

**UNIVERSITY STUDENT UNION, INC.**  
**CALIFORNIA STATE UNIVERSITY, NORTHRIDGE**  
**BOARD OF DIRECTORS**  
**July 12, 2010**  
**MINUTES**

**I. Call to Order**

The regular meeting of the USU BOD was called to order at 12:33 p.m. by Chair Luis Carbajo.

**II. Roll Call**

<u>Present</u>	<u>Absent</u>	<u>Staff</u>	<u>Guests</u>
Elizabeth Awad	Robert Barker	Matt Eickhoff	Carolyn Arnold
Charlotte Cabeza	Megan Dominguez	Joe Illuminate	Erica Grall
Luis Carbajo	Debra Hammond	Bryanne Knight	Drew Tolson
Andrew Collard	Kenneth Melcombe	Shannon Krajewski	
Allison Kent	Sydni Powell	Kevin Lizarraga	
William Overvold ( <i>arrived at 12:35 p.m.</i> )	Dustin Tsai	James Matzen	
James Pilkington		Carol Nardini	
Neil Sanchez		Jason Wang	
Sally Spencer			
Shanell Tyus			
William Watkins			

**III. Approval of Agenda**

M/S/P (A. Collard/J. Pilkington) Motion to approve the agenda of July 12, 2010.

M/S/P (A. Collard/W. Watkins) Amendment to move Discussion Item D to be heard after Discussion Item A.

Director Carbajo explained that the Marketing Department will be presenting Discussion Item A, SRC Logo, and requested to present Discussion Item D immediately following the SRC Logo.

***Amendment to motion passed 8-0-0.***

***Motion, as amended, passed 8-0-0.***

*Director Overvold arrived at 12:35 p.m.*

**IV. Approval of Minutes**

M/S/P (S. Spencer/E. Awad) Motion to approve the minutes of June 14, 2010.

Grammatical changes were made to the minutes as follows:

Director Spencer said that under Section VI, Action Item C, Board Appointments, on page four “Teacher in Residence” should be removed. Director Spencer also requested that on page five, under Section XVII, Action Item C, USU BOD Meeting Schedule 2010-2011, the Motion should reflect that the USU BOD meetings will begin at 12:30 p.m. Director Sanchez requested that the second sentence in his A.S. Report be changed as follows: *“He met with A.S. President Lansdale and discussed the passing of a resolution regarding the creation of a scholarship in Dr. Piper’s name.”*

***Motion passed 9-0-0.***

**V. Open Forum**

Director Awad reported that Director Powell had texted her with a message to be read to the board. The message stated that Major Events is now looking for volunteers to join the Matador Nights Planning Committee. The committee will meet every Wednesday from 1:00 – 2:00 p.m. Location will vary week to week. Interested parties should contact Kenneth.villagra.741@my.csun.edu.

**VI. Chair’s Report**

Director Carbajo briefly reviewed his report pointing out that all board student members are required to sit on one of the three standing committees and also the special committees. Director Tsai has been out of town and will be contacted to see which committee he would like to sit on. If anyone is interested in sitting on the USU Co-

Sponsorship Committee, they should contact Shannon Krajewski, Associate Director, Marketing and Programs. Carbajo's office hours are listed on his report.

**VII. Vice Chair's Report**

Director Collard reported that he is attending meetings with Directors Carbajo and Hammond every couple of weeks. One of his areas of responsibility is to determine ways of increasing the visibility of the USU on campus. He will be available to support the committee chairs. The committee chair training is later this month which he will attend.

**VIII. Executive Director's Report**

Jason Wang, Associate Executive Director, sitting in for Director Hammond, drew the board's attention to the USU's conversion of the new time management system which is 29% complete. It is currently being tested by students. He also said that Director Hammond is currently out of town due to her appointment as Chair of the Diversity and Inclusiveness Program Team for the Association of College Unions International (ACUI). It is a two year commitment and speaks highly of her reputation in the student/student affairs field and her dedication to equity and social justice.

**IX. A.S. Report**

Director Sanchez said that there are many appointments available in A.S. Applications need to be filled out and turned in. Information can be found on the A.S. Web site. He participated in the A.S. Children's Center Search and Screen Committee which had recommended three candidates to the General Manager for hiring. Regarding State government, a registration initiative is gaining in popularity regarding the November 2 elections.

**X. Action Items**

**A. Committee Chair Appointments**

M/S/P (W. Overvold/S. Tyus) Motion to appoint Director Allison Kent as Chair of the Facilities & Commercial Services Committee; Director James Pilkington as Chair of the Finance Committee; and Director Megan Dominguez as Chair of the Personnel Committee.

*Motion passed 9-0-0.*

**B. Establishment of Bylaws Committee (Ad Hoc)**

M/S/P (J. Pilkington/E/Awad) Motion to establish an Ad Hoc Bylaws Committee.

Discussion included that Director Awad would chair this committee.

*Motion passed 9-0-0.*

**XI. Discussion Items**

**A. Student Recreation Center Logo**

Kevin Lizarraga, Manager, Marketing Department, introduced himself to the board along with James Matzen, Graphic Designer for the Marketing Department. The Student Recreation Center (SRC) is set to open its doors in spring 2012. During the last six months, the Marketing Department worked with the Recreation and Tourism Department to assess and develop the logo for the 100,000 plus square-foot facility.

Kevin and James gave a PowerPoint presentation describing the process used in the creation of the SRC logo and how the final logo was chosen.

**B. Committee Recruitment/BOD Marketing**

Kevin Lizarraga, Manager, Marketing Department, passed out new pens with the USU logo on them to the board. He then passed out an instruction sheet with information regarding recruitment. He suggested that the board keep their business cards with them to hand out to students on campus along with the pens. It was suggested that board members should try to step out from their main circle of friends in order to reach other student groups on campus.

**C. USU Lip Dub Video**

Matthew Eickhoff, Program Coordinator, Training and Development, said he was happy and proud to show the board the video. He then explained how the lip dub video was made and its intended use for marketing the USU. His department collaborated with the Media Center and Library who completely donated their time and equipment to this project. The creation of another lip dub video is currently planned during the fall student retreat.

**D. StrengthsQuest Activity**

Shannon Krajewski, Associate Director, Marketing and Programs, addressed the board and passed out the StrengthsQuest definitions along with an exercise that she asked the board to take part in. The board split up into four groups and completed the exercise. Shannon then discussed the exercise with the board.

**XII. Announcements**

None

**XIII. Adjournment**

The meeting was adjourned by Chair Carbajo at 2:03 p.m.

Respectfully submitted by,

Jason Wang  
Associate Executive Secretary