

**UNIVERSITY STUDENT UNION  
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
BOARD OF DIRECTORS  
GRAND SALON  
NOVEMBER 17, 2014  
MINUTES**

**I. Call to Order**

The regular meeting of the USU BOD was called to order at 12:31 p.m. by Chair Martinez-Ramirez.

**II. Roll Call**

<b>Present</b>	<b>Absent</b>	<b>Staff</b>	<b>Guests</b>
Talar Alexanian ( <i>arrived at 12:40 p.m.</i> )		Jimmy Francis	Trudy Pilgrim
Amber Bynum		Jeremy Hamlett	Ken Rosenthal
Sharon Eichten		Joe Illuminate	
Barbara Gross ( <i>left at 1:37 p.m.</i> )		Chris Jensen	
Jorge Guzman		Shannon Krajewski	
Debra Hammond		Kingson Leung	
Jaelyn Kietzman		Sarina Loeb	
Shahtaj Khan		Carol Nardini	
Jesus Martinez-Ramirez		Jonathan Navarro	
Josue Najera		Kristen Pichler	
David O'Neill		Jack Raab	
Shelley Ruelas-Bischoff		Sandra Salute	
Tonee Sherrill			
Demontae Thompson			
Perlita Varela			
Asia Wheaton ( <i>arrived at 12:34 p.m.</i> )			
Karina Winkler			

**III. Approval of Agenda**

M/S/P (P. Varela/D. O'Neill) Motion to approve the agenda of November 17, 2014.

*Motion passed 14-0-0.*

**IV. Approval of Minutes**

M/S/P (S. Khan/J. Guzman) Motion to approve the minutes dated October 20, 2014.

*Motion passed 13-0-1.*

**V. Open Forum**

None.

*Director Wheaton arrived at 12:34 p.m.*

**VI. Chair and Vice Chair Reports**

Vice Chair Khan and the Chair met with the Committee Chairs to discuss their progress and how the committees can collaborate with each other. The BOD training scheduled for November 3 was cancelled due to low attendance. It will be rescheduled later this year. The USU hosted a successful Showcase and several board and committee members were able to attend. The visit by the External Program review Team begins tomorrow and the board will be attending a luncheon with the four consultants on Wednesday November 19 at 12:30 p.m. in the Altadena Conference Room-ECC (East Conference Center). Operation Comedy took place last Friday and included veterans who are also professional comedians.

*Ms. Alexanian arrived at 12:40 p.m.*

## **VII. Executive Director's Report**

Director Hammond said that Human Resources went live with Taleo, the online recruitment software for student assistant employee positions. Students can apply for a position on the USU Web site and have the option to upload their resumes and cover letters. The students' applications will be in a pool and easily moved which will speed up the hiring process. Hammond drew the board's attention to the Computer Lab's statistics. The Unique Patrons category last year was 18,867. This year 22,302 Unique Patrons were served, which is a 15% increase. Once the CSUN computer labs with student allocations are up and running, it will be interesting to see if it has an affect our Computer Lab statistics.

## **VIII. A.S. Report**

Talar Alexanian, Vice President, Associated Students, reported that there will be a Farmer's Market on the CSUN campus next spring, 2015. It will begin during the first two weeks of February, and will take place every Tuesday from 10:00 a.m. to 2:00 p.m. The Farmers Market will be set up on Lindley and in front of Matador Square. The "It's On Us" Sexual Assault Prevention Campaign will launch later today and take place all week. Two open forums were held in early November regarding commencement 2015. A commencement ceremony survey was distributed to 43,000 CSUN students requesting feedback on ticketing and venue options for commencement. Results indicated that a high percentage of students want commencement to take place in front of the Oviatt Library. 4,400 students responded with feedback. A final decision will be made in early December. The amount of tickets distributed to graduating students will depend on each college and the venue. Questions from the board included where the Farmer's Market would purchase their produce. Alexanian said they will look at different sellers and will compare cost, freshness and variety. They will also have the ability to change grocers and use new grocers. They will provide fresh, gluten free, and organic fruits and vegetables.

## **IX. Committee Reports**

- **Facilities & Commercial Services:** Chair Karina Winkler said that at their last meeting, the committee approved its goals. They discussed putting condom dispensers in the men's restrooms and will conclude their discussion at the December 1 meeting which is the last meeting of the semester. The committee will work on a meeting schedule for the spring. Discussion included if the condom dispensers would also be placed in the women's restrooms. Winkler said the committee intends to discuss that option. The Klotz Health Center and the Pride Center currently dispense free condoms.
- **Finance Committee:** Chair Perlita Varela said she was unable to attend the November 7 meeting, but that Director Wheaton took her place. Wheaton reported that the committee reviewed the Hospitality Policy which will continue at the next meeting. The last meeting of the semester is November 21. The committee will vote on changes to the Travel Policy and the Quarterly Report (3 & 9). Varela thanked Wheaton for chairing the meeting.
- **Personnel Committee:** Chair Amber Bynum said the committee had a pizza party at their November 12 meeting and also attended student showcase as a committee. The committee will hold their last meeting of the semester on December 3.
- **Retirement Committee:** Chair Shahtaj Khan said the committee's next meeting is December 8 at 1:30 p.m. and will be held in the Executive Board Room.

## **X. Action Items**

### **A. Job Description – Manager, Wellness Center**

Motion from the Personnel Committee to approve the Manager, Wellness Center position and salary range.

Director Bynum said the Wellness Center is scheduled to open in fall, 2015. The Manager position for the Wellness Center was developed to manage the day-to-day operation of the facility. In preparation for the Center's grand opening, position recruitment is tentatively scheduled to start in January, 2015 with an anticipated hiring date of April, 2015. The fiscal impact will be approximately \$58,000 annually plus benefits which are estimated to be 38% of salary. Discussion included that the salary was determined by comparing the position to other managerial positions at the USU. Kristen Pichler, Human Resources Officer, said that the position itself is not comparable to any other position on campus. It was also said that the USU will post the position this January.

***Motion passed 15-0-0.***

### **B. Wellness Center Revised Budget**

M.S.P. (P. Varela/J. Guzman) motion to approve the additional allocation of \$978,312 for the Wellness Center project.

Jimmy Francis, Student Recreation Center Director, said that Ken Rosenthal, Associate Vice President, Facilities Development & Operations, was in the audience and would answer questions if needed. He proceeded to review each slide of the PowerPoint presentation. The name of the Wellness Center has been chosen - *The Oasis*. A list of

names was originally created by an interior design class from Human Health and Development. The Student Advisory Committee reviewed and added names to the list. Recommendations were shared with campus collaborators, the BOD Chair and Vice Chair. Then the names were submitted to the Management Team for approval. We previously reported a budget deficit of at least \$300,000 prior to going to bid. Bids were obtained and the project cost was greater than what was previously estimated. Value Engineering was done and other options were considered to reduce the additional cost. Construction is due to begin December 1, 2014. The contractor has allotted 270 days for construction which puts completion around September 2015. The fall semester in 2015 is our grand opening goal.

Jack Raab, Associate Director, Operations and Services, referred to his memo and said that the planning has taken the USU two years. We are now at a point where the estimated budget for the project is more realistic. During the Value Engineering phase, we were able to identify and reduce costs in specific areas, other areas were being further defined and costs were continuing to trend higher than budget projections. We are now at a stage where further reductions would seriously impact the overall program.

Raab went on to talk about what the consequences would be if the board voted against the budget increase. The project schedule would be delayed a minimum of six months while reductions were sought. The aesthetics would be compromised on both the interior and exterior of the project and the overall feel of the space would be lost. Design elements would be dramatically reduced or removed such as the fireplace area, the Zen Garden, and water features. The architect and Construction Manager At Risk (CMAR) would need to be compensated for additional work.

*Director Gross left at 1:37 p.m.*

Joe Illuminate, Associate Director, Finance and Business Services, said that sufficient funding is available in USU cash reserves in the USU's revenue fund as a result of savings in the East Conference Center project and SRC. Projections have been completed for the long-term financial plan that includes the total project cost of \$5.4 million and the Debit Service Coverage Ratio (DSCR) is 1.25 or higher so the minimum requirement is maintained.

Discussion ensued. Comments included that CSUN is the first college in the nation to build this type of wellness center. Directors expressed enthusiasm and Director Hammond said that the USU has worked on this project a number of years with the main goal being student retention. In 2011, a survey revealed a percentage of students who were experiencing stress and had trouble sleeping. In 2013, the percentage increased. Another important aspect of the project was to build it downstairs so that a portion of it is outside. This was a high need identified by the student survey. We did the best job possible and she urged the board to vote yes.

*Motion passed 14-0-0.*

### **XIII. Discussion Items**

#### **A. Program Review – External Team**

Chair Martinez-Ramirez said that a team of four consultants will be here on campus until Thursday. The University Student Union will undergo a formal review of their programs, services and facilities. It will be exciting to hear what the consultants have to say and the results will be shared with the board. He reminded them that they are all invited to have lunch with the consultants Wednesday at 12:30 p.m. in the Altadena Conference Room-ECC (East Conference Center). They will ask the board questions about their relationship with the Management Team and staff, and will look at the integrity of the USU's processes.

#### **B. ACUI Recap**

Directors Bynum, Thompson, Chair Martinez-Ramirez and Vice Chair Khan each shared about their experiences at the ACUI (Association of College Unions International) Region I Conference at La Verne University in November. They reported that the conference was exceptional and a wonderful opportunity to meet students and staff from other colleges and universities. Director Najera said he enjoyed the NIRSA (National Intramural-Recreational Sports Association) conference in Portland, Oregon, and was proud to represent CSUN, the USU and the Board of Directors.

#### **C. Food Service Report**

Director Wheaton reported that she attended the Food Service meeting with Betsy Corrigan, Associate Director, Campus Dining, The University Corporation (TUC) on October 29. Remodeling has taken place at Geronimo's by adding a Bamboo Bistro near the outside patio. A new Freudian Sip will be added near housing with additional hours. La Tienda will be renamed and remodeled. Tapingo is an app that allows students to pay for meals in advance so it cuts down on waiting time. MataMoney Cards have been very successful on campus. Bottled water is the number one purchase on campus and the goal is to have water refill stations on the first floor of every building. The Valley Performing Arts Center is considering adjustments to their concessions and pre-show dining. She mentioned TUC's efforts in working towards the CSUN Real Food Challenge, a challenge throughout campus

that promotes sustainability by sourcing from humane food grocers. Healthy snack options are now available in two vending machines because of requests to increase their availability. She thanked Jeremy Hamlett, Commercial Services Manager, for briefing her. The next meeting will be in the spring 2015.

#### **XIV. Announcements**

- Director Winkler said her mother won the November election and she is now the City Auditor in Alameda County.
- Vice Chair Khan said that all the directors received a red START Bag. START stands for Services Telehealth & Rapid Testing which is a new grant-funded health program on campus that provides CSUN students with free rapid HIV testing and risk reduction resources, as well as alcohol use counseling sessions via smartphone or tablet devices.
- Director Kietzman said the CSUN App version 2.0 is now available for download for free on Apple's App Store and Google Play under CSUN. The app's newest feature, "Pay Now," provides students with the opportunity to pay outstanding tuition balances and other campus-related fees. Another new feature, "Police Services," allows users to access crime logs, campus alerts, view parking information and emergency contacts. Later this semester, the app will provide indoor navigation for some CSUN buildings such as Bayramian Hall and Sierra Hall.
- Director Thompson reported that a new app called Matador's Connect is now available to students and is another way to spread CSUN spirit.
- Director Ruelas-Bischoff shared that the Dream Project Initiative continues to move forward – a coordinator position for the project was posted and has been online for a few weeks. She also noted that staff within the MIC continue to work with clubs and organizations on campus to ensure compliance with the Chancellor's Office executive orders that require University recognized student clubs and organizations to have open membership constitutional guidelines (e.g. for any student who wants to serve as a club officer). Some faith-based student organizations have concerns about the requirement. Student clubs and organizations that do not comply with this requirement will lose University recognition and privileges such as free meeting rooms in the USU. Ruelas-Bischoff gave kudos to Tiffany Zaich, A.S. President, and Ms. Alexanian, A.S. Vice President, for their grace under pressure and for ensuring that their constituents' opinions are heard regarding commencement ceremony changes.
- Chair Martinez-Ramirez said that on October 30 through November 3, he traveled with the CSUN Model United Nations Team to represent CSUN and the Kingdom of Lesotho at the National Model United Nations Conference in Washington D.C. They competed against other universities from all over the world and received the highest award. There were 140 people on his committee alone.

#### **XIV. Adjournment**

The meeting was adjourned by Chair Martinez-Ramirez at 2:23 p.m.

Respectfully submitted by,

Debra L. Hammond,  
Executive Director