

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
October 6, 2014

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, October 6, 2014.

**I. CALL TO ORDER**

The meeting was called to order at 3:01 p.m.

**II. ROLL CALL**

The following voting members were present:

Mr. Juan Guzman, Chairperson	Mr. Lor Vang
Ms. Agelica Reyes	Ms. Karmen Geffken
Ms. Mai Thor	Mr. Forest Daniels
Ms. Lilit Grigoryan	Ms. Jonna Pagaduan
Mr. Brian Chin	Ms. Kooshali Suresh Kumar
Mr. Moses Menchaca	Ms. Emily Pack
Dr. Jose Diaz**	Ms. Danielle Fuentes

The following voting members were not present:

Dr. Ignacio Hernandez***	Dr. Carolyn Coon*
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The following non-voting members were present:

Ms. Melissa Ginotti	Mrs. Mehrzad Zarrin
	Ms. Abigail Hudson

The following non-voting member was not present:

Ms. Shawna Blair

Also present:

Mr. Fernando Flores	Mrs. Karolina Lamb
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**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, October 6, 2014 as printed.

**IV. APPROVAL OF MINUTES**

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\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/ Faculty Representative

MSC to approve the minutes for Monday, September 8, 2014 as printed.

## V. PUBLIC COMMENT

Mr. Guzman reminded everyone of the role of the Neophyte Committee. It is a way for students to become involved with the USU Board without being members. They are not volunteers nor are they members. Students sign up for the semester-long commitment and they are provided an opportunity to explore their interest in becoming eventual members of the Board of Directors. Mr. Guzman shared that the board interviewed several applicants and decided to approve Mr. Fernando Flores. Mr. Flores introduced himself to the board. He stated that he is a junior and his major is Engineering. Everyone welcomed Mr. Flores and introduced themselves to him.

## VI. COMMUNICATIONS

**Associated Students, Inc.** – Mr. Menchaca passed a copy of the ASI Report around the table. He informed everyone that the voting registration drive started October 1<sup>st</sup> and will be going on through October 20<sup>th</sup>, with ASI offering \$2 to be deposited in a club account for each student that registers for a club up to 1,000 students. Mr. Menchaca stated that ASI used to offer \$1, however they increased the incentive award to \$2.

Mr. Menchaca shared that ASI offers Sponsored Activity Grants of up to \$3,000 per on-campus event which is open to all students. This year ASI will go paperless. Grants information is now available on OrgSync.

Mr. Menchaca reported that ASI identifies students who are passionate about advocating for student issues or concerns. He advertised that Lobby Corps will be a great place for interested individuals to meet. Their goal is to identify the concerns of Fresno State students.

Mr. Menchaca reminded members that Thirsty Thursday is the first Thursday of the month. The first 25 students to arrive get a free meal voucher.

ASI's tailgate spot is at the corner of Bulldog Lane and Cedar next to Student Affairs. It is free and open to all students and there are games, free food, and sometimes raffle tickets. ASI's feature quest will be a veteran student.

Mr. Menchaca stated that ASI successfully fulfilled campus committees. All committees have at least one student representative.

Mr. Guzman asked Mr. Menchaca how ASI markets Thirsty Thursday. Mr. Menchaca stated that they use fliers and social media like Twitter and Facebook.

Mr. Guzman asked if the ASI members attend the Thirsty Thursday event and if they play games during the event. Mr. Menchaca replied that the ASI students attend this event and he added that they are planning to do karaoke.

Mr. Guzman asked Mr. Menchaca how ASI works with The Bucket restaurant. Mr. Menchaca stated that ASI has a funding goal. ASI buys 50 tickets worth of meal vouchers which equates to the amount of money that must be raised.

**External Committee Reports** – Mr. Vang stated that he attended the Club Sports Meeting Council on September 17<sup>th</sup>. The students discussed with Dr. Lamas the possibility of having more green space on campus. He reported that some of the on-campus club sports teams practice off campus at locations such as Hoover High School.

Mr. Guzman and Mr. Menchaca stated that they both attended the Food Advisory Committee in September. During the meeting they discussed the renovation of the Food Court in the University Student Union that will likely occur in winter of 2014. There will be a committee created that discusses what arrangements must be made to execute the

renovation. Ms. Guzman reminded everyone that the prior food court location of Chick-fil-A is currently empty. After the renovation this location will be occupied by another restaurant. Students, faculty, and staff are encouraged to take a survey that asks “Which local Mexican food concept would you like to see in the USU Food Court to replace Chick-fil-A?” Here is the survey link: <http://survey.auxiliary.com/dining>. Mrs. Zarrin added that the link to the survey is also posted on a banner located on the second floor of the University Student Union. Mr. Guzman stated that next semester there will be the possibility to order food via phone. Students will just need to download an application to their smartphone. Mr. Menchaca added that last year the Focus Group brought a consultant to the Student Union to look at all of the food services at the Food Court. Apparently Chick-fil-A was not performing well, and instead there was a need for an authentic Mexican restaurant.

Ms. Reyes stated that she attended the Integrative Marketing Communications Advisory Committee Meeting on September 8<sup>th</sup>. Their goal is to promote the proper use of Fresno State University’s seal, logo, and the Bulldog image throughout campus.

## **VII. CHAIR’S REPORT**

Mr. Guzman stated that four members of the Board of Directors will be attending the Association of Student Unions International (ACUI) Regional Conference. The conference will be held in La Verne, California from November 6<sup>th</sup> to November 8<sup>th</sup>. The goal is to make connections with student leaders from other universities. Ms. Angelica Reyes, Ms. Kooshali Suresh Kumar, Mr. Lor Vang and Mr. Juan Gomez will be in attendance.

Mr. Guzman stated that he and Ms. Angelica Reyes attended the Emerging Leaders Retreat Speed Networking event held on Sunday, November 28<sup>th</sup> in the University Student Union from 1:30 pm to 3:00 pm. The purpose of the event was to connect with other student leaders on campus. Mr. Guzman stated the event was successful. Many students asked questions regarding the Board of Directors. Ms. Reyes echoed Mr. Guzman, adding that it was a good opportunity to market and promote the Board of Directors and the entire University Student Union.

The University Student Union Board of Directors is currently in the process of collaborating with University Student Union Productions in planning a Halloween themed event that will be held in the USU on October 30<sup>th</sup> from 8:00 p.m. to 11:00 p.m. There will be music and food. Mr. Guzman stated that he is in the process of discussing a possible discount for students in the Recreation Center.

The University Student Union Board of Directors provided tours of USU to ten Fresno State University 1 classes in September. The Board of Directors Group has been working with Leadership and Campus Involvement Ambassadors to offer tours to the classes after they attended the “Get Involved” presentation. Mr. Guzman stated that the tours were a success. The students enjoyed learning about the building, USU services, and leadership groups offered at the Student Union.

## **VIII. DIRECTOR’S REPORT**

Ms. Ginotti stated that the new half-time marketing coordinator, Ms. Whitney Doyle, started work today. Ms. Ginotti informed everyone that she will put Ms. Doyle in touch with the Marketing and Public Relations Committee so they can coordinate. Ms. Ginotti reminded that there is still one more full-time position to be created and filled this year for a Commuter Life Programming Coordinator. The goal is to post that job prior to the professional association conferences in the spring for Student Affairs. This semester the job description will be established in Human Resources.

There will be a project with dining services in the lower level involving changes to food service and the Pavilion area of USU. Ms. Ginotti stated that meetings on the topic are expected to begin in January.

Ms. Ginotti shared that USU finally received the last four tables for the Patio and Pit Project.

Ms. Ginotti stated that Dr. Lamas is very interested in campus green spaces. She also said that Mr. Menchaca and Associated Students Inc. are also very supportive of trying to locate venues for club sport teams to compete and practice. Last week Dr. Lamas, Dr. Coon, the Director of the Recreation Center, Ms. Ginotti, and an ASI representative drove around campus looking for potential spaces. They identified several options. Now Dr. Lamas will be attempting to advocate for the space. In the meantime, temporary lighting is being installed at Kinesiology Field so it can be utilized for sports practice.

Ms. Ginotti stated that USU received permission to spend additional funds this year on programming. This is due to Dr. Lamas' advocacy. He is very interested in student life, particularly in more, bigger, and better campus traditions. He recommended four campus traditions per year. So far Fresno State has Welcome Week, Homecoming, and Vintage Days. It is important to create a new tradition that occurs in mid to late February. Ms. Ginotti welcomed suggestions for traditions. Dr. Lamas also emphasized the importance of evening events on campus.

Mr. Guzman asked Ms. Ginotti for the amount of additional funds that can be spent on programming and the purpose of those funds. Ms. Ginotti stated that permission was given to spend up to an additional \$100,000 for campus programming. The source of this money is the USU student fee. She explained that there is a portion of money called the "reserve fund." USU must maintain certain minimum balance in that reserve fund which is proportionate to annual expenses. The reserve fund is above that threshold, and there is currently additional money beyond the minimum required amount in the fund. Some of the reserve funds get used for large projects that must be completed within the building, for example, there is a \$500,000 heating and air conditioning system upgrade coming this year. The annual budget must pay the reserve fund back over a certain number of years. Because this year's budget was established last spring, and approved not only by the USU but also by the Association Board, USU was given permission to deficit spend by \$100,000.

Dr. Diaz asked Ms. Ginotti if this will be a steady source of income. Ms. Ginotti replied that there is no guarantee, and that is why the USU will need to request the funds again next year.

Dr. Diaz also asked whether or not the reserve funds were accumulating over time. Ms. Ginotti affirmed that the funds had been accumulating over time. She added that Dr. Lamas is working with Ms. Debbie Astone to gain a better understanding of the requirements which govern how these funds can be spent.

## **IX. NEW BUSINESS**

**a. Information Item: ACUI Site Visit** – Ms. Ginotti passed the ACUI handouts around the table. ACUI is the Professional Association for College Unions. Ms. Ginotti stated that she is interested in having external consultants come to campus this year. The consultants visit would be arranged through the ACUI. They would visit campus to assess Student Union facilities and operations. Ms. Ginotti stated that she is waiting for ACUI to send her a list of potential consultants. It will be a 2½ day site visit with 3 consultants. Ms. Ginotti hopes that one consultant might have had experience in the California State University system or the University of California system, that another consultant might have had senior student affairs leadership experience, and that the third consultant might be a Student Union "guru." Ms. Ginotti also hopes this visit will occur in November and she welcomes assistance from members to host the consultants and to exchange feedback with them. The cost of the consultants is \$7,500 plus travel and hotel expenses. This amount was built in to the budget last year. Ms. Ginotti informed everyone that she brought a copy of a report that another consulting team from this organization developed for another school. Everyone was invited to take a look at the report.

Mr. Menchaca asked Ms. Ginotti if there is a possibility for the consultants to meet exclusively with the students. Ms. Ginotti replied that she is planning a number of student-only meetings.

**b. Information Item: USU Physical Room Improvement** – Ms. Ginotti reported that two more cubicles will be added to University Student Union Room 306 in the Student Involvement Center so there is room for new staff and for Mrs. Zarrin. There will also be changes at the Reservations Office. The goal for the Reservations Office is to become more accessible so that students are able to meet with staff versus talking to them at a window. Part of this project involves the front wall being torn out. Ms. Ginotti stated that the cost of this project will be minimized as much as possible. Ms. Ginotti wishes to have this project completed over the holiday break, and presently she is awaiting final architectural plans and estimates.

**c. Information Item: Pizza with the Provost Poster** – Mr. Guzman advertised the pizza event with Fresno State's Provost and Vice President for Academic Affairs. This event will take place in the University Student Union Lounge Area near the fireplace on October 2<sup>nd</sup> from 5:00 p.m. to 6:00 p.m., November 21<sup>st</sup> from 12:00 p.m. to 1:00 p.m., and December 9<sup>th</sup> from 5:00 p.m. to 6:00 p.m. The Board of Directors volunteered to create a poster for these events. Mr. Guzman brought a poster and presented it to the board. He added that there will be still some minor changes to the poster but overall that is how the poster will look. He also stated that the members created flyers, a poster, and social media materials for platforms such as Facebook. The posters can be seen around the University Student Union building.

Ms. Ginotti added that Dr. Lamas is also interested in frequent meetings with the students and he is working on this project now. Soon Ms. Ginotti will be sending out an email to ask students for suggestions regarding the name and location for the project.

**d. Information Item: Recreation Center Updates** – Mr. Guzman stated that there have been conversations about updating two rooms in the Recreation Center. One of these is the X-Box Game Room and the other one is the Arcade room. The Board of Directors has been in contact with Ms. Patricia Thomason, Director of the Recreation Center about making improvements to both rooms. Mr. Guzman stated that a goal of the Recreation Center staff is to meet with gamers who use the space and ask for suggestions, since the room is not currently very profitable.

Mrs. Zarrin added that some of the equipment is old and outdated. That is why the Recreation Center found an outside company to bring in new games, as well as to fix and update hardware at no cost to the USU. They will collect all revenues and will give back 33% of profit to the USU. This option works well because the Recreation Center is unable to purchase and maintain games on its own, but this way the contracted company collaborates with and is available to the Recreation Center as needed.

Mr. Guzman stated that next Monday during the Board of Directors meeting members will discuss the Arcade Room updates so they have feedback for Ms. Thomason regarding this portion of the project.

## **X. OLD BUSINESS**

**d. Information Item: Homecoming** - Ms. Ginotti stated that there are many fabulous plans for Homecoming. The Pep Rally will take place on Friday from 5:30 p.m. to 9:00 p.m. in the Red Lot. There will be a number of other activities occurring in the Red Lot. There will be food carts and entertainment from DJ Kay Rich, Whisky Row, and the Marching Band. On Saturday there will be a student tailgate from 3:00 p.m. to 5:00 p.m. outside the Residence Halls. The theme for the Homecoming this year will be Bulldog Country. Mr. Guzman said that USU Productions and the Board of Directors will be working together to plan events from Monday to Friday the week before Homecoming. The Homecoming committee meets every other Tuesday in room 308 or 310 from 4:00 p.m. to 5:00 p.m. and everyone is invited to attend.

## **XI. COMMITTEE REPORTS**

**a. Public Relations & Marketing** – Mr. Daniels stated that in his report he listed the goals of the committee to ensure his team provides the best to their students. Their goals are to increase school spirit, pride, image,

awareness of offered services, the number of students using services, awareness of the Board of Directors, and finally to increase understanding of the needs of students.

Mr. Daniels stated that his committee is currently working on improving the social media strategy by sharing information on upcoming events and posting materials to foster school spirit.

Mr. Daniels shared that a display board is currently being put together to use during tabling events.

Mr. Daniels informed everyone that he and his committee hopes to rename the USU Recreation Center by the end of this semester. They contacted the American Marketing Association club on campus to draw from their expertise.

Mr. Daniels and his committee plans to continue working on creating a pamphlet to hand out to students which displays the services offered. Dr. Diaz agreed with Mr. Daniels that this is a great idea and it is important to increase awareness of the Board of Directors. He also suggested that at some point in this process it will be important to “attach a face” to a name while promoting the Board of Directors because people will likely gravitate towards a person rather than an institution. Mr. Guzman agreed with Dr. Diaz and stated that several pictures of the Board of Directors were taken last week and they were posted on social media.

Mr. Daniels informed everyone that his committee will be planning an art competition which will aim to have a student summit of Fresno State related art. Artists with the best pieces will be offered an opportunity to have their art on display in the University Student Union. This will increase school spirit and make the University Student Union a place that students can call their “home away from home.”

**b. Budget & Operations** – Ms. Thor reported that she and Ms. Pack are collaborating on a survey/ focus group to get students’ input and suggestions on the operational services at the University Student Union. The data obtained from this survey will be used to develop an improvement plan to meet the changing needs of students. Ms. Pack and Ms. Thor have scheduled an appointment with the Marketing Department chair, Dr. Susan Geringer, for October 2<sup>nd</sup>, 2014 at 11:00 a.m. to go over the survey questions and a plan of action.

Mr. Chin, Mr. Guzman and Ms. Grigoryan will work together to find feasible solutions to improve operational efficiency and utilization of the X-box Room in the Recreation Center. They scheduled a meeting with Ms. Thomason on September 26<sup>th</sup>, 2014 at 11:00 a.m. To increase productivity and creativity within the Board of Directors Ms. Thor suggested a field trip to another university’s student union. Mr. Guzman added that the Board of Directors’ desire is to plan two one-day trips per year – one trip this semester and one trip next semester. The budget will be broken down into trips and trainings for the board. One of the trips may take place at California State University, Northridge. It will be helpful to visit them because they have a very similar service to ours in regards to their University Student Union.

The Budget and Operations Committee was originally tasked to plan a Halloween event for 2014, however after much deliberation the committee members decided not to plan the event but instead to support it. Mr. Guzman will act as a liaison between University Student Union Productions and the Board of Directors for the 2014 Halloween event. Mr. Guzman added that there had been two meetings so far every Thursday from 11:00 a.m. to 12:00 p.m. in Room 306.

**c. Campus Involvement Ambassadors** – Ms. Fuentes began by sharing that 25 students participated in the Emerging Leaders Retreat in September, the same number as did during last year’s event. In total the students contributed 50 hours of community service.

There is a new online system for scheduling intersessions with students. Students are able to find information and bios on the website regarding the role of Campus Involvement Ambassadors.

There have been 44 Involvement Advising Sessions as of today and three of them are already scheduled. There are 20 additional appointments that will be confirmed within the next few days.

The next Emerging Leaders Retreat is from October 24<sup>th</sup> to October 26<sup>th</sup>. So far there are 43 students registered and the goal is to get 60 students registered. The Emerging Leaders Retreat is for undergraduate students only.

**d. USU Productions** – Ms. Geffken began by stating that September was very busy for USU Productions. September 3<sup>rd</sup> was Bulldog Wednesday. On September 4<sup>th</sup> the USU Recreation Center had an Open House from 7:00 p.m. to 9:00 p.m. during which 280 students attended. 200 people attended the outdoor movie *Blended* on September 10<sup>th</sup>. 1200 participants attended the Blood and Bone Marrow Drive which took place from September 16<sup>th</sup> to September 18<sup>th</sup>. USU Productions provided the graphic design work for all of the marketing materials and promoted them through social media. On September 17<sup>th</sup> there was a Cross Cultural Celebration and Festival. USU Productions helped promote both events, staffed an informational table, and hosted a cross cultural photo booth.

Ms. Geffken shared that October is also a busy month for USU Productions. On October 1<sup>st</sup> Bulldog Wednesday took place from 11:00 a.m. to 1:00 p.m. at the Free Speech Platform. October 1<sup>st</sup>, October 8<sup>th</sup>, October 15<sup>th</sup>, and October 22<sup>nd</sup> there is a Nooner Concert at 12:00 p.m. at the Pit. October 9<sup>th</sup> there is National Student Day from 11:00 a.m. to 1:00 p.m. on the lawn in front of bookstore. October 22<sup>nd</sup> the National Collegiate Alcohol Awareness Week Event takes place. This is collaboration with the Health Center to host a student event on alcohol safety and responsibility.

Ms. Geffken stated that the USU Productions Facebook page so far has 3,132 likes. Other social media include the Twitter account (@usuproductions) with 635 followers, the Instagram account (usuproductions) which has 655 followers, and the Snapchat account (usuproductions) which was recently created.

Lastly Ms. Geffken reported that interviews have been completed for new members of the “USU Pit Crew.”

## **XII. ADJOURNMENT**

MSC to adjourn the meeting at 4:23 p.m.

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement

By Karolina Lamb, Administrative Assistant