

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
March 4, 2013

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, March 4, 2013.

I. CALL TO ORDER

The meeting was called to order at 3:05p.m.

II. ROLL CALL

The following voting members were present:

Mr. Kris Westcott, Chairperson	Mr. Estevan Gutierrez
Mr. Jesus Vargas	Ms. Kelli Walker
Ms. Bianca Rodriguez	Mr. Andrew Esguerra
Ms. Jamila Ahmed	Ms. Brittany Mitchell
Mr. John Gonzalez	Ms. Tamar Karkazian
Ms. Melissa Ellis	Dr. Carolyn Coon*
Dr. Andrew Hoff**	

The following voting members were not present:

Mr. Edward Brown	Mr. Arthur Montejano
Dr. Yishaiya Abosch***	

The following non-voting members were present:

Ms. Ulfat Saif	Ms. Hien Huynh
Mrs. Mehrzad Zarrin	Ms. Shawna Blair

The following non-voting members were not present:

Ms. Parmita Choudhury

The following guests were also present:

Mrs. Breanne Scogin

III. APPROVAL OF AGENDA

MSC to approve the agenda for Monday, March 4, 2013 as printed.

IV. APPROVAL OF MINUTES

MSC to approve the minutes for Monday, February 4, 2013 as printed.

V. COMMUNICATIONS

Dr. Carolyn Coon – Dr. Coon stated that due to Mrs. Ramage officially retiring, she will be working with the Student Involvement staff in finding ways to continue operating as normal as possible. Mr. Westcott questioned when the position will be filled. Dr. Coon anticipates the position to be filled by July 1, 2013. The search closed March 1st and Human Resources is currently reviewing submitted applications.

Dr. Andrew Hoff – Dr. Hoff didn't have anything to report.

Dr. Yishaiya Abosch – Dr. Abosch wasn't present at the meeting to give a report.

Associated Students, Inc. – Representatives for ASI were not present at the meeting to give a report.

*Representative of Dean of Students

**Designee of University President

***Academic Senate/Faculty Representative

Guests – No guests had anything to report.

External Committee Reports

1. Student Communications- Ms. Karkazian stated the group discussed creating a special sub-committee and social media matters. Compared to other schools, Fresno State is pretty consistent with social media uses and ASI is starting a Facebook privacy campaign for the campus. The Fresno State phone app is completed and will be marketed to the campus soon.
2. Association Board of Directors- Mr. Westcott attended a meeting earlier in the month, where the Wi-Fi upgrade for the University Courtyard area was approved. A presentation was done by Dinning Services about their internal units and their successes this year. Also highlighted in the presentation was the new retail store called the “C Store”. It will be located in the North Gym pool area.

VI. NEW BUSINESS

a. Action Item: Vote to approve Hien Huynh and Juan Guzman as new non-voting members of the USU Board for the 2012-2013 term- MSC to approve Ms. Huynh and Mr. Guzman as new non-voting members of the USU Board for the 2012-2013 term.

b. Action Item: Vote to approve Brittany Mitchell, 2011-2013, and Juan Guzman, 2012-2013 as voting members of the USU Board- MSC to approve Ms. Mitchell, 2011-2013, and Mr. Guzman, 2012-2013, as voting members of the USU Board.

c. Action Item: Vote to recommend to the Association funding priorities for the 2013-2014 USU Budget- Mr. Westcott stated that the Budget and Finance and Planning and Operations committees together identified the priorities shown on document shared with the group. Mr. Vargas continued the report by discussing some of the priority areas starting with Programs and Events. This area includes USU Productions, Leadership, and Club Sports. Next discussed was the Staffing area. While the Board doesn't make actual decisions in this area, the Board can still give suggestions, including Director's salary specifics, funding for a full-time Administrative Assistant, and funding to fill two custodial lead positions. The Board is also asking for an increase in wages for student employees and raises for USU staff members. Continuing, Mr. Vargas discussed some of the Minor and Major Capital Projects including the Pit/South Patio upgrades, the Information Center re-build, a new security system, and a new cart to move around tables and chairs. Mr. Vargas briefly discussed the reasoning behind each of these prioritized projects of the USU. Mr. Westcott added Leadership programs actually requested no further funding but based on the success of Fresno State Talks and the costs associated with this, the committees felt that additional funding should go to this program. Additionally, Mr. Westcott had updates that he wasn't able to fill Mr. Vargas in on before the meeting including the demolition of amphitheater where the campus is working on getting an abatement company to clean up the area. In regards to the security system, if the USU is able to go through with the South Patio/Pit project this year, the security system project may have to be waited on. In conclusion, Mr. Westcott stated that while these priorities are on the 5-year capitol plan, the group does have a grace period to make some switches if needed and/or wanted. It was MSC to recommend to the Association funding priorities for the 2013-2014 USU Budget.

d. Information Item: Personnel Committee to present Andrew Esguerra as the new chair of the Public Relations and Marketing Committee- Ms. Ahmed and the Personnel committee presented Mr. Esguerra as the new chair for the Public Relations and Marketing committee.

VII. OLD BUSINESS

a. Action Item: Given new information, vote to reconsider previous Action Item on funding for USU West Lounge furniture, increasing amount not to exceed \$60,000- Mr. Westcott explained that the group voted to approve the project not to exceed \$45,000 last month. However, given new information, it has been deemed necessary to reduce the amount of furniture purchased but to also reconsider the total amount of money to be spent. Fabric and shipping costs also need to be considered into the final cost of the project. Mrs. Zarrin added that the first quote was \$80,000 and a second bid was received at \$40,000. Both quotes were without fabric or shipping costs. Fabric costs vary; vinyl is typically less. The total cost for fabric will be around \$15,000. Shipping costs also

vary but typically the more you buy, the cheaper each piece will be to ship. It was MSC to reconsider previous action item on funding for USU West Lounge furniture not to exceed \$60,000.

VIII. COMMITTEE REPORTS

a. Budget and Finance- Mr. Vargas began by stating that since the last meeting most of the committee's time has been dedicated to prioritizing budget areas that were discussed earlier in the meeting. The committee has also had meetings with Mrs. Astone and Dr. Coon regarding the budget.

b. Marketing and Public Relations- Mr. Esguerra shared that he is now Chair of the committee since Mr. Gutierrez resigned from the Board and that he named Ms. Huynh as Vice Chair. The committee has set goals and has planned projects for the semester including: increase awareness of student-valued services, increase Facebook likes to 1,200, redesign the tri-fold promotion board, Facebook page "theme days" and to re-launch the suggestion box initiative.

c. Personnel- Ms. Ahmed stated that the committee has split up into staff appreciation and social teams. Appreciation projects will be for USU staff and student employees. Socials will be planned for April and one with USU Productions in May. Continuing, the month of March includes recruitment for an estimated five new Board members and the committee is in discussions regarding a new chair for the Board.

d. Planning and Operations- In Mr. Brown's absence, Mr. Guzman stated that he is the new Vice Chair of the committee. Continuing, he deferred to Mr. Westcott to share information regarding infrastructure and facility needs of the USU. Mr. Westcott stated that a need was felt to set aside funding to bring in a consultant to assess the building in regards to lighting and electrical re-design, Pavilion re-purposing and possible re-design of the food court/snack bar areas. Furthermore, the current design of the Information Center doesn't fit our needs and funds are still available to bring in a consultant to look at the area for a possible re-design. Most student unions have more of a 'concierge feel', but to date, a consultant hasn't been found yet. If a consultant is found before the end of the school year, funds can go towards this project. In not, funds will go towards other capital projects.

e. Campus Involvement Ambassadors- Ms. Ellis stated that CIA has been busy over the last four weeks, including tabling events at I Love Fresno State week and at Fresno State Talks. They have also given Get Involved presentations in several classes, and the Emerging Leaders Retreat took place March 1st and 2nd. March 9th will be the last day of the retreat, where 14 total students attended. They will debrief soon about having future spring retreats since they aren't as well attended as fall semester retreats. Lastly, recruitment is underway.

f. USU Productions- Ms. Karkazian shared that February was a busy month, including Bulldog Wednesdays and the Chinese New Year Celebration. Over 300 students attended the February 6th men's basketball game Pride Zone and Fresno State Talks has started. Three hundred people attended the first session, 125 people attended the second, and the last lecture is scheduled for March 5th. Upcoming events include the Kinsey Sicks on March 7th and three Bulldog Wednesdays. Events working on include Squirrel Week and a bus trip to an amusement park. Lastly, they lost two members this semester, so a new member was added as a coordinator.

IX. CHAIR'S REPORT

Mr. Westcott began, stating that he has had meetings with Mrs. Astone and Mr. Gonzalez to inquire about how to move forward with the budget, especially major capital projects. He also had a meeting with Sarah McMaster regarding the Farmer's Market food initiative; how to bring more of the products to the center of campus for students and possible marketing strategies. Continuing, all presentations have been received from cost centers and have been reviewed regarding programs and events. Lastly, Mr. Westcott expressed his thanks for those involved with Fresno State Talks and recruitment.

X. DIRECTOR'S REPORT

This position is currently vacant; no report to give.

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XI. ADJOURNMENT

MSC to adjourn the meeting at 4:17p.m.

Respectfully submitted,
Sally Ramage, Director

By Taylor Clanton, Administrative Assistant