

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
April 8, 2013

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, April 8, 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	Mr. Edward Brown
Dr. Carolyn Coon*	Dr. Andrew Hoff**

*The following voting members were not present:*

Mr. Arthur Montejano	Dr. Yishaiya Abosch***
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*The following non-voting members were present:*

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

*The following non-voting members were not present:*

Ms. Parmita Choudhury	Ms. Hien Huynh
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*The following guests were also present:*

Mrs. Breanne Scogin	Ms. Diana Salcido
Mr. Ishan Kaul	Ms. Leticia Herrera
Ms. Lilit Grigoryan	Mrs. Debbie Astone
Ms. Tianna Arredondo	Mr. Michael Alvarado
Ms. Denise Altounian	Mr. Gustavo Vela
Ms. Marina Aguilera	Ms. Elizabeth Lopez

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, April 8, 2013, with the following amendments: under section V, add Communication item regarding a presentation of the 2013-2014 USU draft budget by Mrs. Debbie Astone and under section VI, New Business, Action Item B should read as Vote on New Members of the USU Board for the 2013-2014 Academic Year.

**IV. APPROVAL OF MINUTES**

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

**V. COMMUNICATIONS**

**Presentation of the 2013-2014 USU draft budget by Mrs. Debbie Astone-** Mrs. Astone started the discussion by passing around copies of the drafted budget to the group and stating that she has had several meetings with Mr. Westcott, Mr. Gonzalez and Mr. Vargas regarding the budget process. The USU budget feeds into the larger

\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/Faculty Representative

Association budget, so the USU Board needs to review the drafted budget so that the Association can include it in its budget discussion at their meeting tomorrow. Mrs. Astone shared that the draft budget for 2013-2014 shows prior year actuals and projections for next year and said that she will go through the document page by page to explain the process and/or reasons behind the numbers. The summary of the draft budget can be found on page one. Continuing through the document, page two concerns the Building Operations cost center which includes repairs, maintenance, and custodial expenses. Expenses in this area are consistent with last year. Page three includes the General cost center which is where the bulk of the income and expenses are. Mrs. Astone went through some of the line items to give further explanation, including the lease area which was reduced a bit due to occupancy in the Pavilion, the director's salary, a new line item to hire an engineer consultant for the HVAC system, and that the depreciation (non-cash) is higher than other years and is currently a lump sum for all projects because she didn't know the specifics on prioritized projects at the time of drafting the document. Mr. Westcott shared that some priorities have changed since the last meeting during the grace period. The management services agreement fee is money designated for administrative support services provided by Association employees. If there is a surplus at year end, money will go back into the departments from this line item. Page five includes the break down for the Information Center and Reservations, which doesn't differ much from last year. Page six is the Post Office in which if there was no support from the University for Key Control, this area would be operating at a deficit. Continuing, the Student Programming budget can be found on page seven, which is where Mrs. Astone said she will need more input from the group because she may not have interpreted information correctly from the March meeting. Mr. Westcott shared that the only change would be the special events section, in which it should be \$5,000. Mrs. Astone shared that Leadership increased due to Fresno State Talks, as did Club Sports. Continuing to page eight, the Recreation (bowling) Center remains pretty consistent with past years, though income is a little down. Page nine includes the Satellite Student Union in which utilities is a new line item for the area versus being under the USU general budget as it has in the past. Dr. Hoff questioned what effects might be seen on the SSU due to the new North Gym facility. Mrs. Astone responded that effects won't be truly known until the facility is actually being used, but the SSU will do technician work for the facility. Campus departments have to pay to use the SSU because it is funded from student fees, but the new North Gym facility will essentially be free to use because it is state owned. Page ten is the capital improvement plan of projects that were also included in the 12-13 budget. Mr. Westcott inquired how the amphitheater plan is going. Mrs. Astone responded that Gary Wilson is currently working on a firm quote for the cost, which will go in the 13-14 budget. Mrs. Astone concluded that the \$23,000 net deficit on page one will need to be brought to zero and that this entire conversation will be taken into consideration when re-drafting the document. Mrs. Astone will present the new drafted budget to the Association Board meeting tomorrow and the actual budget will need to be finalized early May.

**Dr. Carolyn Coon** – Dr. Coon stated that the search for a new Student Involvement director is going well and they have a good pool of candidates. The search committee has done Skype interviews with the candidates and has narrowed it down to three candidates who will be brought to campus, possibly the week after Vintage Days.

**Dr. Andrew Hoff** – Dr. Hoff shared that they are still waiting for next years' budget to see how much money campuses will get, but it doesn't look bad. Students might actually be able to get classes needed that they typically can't get. However, the question was always whether students were truly having trouble finding classes, or were they just being picky and don't want to attend class before 11am? Continuing, Dr. Hoff stated that he will be retiring in August, so May will be the last Board meeting he will attend. The University President is aware of the end of his appointment and retirement, so the President will need to appoint someone new.

**Dr. Yishaiva Abosch** – Dr. Abosch was not present at the meeting to give a report.

**Associated Students, Inc.** – No representative was present at the meeting to give a report. However, Ms. Ellis shared that the Dance Marathon will take place on April 27<sup>th</sup>. Volunteers are needed for the event and people can register online.

**Guests** – Many guests were present at the meeting including Alternative Spring Break participants who will present their experience later in the meeting and new USU Board members for next year who will also be introduced later.

### **External Committee Reports**

1. Integrated Marketing Committee- Mr. Gonzalez and Ms. Karkazian attended the meeting for the first time. Mr. Gonzalez shared that the meeting was mainly about how student organizations had concerns and issues in using the new Fresno State logo with their own organization logos.

### **VI. NEW BUSINESS**

**a. Information Item: Alternative Spring Break Report**- Ms. Altounian began the report stating that she, along with Mr. Vela, was a team leader for El Dorado Park. Revitalization efforts were being continued this year, where the team planted trees, painted basketball polls, organized a pasta drive, created a community carnival, and re-did the trashcans. Twenty-seven hours of total service were done at El Dorado Park by the team of students. Ms. Walker was on the team assigned to Quigley Park in which they played games with children, planted flowers, and organized an Easter egg hunt. Twenty-five hours of total service were done at Quigley Park. Ms. Blair shared what the team accomplished at the Ronald McDonald House including preparing lunch for families, planting flowers, painting a bench, and completing chores. Thirty-five total students participated in ASB this year and this was the first year with three sites.

**b. Action Item: Vote on New Members of the USU Board for the 2013-2014 Academic Year**- Ms. Ahmed read all names of new Board members for 2013-2014, as those who were able to attend the meeting briefly introduced themselves. It was MSC to approve new members of the USU Board for the 2013-2014 academic year.

**c. Action Item: Vote on the New USU Board Chair for the 2013-2014 Academic Year**- Ms. Ahmed shared that the personnel committee had meetings to go over what they thought were qualifications of a prospective USU Board Chair. After compiling all qualities, the committee decided to nominate Mr. Gonzalez as Chair. It was MSC to approve Mr. Gonzalez as the new USU Board Chair for the 2013-2014 academic year.

**d. Action Item: Vote to Approve the ASI Dance Marathon Funding co-Sponsorship**- Mr. Vargas stated that Ms. Choudhury presented to the Budget and Finance committee meeting before Spring Break about the Board possibly co-sponsoring ASI's Dance Marathon fundraiser for the Bulldog Pantry. The committee determined that they would feel comfortable with funding \$2,000 as a co-sponsorship opportunity. Mr. Esguerra questioned that due to funding, whether the Board will be able to send a representative to future event meetings. Ms. Ellis responded that it shouldn't be a problem. A comment was also made to the fact that a presentation at a future Board meeting will be expected after the event takes place and Ms. Karkazian wondered if ASI assumes that USU Productions is under the Board since they hadn't been approached for co-sponsorship. Ms. Ellis suggested that someone email Ms. Choudhury with any and all questions, concerns, and/or stipulations of funding. Mr. Westcott added that an MOU will need to be prepared but that the Board needs to go forward with the vote today. MSC to approve the ASI Dance Marathon funding co-sponsorship in the amount of \$2,000.

### **VII. OLD BUSINESS**

No old business to report on.

### **VIII. COMMITTEE REPORTS**

**a. Budget and Finance**- Mr. Vargas began his report stating that meetings this past month have been to discuss the ASI Dance Marathon and included a presentation by Pat Thomason regarding the bowling center. Mr. Vargas deferred to Ms. Walker to talk about the presentation. Ms. Walker stated that it was discussed whether to upgrade the whole system, including monitors and screens. The entire upgrade would cost approximately \$90,000 but would allow people to be more interactive with each other using Facebook, taking pictures of each other, and talking to bowlers in other lanes. While the entire system upgrade is just an idea right now, \$25,000 has been approved to purchase new scoring monitors. Mr. Guzman added that if the entire project were to go through, The Pit project would need to be pushed back because the new bowling system would most likely increase revenue. More information will come later as it is received.

**b. Marketing and Public Relations**- Mr. Esguerra shared that some goals of the committee include raising awareness of the Board and how student fees are used, promoting student-values services and programs, and to

increase Facebook likes. Current projects include setting up office hours goals (i.e. Facebook theme days, USU rounds for student feedback) and updating the tri-fold. Lastly, updates include developing language and the design for hydration station plaques, developing the design for the suggestion box area downstairs, and developing the role and logistics of the PR component of the committee.

**c. Personnel**- Ms. Rodriguez began the report stating that they finished the March student employee and staff appreciation project and are planning a final one for the end of the semester. Lastly, there is a mandatory social scheduled for April 14<sup>th</sup>. Ms. Ahmed continued, sharing that the recruitment process was successful, where 19 people applied and nine of these were added to the Board. New members and the new chair have been selected and approved for next year.

**d. Planning and Operations**- Mr. Brown stated that current projects include window decals at each entrance of the USU to increase the sense of spirit. Pictures were showed as examples of what they might look like and the cost has been estimated at \$1,800. Another project is upgrading the bowling system, which was discussed earlier in the meeting. The entire system would cost \$90,000 but it might need to be split up over two years, where just the monitors will be purchased this year for \$25,000. The system features online capability, better graphics, Facebook connections, ability to order food, and more. Mr. Westcott suggested figuring out the possible return on investment before moving forward with the entire project.

**e. Campus Involvement Ambassadors**- Ms. Ellis shared that recruitment was done for all leadership boards, where a total of 64 applications were received. 18 of them were submitted for CIA, offers were made to 11 of the applicants, and nine accepted the offer. Emerging Leaders Retreat took place in March and community services sites included the Bulldog Pantry and Saturday Sports. Due to participation rates, a spring retreat may not be held next year. Preview Day was held on April 6<sup>th</sup> and three Leave Your Mark presentations were completed at the event. Lastly, regarding involvement advising, 17 appointments have been made so far this semester.

**f. USU Productions**- Ms. Karkazian stated that March events included the third Fresno State Talks lecture with 150 people in attendance, the Kinsey Sicks event with 200 in attendance, Nooners, Spring Break Extravaganza, and a Community Service Bulldog Wednesday. Upcoming events include Squirrel Week, Six Flags bus trip, Nooners, Bulldog Wednesdays, Identity Thief movie showing in the SSU, the Santa Monica bus trip, and the International Food Festival. Ms. Karkazian shared that recruitment for next year had a total of 30 applicants and Mr. Esguerra will be the Director next year.

#### **IX. CHAIR'S REPORT**

Mr. Westcott shared that he has been working a lot lately on the 13-14 USU budget with Mrs. Zarrin, Mrs. Astone and the committees. He has also been in the discussions over the Board's co-sponsorship of the ASI Dance Marathon, which is free for students interested in registering, but they would prefer that you 'pledge' a certain amount of money to dance and/or seek out donations. Mr. Westcott has also been involved in the Student Involvement Director Search Committee, where the committee narrowed down the applications to three. Dr. Coon will review these and decide whether to invite them to campus. Lastly, the Association Board meeting takes place on April 9<sup>th</sup> and he is in the process of developing guidance-curriculum for the succeeding Board Chair.

#### **X. DIRECTOR'S REPORT**

This position is currently vacant; no report to give.

#### **XI. ADJOURNMENT**

MSC to adjourn the meeting at 5:01p.m.

Respectfully submitted,  
Mehrzaad Zarrin, Associate Director

By Taylor Clanton, Administrative Assistant