

**UNIVERSITY STUDENT UNION, INC.**  
**CALIFORNIA STATE UNIVERSITY, NORTHRIDGE**  
**BOARD OF DIRECTORS**  
**November 15, 2010**  
**MINUTES**

**I. Call to Order**

The regular meeting of the USU BOD was called to order at 12:34 p.m. by Chair Luis Carbajo.

**II. Roll Call**

<u>Present</u>	<u>Absent</u>	<u>Staff</u>	<u>Guests</u>
Robert Barker ( <i>arrived at 12:39 p.m.</i> )	Elizabeth Awad	Joe Illuminate	Rigoberto Bruce
Luis Carbajo	Charlotte Cabeza	Shannon Krajewski	Shaina Campbell
Andrew Collard	Sally Spencer	Kevin Lizarraga	Elizabeth Martinez
Debra Hammond	William Watkins	Carol Nardini	Dan Monteleone
Allison Kent ( <i>left at 2:17 p.m.</i> )		Jason Wang	Frankie Calubaquib
Kenneth Melcombe ( <i>arrived at 12:36 p.m.</i> )			Zach Roof
Sigourney Nunez			Drew Tolson
William Overvold			
Raquel Padilla			
James Pilkington			
Sydni Powell			
Neil Sanchez			
Shanell Tyus			

**III. Approval of Agenda**

M/S/P (S. Powell/W. Overvold) Motion to approve the agenda of November 15, 2010.

***Motion passed 8-0-0.***

*Director Melcombe arrived at 12:36 p.m.*

**IV. Approval of Minutes**

M/S/P (W. Overvold/S. Powell) Motion to approve the minutes of September 20, 2010. An error was noted in the minutes, on page 3, Discussion Item B, the GoPrint system allows students to print “20” pages per day not 22. The minutes were changed to reflect that amount.

***Motion passed 8-0-1.***

**V. Open Forum**

Dan Monteleone, former chair of this board from November 2007 to June 2009, stated that students across campus have expressed concern about the building of the Matador statue. He said that this issue is an action item on the agenda today and wanted the board to know that in light of the budget crisis, students feel that the money should be used for the addition of more classes on campus.

*Director Barker arrived at 12:39 p.m.*

**VI. Chair’s Report**

Director Carbajo passed out his report and thanked Vice Chair Collard, Director Awad and Shannon Krajewski, Associate Director, Marketing and Programs, for their help in revising the Bylaws. He said that Directors Cabeza and Kent attended the Association of College Unions International (ACUI) Regional meeting in Reno and enjoyed it very much. Carbajo congratulated Director Collard who received the Dick Scott Student Development Scholarship Award.

**VII. Vice Chair's Report**

Director Collard passed out his report and complimented all who worked hard on the Halftime Celebration held last week. He also wanted to recognize the great job done by all the students and staff who put together the events at the USU.

**VIII. Executive Director's Report**

Director Hammond said that Director Cabeza attended the ACUI conference in Reno. She enjoyed it immensely and is considering changing her career direction to student affairs. Director Collard received the Dick Scott award mentioned in Director Carbajo's report. Dick Scott was the Administrator in Charge and Director of Operations for the USU at CSUN, was a staff member at several other universities, and involved with Region 1 (Boston). She noted that Collard is extremely involved on campus. He currently serves as the USU BOD Vice Chair, works for the Matador Involvement Center (MIC) and was involved with AS and is a member of a Greek organization. The scholarship award is in the amount of \$500 and will go towards Collard's attendance at the ACUI Annual Conference in Chicago, 2011.

Jeremy Hamlett, Commercial Services Manager, was honored with the Diane Morisato Staff Recognition Award which is given to staff members in college unions who have served as a model of volunteer involvement and service with ACUI regional activities. He has completed an unprecedented third year of service as the Regional Director for Region 15 and will serve as a member of the ACUI Conference Planning Team for the 2012 annual conference in Boston.

Hammond asked if there were questions regarding her report and was asked why parking for Alumni was so expensive, in reference to the Student Recreation Center Membership rates summary sheet attached to her report. Hammond replied that the rate summary was sent to the Alumni Association and feedback has not been received from them. Other comments included that Alumnus would probably pay for a one-day parking pass as they generally come to the campus only once a week. Parking on the street is another option.

Hammond noted that the committee would look into the alumni rates in relation to the parking fee and provide feedback in response to Director Pilkington's question.

**IX. A.S. Report**

Director Sanchez said the Big Show was a success; the A.S. budget can be found on-line; and SPACE (Student Production and Campus Entertainment) applications were due November 17. Sanchez was asked about the status of the A.S. requirement that their members maintain a 2.5 grade point average (GPA) and the election results. He replied that the initiative was defeated and that the 2.5 GPA is still in place and decisions about future changes have not yet been made.

**X. Committee Reports**

Director Carbajo asked the committee chairs to report:

- Facilities Committee: Chair, A. Kent passed out her report and said that the committee voted to approve gender neutral restrooms. This item will be an action item on the board's December agenda.
- Finance Committee: Chair, J. Pilkington said that Action Items B, C, and D were voted on by the committee and are on the board's agenda today. Goals were approved by the committee. The committee will reach out to the academic population regarding the feasibility of establishing a student-managed business on USU premises.
- Personnel Committee: Director Padilla passed out the committee's report along with the Goals, prepared by Director Awad who was not at today's meeting. The last meeting of the committee is December 6.

**XI. Action Items**

**A. Audit Committee Appointments**

M/S/P (A. Collard/S. Powell) Motion to approve Rigoberto Bruce and Elizabeth Martinez as student members of the Audit Committee.

*Motion passed 9-0-1.*

**B. Matador Statue Contribution**

The motion came from the Finance Committee to approve the contribution from the USU of \$10,000 in support of the Matador Statue.

Director Pilkington said the funding source for the \$10,000 is from savings from the Executive Director's salary as a result of her working 45% of the time for the University. There will be no financial impact to the USU's bottom line. The issue is not a popular one but Pilkington believes it is a sound decision. Pilkington was asked if the BOD/USU is prepared to handle bad publicity. He said he would make himself available to discuss the

matter with students if there were negative repercussions. Board members expressed their approval of the contribution.

***Motion passed 9-0-1.***

- C. E-Building Roof Repair Funding, E-Building HVAC Renovation & Computer Lab Expansion Funding**  
The motion came from the Finance Committee to approve (1) the allocation of \$248,705 from USU DBMER Fund 53501 for replacement of the E-building roof and (2) the allocation of \$2,155.177 from the USU Revenue Fund 53401 for the E-Building HVAC Renovation and Computer Lab expansion.

Joe Illuminate, Associate Director, Finance and Business Services, drew the board's attention to the Student Fee Money Flow attachment. He briefly explained the flow of money the USU receives for students.

Jason Wang, Associate Executive Director, reviewed the history of the funding request. The recommendation includes two phases. The first phase is the replacement of the E-building roof and would begin as soon as possible. A USU DBMER fund would be established in the amount of \$248,705. The second phase would include the HVAC renovation and the computer lab expansion which would not begin until the construction of Student Recreation Center (SRC) is finished. A contracted project manager has been budgeted to support the second phase and a construction fund would be established in the amount of \$2,155.177.

Discussion included that the current computer lab has approximately 70 computers, and the expanded lab would hold approximately 120. It was noted that students must frequently contend with long lines to get into the computer lab.

Director Pilkington said the Finance Committee spent a great deal of time discussing this funding request.

It was also noted that if the first phase cannot be accomplished before the beginning of Sunny Days Camp – it will begin after that time.

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

- D. First Quarter Financial Report (3&9)**

M/S/P (J. Pilkington/A. Collard) motion to accept the 3 & 9 First Quarter Budget Report.

Joe Illuminate, Associate Director, Finance and Business Services, explained that the board is updated quarterly on the financial and budget status of the USU. The Finance Committee did not vote (timing issue) on this action item but it was discussed at the November 1 Finance Committee meeting. Highlights of the report were as follows:

**Revenue:** actual revenue is operating at 30.5% to budget, slightly above the upper end of the operating range. The most significant event that occurred during the quarter was that the sublease rental income was reduced by \$124,288, attributable to the mathematics lab, Digital One Photo and Cellular Flux. The decrease will be offset by an increase in student fee revenue.

**Program Income:** significantly above the optimal range at 56.6% due to the receipt of summer camp revenue.

**Food Service Commission:** is 5.4% to budget which is below the optimal range. Receipt of the commissions for August and September were not received until October.

**Expenditures:** operating at 24.5% to budget. Expenditures increased by \$55,484 (0.7%). Staff salaries decreased by \$62,373 (-2.9%) and budgeted student wages increased by \$44,212 (4.2%). Overall, salaries decreased by \$18,161 (-0.6%). Budgeted operating expenditures increased by \$73,645 (2.5%) mainly in the Fees & Charges, Reserves and Supplies & Services categories.

**Work Study:** \$1,081 in work study receipts and \$4,214 in expenditures resulting in a deficit balance of \$3,133. September and October payments will be recorded in the second quarter.

**Investment Summary:** \$184 was earned in interest income due to a rate of return of 0.01%. Some funds will be diverted to the Local Agency Investment Fund (LAIF) during the second quarter in order to obtain a slightly higher rate of return.

**Change in Net Assets:** The projected change is \$4,275 and the actual is \$74,206. The \$70,506 difference provides an additional layer of reserves if needed.

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

**XII. Discussion Items**

- A. USU BOD Bylaws Revisions - Review**

Director Collard reviewed the proposed changes to the bylaws.

**Revision 1:** Section III.A. Composition of the USU BOD. Changes were suggested as a result of Assembly Bill 1233 which states that Non-Profit boards cannot have non-voting directors on their boards. The Executive Director is currently listed as an Ex-Officio/Non-Voting position. Discussion included if it may be a conflict of interest for the Executive Director to vote at board meetings. Director Hammond stated that she will not be voting but she cannot guarantee that stance for future directors. It was noted that the new law states that members of the board must be voting members. Others may be liaisons to the board. This issue will be referred to the USU's attorneys for clarification. It was unclear if this would affect the board's committees. It was noted that in the first sentence of Section III.A., the number 15 should be changed to 16.

**Revision 2:** Section III.C.b. Student Representative Vacancies. Regarding Section III.C.b.ii., discussion ensued regarding whether the BOD Graduate Assistant (GA) should be listed in the bylaws as part of the interview committee. The GA does all the work involved and sits in on the meetings. Concern was expressed that without the designation it could be confusing. It was suggested and agreed upon that Section III.C.b.i, be moved to Elections, under Section III C.1.a.

**Revision 3:** Section III.D.b. Qualifications for Office Holders. Some members agreed that this was a good revision. The A.S. President or Vice President may not serve concurrently as a student board member. It was noted that this change was brought about from comments made by the former AS President and USU BOD member, Abel Pacheco, and the confusion of wearing "two hats."

**Revision 4:** Section IV.A.1. Officers. Chair Vacancy. It was suggested to clarify Section IV.C. "The Chair and Vice Chair shall hold office until the first Friday following commencement." It was said that the Chair and Vice Chair remain on the board until the Annual June meeting held the second Monday in June.

**Revision 5:** Section V. Standing Committees. The sixth paragraph should be removed in its entirety as the Union Program Council (UPC) has been disbanded. Any mention of UPC shall be removed. Section V.E., the first sentence of that paragraph was removed, so the guidelines for each committee are within their codes.

**Revision 6:** Section IX. Meetings. IX.B. was added. IX.C. was added. Discussion regarding paragraph C included the words "unless excused by the BOD Chair," be added. The paragraph would read: "Student BOD members are required to attend the winter retreat, unless excused by the BOD Chair. The retreat will be held at the discretion of the BOD Chair.

It was noted that the numbering is incorrect after Section IX.

Further discussion included whether the retreats should count as a missed meeting. These items will be voted upon at the December meeting.

## **B. Marketing and Public Relations Plan Presentation**

Kevin Lizarraga, Marketing Manager, introduced Frankie Calubaquib, USU's marketing assistant. The presentation focused on student feedback and recommendations for the USU and SRC. It also outlined a new direction for the slogan and branding initiatives, including the new SRC slogan and USU Web site. The board members commented on the presentation regarding whether more involvement by the campus mascot, Maddy, was possible, and also when making commercials, if collaboration with other departments on campus was possible. The board commended the Marketing Department on a great presentation.

*Director Kent left at 2:17 p.m.*

## **XIII. Announcements**

- Director Hammond said that Director Tyus has accepted a position with the USU, as the Manager of USU Events. This will be her last USU BOD meeting as the Staff Representative. The new position begins November 22, and Tyus will transition between Housing and the USU. Shanell expressed her thanks for the experience on the board and looks forward to her new position with the USU.
- Director Pilkington announced that the last Finance Committee meeting will be held November 29.

## **XIV. Adjournment**

The meeting was adjourned by Chair Carbajo at 2:31 p.m.

Respectfully submitted by,

Debra L. Hammond,  
Executive Director