

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
October 3, 2016

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, October 3, 2016.

**CALL TO ORDER**

The meeting was called to order at 3:30 p.m.

**ROLL CALL**

The following voting members were present:

Ms. Angelica Reyes, Chairperson	Mr. Juan Guzman, Vice Chairperson
Dr. Carolyn Coon*	Dr. Bernadette Muscat**
Ms. Athena Niayesh	Mr. Sebastian Wenthe
Ms. Jessica Alejandre	Mr. Christopher Beck
Ms. Jenna Danzer	Mr. Jack Kelley
Ms. Carly Robinson	Ms. Veronica Salcedo
Mr. Andrew Escamilla	Mr. Gilbert Falcon
Ms. Mayra Casillas	

The following nonvoting members were present:

Ms. Shawna Blair	Dr. Colin Stewart
Mr. Jacob Perry	Ms. Mehrzad Zarrin

The following nonvoting member was not present:

Mrs. Gerry Elizondo

**APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, October 3, 2016 as printed.

**APPROVAL OF MINUTES**

MSC to approve the minutes of Monday, September 12, 2016 as written.

**PUBLIC COMMENT**

There was none.

**COMMUNICATIONS**

**Dr. Carolyn Coon** – Dr. Coon did not have anything to report.

**Dr. Bernadette Muscat** – Dr. Muscat did not have anything to report.

**Associated Students, Inc.** – Ms. Mayra Casillas reported that at the last Senate meeting Associated Students, Inc. (ASI) passed a collaboration that they will be doing with Athletics. They will use the app Red Wave Reward. Students who attend a sporting event or ASI event will get points when they check in with the app. Students can win prizes like a blanket or t-shirt when they reach a certain number of points.

Ms. Casillas informed the Board that ASI recently had hosted the Presidential Debate in the USU Pavilion Conference Room and tomorrow they are going to have a Mayor Forum with the two Fresno Mayor candidates. It will occur in the North Gym 118 from 4:00 p.m. – 6:00 p.m. She encouraged the Board to attend.

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\*Representative of Vice President, Student Affairs & Enrollment Management

\*\*Designee of University President

Another thing ASI has going on is the application for Instructionally Related Activity. This is available to any club, organization or student that have an instructionally related activity that they would like ASI to sponsor. Applications are due October 7, 2016.

ASI has been having ASI Tailgates that are collaborated with B95. They have been successful and it has given students opportunities to win prizes and tickets to the football games. The next tailgate will be on October 28<sup>th</sup> and they will be collaborating with veterans.

ASI has been able to allocate \$13,500 worth of student activities grants to various clubs and organizations.

Mr. Guzman asked Ms. Casillas if USU events can also be part of the Red Wave Reward app. Ms. Casillas responded that she will bring that to their program coordinator to see if that is something they can do.

**Guests** – There were no guest reports.

**External Committee Reports** – There were no external committee reports.

## **CHAIR'S REPORT**

**Ms. Angelica Reyes** – Ms. Reyes reported that the Potential University Student Union Committee Meeting met on September 30<sup>th</sup> to discuss the marketing and communications plans for the potential new University Student Union. The USU Board of Directors have three representatives serving on the committee. They are Mr. Guzman, Ms. Salcedo, and herself. Dr. Stewart and Dr. Coon are also on the committee. There were twenty-five individuals at the meeting and contributed to the discussion of how to create an action plan and how they will move forward with this discussion. Three different committees were created. One committee will create the timeline for everything that will need to be done. The second committee is the marketing and communications and that committee will work on what is needed for this discussion. The third committee will deal with the fee referendum process.

Mr. Guzman stated that the committee will meet each month and the three sub-committees will meet outside of the meeting to work on things separately and then report back each month. The vote will occur during the Associated Students, Inc. Elections at the end of March 2017.

Mr. Stewart informed the Board that University Advancement will try to raise as much money as they can to help offset the costs.

Ms. Reyes stated that she had a last minute meeting with Mr. Tim Ryan to discuss what pieces that need to be taken into consideration for ensuring that the referendum would be on the ASI ballot. She was informed of the voting dates. They are March 28, 2017 – March 30, 2017. This topic will need to be presented first to the Senate and the Senate will need to vote on it and pass it so it can then be placed on the ballot during the ASI Elections. On October 19<sup>th</sup> the Board of Directors will present it at the ASI meeting as an information item and it will then be voted on at a later time by the Senate.

Dr. Stewart clarified that the students are voting on the new University Student Union and the Faculty Development Center is being paid from academics.

Ms. Reyes informed the Board that Mr. Ron Camacho from *The Collegian* reached out to the USU Board to answer questions regarding the potential new USU. Dr. Stewart, Mr. Guzman, and Ms. Reyes were present during the interview, which was held on Thursday, September 15<sup>th</sup>. The article was published on Wednesday, September 21<sup>st</sup>. It was a positive article, but there was a typo. The writer wrote that the building would be about 9,000 square feet, not the 90,000 square feet. The error was corrected in the next issue.

The USU Board of Directors participated in Leadership's Emerging Leaders Retreat Speed Networking event on October 2<sup>nd</sup>. The Board members were able to promote the USU Board of Directors to other students and share about their role and responsibilities as Board members. Ms. Reyes thanked Leadership for reaching out to the Board and including them in these events.

## **NEW BUSINESS**

**Information Item: Student Programming Meeting** – Dr. Stewart informed the Board that at a Student Programming Meeting, they pulled together the student programming champions. He would like to get these student groups together to talk and share what is going on with the different organizations. They asked the question of what is their programming structure look like across campus and what is missing. In general, the student groups feel the USU does small programming very well. What is missing is the medium to large events. They talked about collaboration and there was a desire to collaborate more. They will continue to work on those conversations and try to get other groups involved.

**Information Item: Association of College Unions Internationals Regional Conference** – Ms. Reyes stated that the USU Board of Directors participates in the Association of College Unions International Region I Conferences. This year five Board members will be attending the regional conference. Mr. Guzman, Ms. Niayesh, Ms. Salcedo, Ms. Alejandre, and Ms. Reyes will be attending the conference from November 4, 2016 – November 5, 2016. Mr. Escamilla and Ms. Blair will also be attending and presenting at the conference.

## **OLD BUSINESS**

There was none.

## **COMMITTEE REPORTS**

**Public Relations & Marketing** – Ms. Niayesh reported that the PR & Marketing Committee hosted a Breakfast with the Board event. The event was held on September 27<sup>th</sup> from 9:00 a.m. – 11:00 a.m. in the University Student Union Lounge. Breakfast items were provided for students, and a survey was distributed. The purpose of the survey was to gather data regarding what students would like to see in a potential new University Student Union, as well as how students feel towards this topic.

The PR & Marketing Committee has been focusing on ways to promote the Board through Facebook. Ms. Robinson posted a countdown of days until our Breakfast with the Board event, and has also been posting pictures for #TBT and #MeetTheBoardMonday.

The committee is still working on making posters to put above the hydration stations and microwaves in the University Student Union. The posters will say “Brought to you by the USU Board of Directors” and have the safety regulations on them. Ms. Danzer and Mr. Kelley are currently working on creating the final drafts for the posters.

The committee has moved forward with the buttons promotional item, which will convey both long term and short term promotions. The committee has decided to make two different promotional button designs for the Board and one design to promote the potential new University Student Union. Mr. Beck is currently working on creating the final designs for the buttons.

The committee has been looking into new promotional items to use for the Board. They are looking into different types of stickers and coasters. Ms. Alejandre has been researching these items.

**Budget & Operations** – Mr. Wenthe reported that the Budget & Operations Committee has begun to finalize the USU brochure which will include all of the facilities and services that is offered to students.

Committee members have begun the process of updating the display cases on the main floor of the University Student Union. The display cases will outline the different organization in the building and give more information about the Board of Directors.

The committee has also been updating the current budget handout and making stylistic modifications to it.

The Board’s bylaws are currently being reviewed. The committee is looking into the bylaws to better understand the full scope of the committee’s responsibilities.

A new design for personalized business cards for Board members is currently being worked on by the Budget & Operations Committee.

**Campus Involvement Ambassadors** – Mr. Falcon reported that the Campus Involvement Ambassadors have scheduled 30 involvement interest sessions as of September 23<sup>rd</sup>. They participated in the Connecting to Our Campus event which serves Asian and Pacific Islander students. They attended and tabled at S.A.F.A.R.I. They presented at one of six scheduled University 1 sections so far. The first Emerging Leaders Retreat was on September 30<sup>th</sup> – October 2<sup>nd</sup>. There were 33 students in attendance. The other Emerging Leader Retreats for the semester are on October 21<sup>st</sup> – October 23<sup>rd</sup> and November 4<sup>th</sup> – November 6<sup>th</sup>.

**USU Productions** – Mr. Escamilla reported on USU Productions events. On September 14<sup>th</sup>, they had the Outdoor Movie showing of *Now You See Me 2* and had an attendance of 300. On October 1<sup>st</sup> they took a bus trip to the Ronald Reagan Presidential Museum and Library and visited Ventura Harbor Village for dinner. For Cross Cultural Celebration Week (September 23<sup>rd</sup> – September 30<sup>th</sup>) they participated in the September 26<sup>th</sup> Cross Cultural Celebration Parade and Voices of Culture. They also participated in the Taste of Cultural Festival on September 29<sup>th</sup>. It was held in Memorial Gardens and featured a fashion show, performances from student organizations, and food from various cultures.

Upcoming events consist of the October 5<sup>th</sup> Bulldog Wednesday. It will take place on the Speaker's Platform from 12:30 p.m. – 1:30 p.m. Homecoming Week Celebration is from October 10<sup>th</sup> – October 15<sup>th</sup>. This year's theme is *Paint the Town Red*. Homecoming Kickoff is on Monday, October 10<sup>th</sup> from 11:00 a.m. – 1:00 p.m. at the Speaker's Platform. There will be food trucks, Time Out and Victor E. The Student Homecoming Tailgate will be on Friday, October 14<sup>th</sup> at the concourse of Beiden Field. They are also planning a Halloween event called Nightmare at the USU. It will be on October 27<sup>th</sup> from 8:00 p.m. – 11:00 p.m.

#### **ASSOCIATE DEAN'S REPORT**

**Dr. Colin Stewart** – Dr. Stewart reported that as of this afternoon there are 179 active clubs. Greek recruitment was last week and Panhellenic had 117 bids and Interfraternity Council had 104 bids. For the Extended Hours of the University Student Union, the University Student Union will be open until 3:00 a.m. Sunday night through Thursday night. Friday and Saturdays will have normal hours and close at midnight. He encouraged the Board to let people know the USU Lounge will be open late.

Dr. Stewart informed the Board that the Vice President has looked over the off campus proposal and has given his approval. Now it is being reviewed by Debbie Astone. They are looking into exploring some funding options.

Food protocol has been more highly scrutinized than before. If anyone is planning to serve food at an event on campus, there are proper procedures that must be followed.

#### **ADJOURNMENT**

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

Respectfully submitted,

Dr. Colin Stewart, Associate Dean of Student Involvement

By Susan Chavez, Office Assistant