEM III AUXILIARY AUDIT COMMITTEE CHARTER**

Executive Director, Rick Evans, thanked Mr. Friedman for his 13 years of service as Chair of the Auxiliary Audit Committee. Mr. Evans stated that the committee reviewed the audited financial report for The University Corporation and North Campus Development Corporation. Both auxiliaries received an unqualified opinion.

Mr. Evans reported that the Auxiliary Audit Committee charter was also reviewed. The committee suggested minor changes since the requirements are management's responsibilities and beyond the normal expectations of an audit committee.

Mr. Harvey Bookstein asked if there were any management comments or suggestions on the audits. Mr. Evans stated that there were neither. Mr. Friedman reported that both audits were clean and well prepared. Dr. Harrison expressed her gratitude for Mr. Friedman's service on the Board of Directors and Audit Committee.

**MSP (Donahue/Fuentes): That the changes to the Auxiliary Audit Committee charter be approved as circulated.**

**ITEM IV                      CONFLICT OF INTEREST STATEMENTS AND DIRECTORS HANDBOOK**

The 2018/2019 Directors Handbook was distributed with the meeting materials. The conflict of interest statements were distributed at the meeting for signature.

**ITEM V                      RECEIPT OF SEPTEMBER 4, 2018 EXECUTIVE COMMITTEE MINUTES AN**

The minutes of the September 4, 2018 executive committee meeting was provided for information.

**ITEM VI                      RECENT PROJECTS**

Mike Lennon, Associate Director of Foodservices reported on recently completed projects including: Text and Tell program to report any issues with a vending machine or restroom, Shop and Tell program (a secret shopper program), the Freudian Sip Sierra Center seating reconfiguration, replacement umbrellas and tabletops at Sierra Center and Campus Store Complex, Matador Bookstore Complex building sign updated to Campus Store Complex, Freudian Sip University Student Union carpet replacement and change to a Starbucks 'We Proudly Serve' location, a new walk in cooler at Geronimo's, and the launch of CSUN Dining to Go online ordering.

Mr. Colin Donahue, VP of Administration and Finance, commented that the Freudian Sip Sierra Center seating reconfiguration has improved the line flow and feels more spacious. Mr. Evans commented that sales have increased at the Starbucks 'We Proudly Serve' locations. Dr. Mike Phillips asked if the remaining three Freudian Sip locations will remain unchanged. Mr. Lennon confirmed that the plan is to continue serving Groundwork coffee at the other Freudian Sip locations. Mr. Bookstein asked if there are Freudian Sips at other campuses and if there are plans to change those to a Starbucks 'We Proudly Brew' location. Mr. Lennon stated there are three licensed Freudian Sips at California State University Channel Islands and no changes planned for those locations.

Dr. Harrison asked how CSUN Dining to Go online is different from Tapingo. Mr. Evans explained that the online ordering is for delivery and catering services offered by CSUN Dining to Go. Mr. Carlos Fuentes commented that there has been an increase of attendance at the CSUN basketball games and there is one concessions stand open. Mr. Fuentes asked if there is potential to add a second concessions location. Mr. Lennon stated that a more robust concessions location would be ideal however there are spacing limitations



and logistical challenges with setting up a temporary concessions stand. Mr. Lennon noted that the line move quickly and alternative options have been explored to ensure a positive fan experience. Ms. Beverly Ntagu stated that Associated Students, in collaboration with Athletics and Greek Life, is working to change the campus culture and increase attendance at men's and women's basketball games.

## **ITEM VII HOTEL PROJECT UPDATE**

Mr. Evans reported that the Request for Qualifications/Request for Proposal (RFQ/RFP) was issued in August 2018. Ms. Karina Ward passed out a brochure created for the RFQ/RFP process. (Appendix A)

The CSUN Selection and Review Committee interviewed three semi-finalists recently and is on track to select a finalist at the end of November 2018. Mr. Evans provided an overview of the Access and Option Agreement (AOA), Letter of Intent (LOI), and timeline. Mr. Donahue commented that the campus is on track with the current timeline. Dr. Harrison asked if there was anything different in the proposals received compared to those received in the past. Mr. Donahue stated that revisions were made to the RFQ to ensure a financially committed developer. Ken Rosenthal, Associate Vice President of Facilities Development & Operations, added that the emphasis is on a partnership and developing a successful project. Mr. Bookstein stated that there was a lot of communication with the potential developers to clarify any questions the committee had. Mr. Friedman asked if architectural plans and drawings are done. Mr. Evans stated neither are done yet. Dr. Schutte stated that it would be beneficial for the board to understand the nature of the deposit from the selected developer. Mr. Evans provided an overview of the financial requirement outlined in the RFQ.

The recommendation is to provide Mr. Evans the authority to sign the AOA and LOI.

**MSP (Fuentes/Friedman): That The University Corporation Board of Directors approve, delegate, and authorize The University Corporation Executive Director to sign the Access and Option Agreement and Letter of Intent and any related documents as required, upon review and approval of legal counsel, and to accept any and all related payments from the developer.**

## **ITEM VIII CSUN RESTAURANT & CONFERENCE CENTER UPDATE**

Mr. Evans explained that CSUN Restaurant & Conference Center update will be on the analysis and input the consultants received over the past several months.

Heather Cairns, Director of Administrative Services, introduced Gensler, the architectural firm selected to conduct the feasibility study, and Food Service Matters, food service consultants hired to work on the CSUN Restaurant & Conference Center project.

Gensler Principal, Nathan Kim and Gensler Sr. Associate & Design Director, Yvonne Colacion, presented on the status of the project. Ms. Colacion provided a summary based on the numerous focus groups conducted with various campus stakeholders as well as open forum sessions. Mr. Colacion reported the finding for the space utilization, space qualities, conference center and restaurant.

Mr. Colacion shared slides on the conference center aspirations including transformative spaces, state of the art technology, sound constraints, privacy, thoughtful lighting, comfortable seating, and flexibility to accommodate both large and small meetings. In regards to the restaurant, ambiance, seating type, food



quality, service type, outdoor dining, and access to parking were consistent attributes mentioned in the focus groups. Ms. Colacion continued with an overview of three planning options to show how various agreements of the space would be utilized.

Ms. Colacion introduced Mike Plutino, founder, and Angela Tassie from Food Service Matters. Mr. Plutino provided an overview on analysis and design of the projects. Mr. Plutino stated the following as key attributes of the restaurant: local experience, fresh and seasonal menu, homage to CSUN, flexible space, indoor/outdoor components, private seating option, capacity to increase catering services, and a space where students, faculty, and staff feel comfortable in.

Mr. Plutino introduced Angela Tassie. Ms. Tassie reported on main findings of the research conducted on four benchmark restaurants in Los Angeles, local Northridge restaurants, and 3<sup>rd</sup> party caterers. Ms. Tassie noted a fine casual dining room, indoor/outdoor seating, flexible spaces, open kitchen, onsite programming, and design with community influences were characteristics from the Los Angeles restaurants. High end casual design, tech-forward app, semi-open kitchen, happy hour, and reasonable pricing were features of local Northridge restaurants. Lastly, Ms. Tassie presented on most frequently cited 3<sup>rd</sup> party caterers. User-friendly website, online ordering capabilities, highly-trained staff, and consistent service were attributes noted for the 3<sup>rd</sup> party caterers.

Mr. Bookstein asked what the capacity of the Orange Grove Bistro is. Elizabeth Corrigan, Director of Foodservices, stated that the Orange Grove Bistro main dining room can seat 110-120 people. Mr. Bookstein also asked if there were concerns with competition from the potential restaurant at the hotel. Mr. Evans stated the hotel will be a select service hotel with limited food service. Additionally, Mr. Bookstein asked if the restaurant would be a "branded" restaurant and if the restaurant would draw business from off campus patrons. Mr. Evans stated the restaurant would be a self-brand with a connection to the University Club. The board discussed the challenges of offering evening services at the on-campus restaurant. Mr. Evans commented that complementary parking in close proximity to the restaurant would need to be considered. Mr. Donahue stated that community connection and social media outreach could be used to drive business to the restaurant.

Dr. Harrison stated those she have spoken to have expressed a need for a good restaurant in the area. Mr. Friedman concurred the Northridge area is in need of a new, good quality restaurant. Mr. Fuentes agreed. Dr. Dave Moon, asked if faculty were included in the focus groups. Ms. Colacion stated that faculty were included in the focus groups and that they were looking for a place to connect at the end of the day. Mr. Fuentes stated there is a need for a space on campus for alumni, local businesses, and the surrounding community to hold events. Ms. Beverly Ntagu, asked if the campus has a safety plan in place in regards to off campus people being on campus. Dr. Harrison assured her anything on campus will fall under the campus' emergency preparedness procedures. Mr. Donahue confirmed that security is continuously looked at with every project on campus.

Mr. Evans stated that as the project progresses another update will be provided. Ms. Cairns stated there are various stages of communication throughout the project and updates will be shared as the project develops. Dr. Lou Rubino asked if there are considerations for the restaurant to offer breakfast and lunch instead of lunch and dinner. Ms. Corrigan stated those times have been considered but are focusing on lunch and dinner because the programming on campus supports those meal periods. Ms. Corrigan noted that the conference center would be able to provide breakfast catering services if the restaurant hours could not accommodate that need. Mr. Bookstein commented that the restaurant and conference center would fulfill

a need on campus. Dr. Schutte commented that parking would need to be looked at to draw in off campus patrons. Mr. Rosenthal stated that parking needs have been considered and the potential to reconfigure the F2 parking lot to increase the number of parking spaces available.

**ITEM XI                      ANNOUNCEMENTS**

Dr. Phillips invited everyone to attend the under graduate portfolio class presentation on December 5 at 3:30pm in Bookstein Hall 2228.

Ms. Rose Merida stated the December 4<sup>th</sup> farmers market will be a Winter Market.

There being no further business, the meeting adjourned at 3:30 p.m.

Respectfully submitted,

  
Colin Donahue, Recording Secretary