

**UNIVERSITY STUDENT UNION, INC.
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
January 24, 2011
MINUTES**

I. Call to Order

The regular meeting of the USU BOD was called to order at 12:30 p.m. by Chair Luis Carbajo.

II. Roll Call

<u>Present</u>	<u>Absent</u>	<u>Staff</u>	<u>Guests</u>
Elizabeth Awad	Charlotte Cabeza	Jeremy Hamlett	Calvin Apodaca
Robert Barker (<i>arrived at 12:34 p.m.</i>)		Joe Illuminate	Carolyn Arnold
Luis Carbajo		Sharon Kinard	Shaina Campbell
Andrew Collard		Shannon Krajewski	Kevin Chow
Debra Hammond		Kevin Lizarraga	Jillian Crab
Allison Kent		Carol Nardini	Drew Tolson
Marianne Link		Jason Wang	Samantha Tota
Kenneth Melcombe			
Sigourney Nunez			
William Overvold			
Raquel Padilla			
James Pilkington			
Sydni Powell			
Neil Sanchez			
Sally Spencer			
William Watkins			

III. Approval of Agenda

M/S/P (S. Powell/W. Overvold) Motion to approve the agenda of January 24, 2011.

Motion passed 12-0-0.

IV. Approval of Minutes

M/S/P (S. Powell/R. Padilla) Motion to approve the minutes of December 6, 2010.

Motion passed 11-0-1.

V. Open Forum

None.

VI. Chair's Report

Director Carbajo referred to his report saying that students and staff from Brock University visited the USU on December 20 to exchange ideas. He thanked all who assisted in the meeting.

Director Barker arrived at 12:34 p.m.

VII. Vice Chair's Report

Director Collard handed out his report and said that spring elections will be coming up soon and that student board members should introduce themselves to classmates and to announce any upcoming USU events. The USU is planning an event in honor of the National Recreational Sports and Fitness Day. The event is scheduled for February 22 and is in conjunction with the National Intramurals Recreational Sports Association (NIRSA). The event also fulfills one of the BOD goals to hold an awareness event for the Student Recreation Center (SRC) once a semester. Director Spencer mentioned that she attended the CSUN Faculty Retreat and no one she spoke to knew what the SRC was. Director Hammond said that a presentation to the Faculty Senate could be planned. Director Collard said he would speak to Kaila Lavin, Graduate Assistant to the SRC, regarding ideas to promote the SRC.

VIII. **Executive Director's Report**

Director Hammond congratulated Director Carbajo who was recently elected to Chair the San Fernando Valley Chapter of the Institute of Electrical and Electronics Engineers. The Chapter has over 2,500 members and Carbajo received 95% of the vote. The annual USU Budget Retreat is scheduled for February 4. Parameters for the 2011-12 budget will be reviewed. Health benefits brokers, Foy & Associates, presented a variety of options to USU staff, which will result in savings to the USU. Aida Johnson accepted the USU's offer of employment as the Student Recreation Center Director. Her first day will be February 3. USU Reservations and Event Services (USU RES) introduced a retractable theatre in the Northridge Center. Jason Wang, Associate Executive Director, explained that the new system allows for a formal stage setting with dramatic lighting and a functional stage curtain.

IX. **A.S. Report**

None.

X. **Committee Reports (Mid-Year)**

Director Carbajo asked the committee chairs to report:

- Facilities Committee: Chair, A. Kent passed out her report and said the committee went beyond its goals. She was amazed at the committee members' demonstration of maturity and respect regarding some of the issues discussed. She thanked the USU staff for all their support.
- Finance Committee: Chair, J. Pilkington commented on how impressed he was with the commitment of the committee members. The meetings have produced recommendations that reflect careful thought and sound judgment.
- Personnel Committee: Chair, E. Awad said that she was impressed with committee members on their eagerness to learn more about Human Resources and what the USU has to offer. Most of the members have returned for the spring semester.

XI. **Action Items**

A. **2009-10 Return of Organization Exempt from Income Tax Information Return**

M/S/P (J. Pilkington/E. Awad) Motion to accept the USU's 2009-10 Return of Organization Exempt from Income Tax Information return.

Joe Illuminate, Associate Director, Finance and Business Services, addressed the board and said that all nonprofit organizations with gross receipts of more than \$25,000 per fiscal year are required to file Form 990. It must be filed with the IRS by November 15 for organizations with a fiscal year ending June 30. Best practice dictates that nonprofit organizations adopt a process to ensure that each voting member of the organization's governing body is provided a copy of the final Form 990 prior to it being filed with the IRS.

Illuminate proceeded to highlight sections of Form 990 with the board. He said that if a board member desires, a complete copy of the 990 is maintained in his office.

Motion passed 13-0-0.

XII. **Discussion Items**

A. **Marketing Department Presentation – USU Web Site Update**

Kevin Lizarraga, Marketing Manager, introduced Kevin Chow, the new Web Designer, who is a temporary emergency hire. He also introduced Jillian Crab and Calvin Apodaca who are student Web designers. Kevin Chow presented the new information to the board. He explained that this presentation is a follow-up to outline the recent analytic progress regarding the American Disabilities Act (ADA) compliance and the newest features.

B. **BOD Goals – Status Report**

Board of Directors Chair Carbajo reviewed the board's 2010-2011 goals and the progress made since the beginning of the school year. Goal No. 1 is In Progress: The Bylaws were voted on by this BOD December 6, 2010. Legal review is pending. Goal No. 2 is In Progress: A Recreation Center event was held in November and one is scheduled for February 22. Goal No. 3 has been completed: The Marketing Department conducted and created a Marketing Plan with suggestions and a review of USU service quality; the Education Benchmarking Institute (EBI) detailed results and recommendation report was prepared. Goal No. 4 is In Progress: The USU BOD Facilities and Commercial Services Committee is considering four possible leasing contracts (Bike Shop, LGBT Resource Center, Veteran's Resource Center, and Wellness Center). Goal No. 5 is In Progress: Staff is preparing the 6&6 report with recommendations for changes primarily based on the Student Recreation Center (SRC) staffing changes. The Finance Committee will review in February and provide a recommendation for the USU BOD.

C. **Strategic Priorities – Status Report**

Director Hammond briefly reviewed Priority No. 1 saying it is on schedule. Results from EBI and site visits were discussed and analyzed at various meetings. Priority No. 2 - Four new podcasts were added in fall 2010 and results will be assessed at year end. Staff is investigating software applications that have an interactive visual component that should increase usage. Priority No. 4 – workshops are in development and it is expected that two of the three workshops will be completed by year end. Priority No. 5 – the project is in process and results will be communicated at year end. Priority No. 6 – the Human Resources Management System was successfully implemented and the go-live date was September 19, 2010.

D. Executive Director’s Goals – Status Report

Director Hammond briefly discussed each of her goals. The construction of the outdoor field should be completed in the next two years. Joe Illuminate’s leadership regarding the USU’s long-range financial plan for the SRC/USU has been instrumental in maintaining the fiscal viability of the organization. Discussion included whether students were allowed to make suggestions regarding the Plaza del Sol revitalization plans. Grant Rockfellow, Technician, Facilities Projects and Services, is the person to meet with about the project.

E. BOD Recruitment

Kevin Lizarraga, Marketing Manager, passed out flyers regarding recruitment and talking points that the student board members can use to approach students. Elections will be held in March or April. He said that when talking to students give them the USU Web site address that guides them towards the committees first. Associated Students (AS) will be voting tomorrow on the election dates.

XIII. Announcements

- Kevin Lizarraga, Marketing Manager, passed out flyers regarding Rev. Lawson’s lecture tomorrow night. The Spring Kickoff program is January 27.

XIV. Adjournment

The meeting was adjourned by Chair Carbajo at 1:45 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director