

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
February 3, 2014

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, February 3, 2014.

**I. CALL TO ORDER**

The meeting was called to order at 3:31p.m.

**II. ROLL CALL**

*The following voting members were present:*

Ms. Kristin Lacey	Mr. Jesus Vargas
Mr. Juan Guzman	Ms. Jamila Ahmed
Ms. Jessica Lopez	Ms. Lilit Grigoryan
Ms. Angelica Reyes	Mr. Paul Kroll
Mr. Andrew Esguerra	Mr. Moses Menchaca
Ms. Erica Herrejon	Dr. Ignacio Hernandez***

*The following voting members were not present:*

Mr. John Gonzalez, Chairperson	Dr. Carolyn Coon*
Dr. Jose Diaz**	

*The following non-voting members were present:*

Ms. Melissa Ginotti	Mrs. Mehrzad Zarrin
Ms. Shawna Blair	

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

Mr. Justin Whisten

*The following guests were also present:*

Mrs. Breanne Scogin	Mr. Arthur Montejano
---------------------	----------------------

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, February 3, 2014 with the following amendment: under New Business, Action Item A, remove Tianna Arredondo from item since she is no longer with the USU Board of Directors.

**IV. APPROVAL OF MINUTES**

MSC to approve the minutes for Monday, December 2, 2013 as printed.

**V. COMMUNICATIONS**

- a. **Dr. Carolyn Coon** – Dr. Coon was not present at the meeting to give a report.
- b. **Dr. Jose Diaz** – Dr. Diaz was not present at the meeting to give a report.
- c. **Dr. Ignacio Hernandez** – Dr. Hernandez did not have anything to share with the group.
- d. **Associated Students, Inc.** – Mr. Menchaca began by stating that the search for the new Provost is underway, as well as for the new Vice President for Student Affairs in which the last candidate is coming to campus tomorrow. For ASI, Justin Whisten has been elected as the new Executive Vice President and will also sit on the USU Board of Directors. ASI is continuing to look at lobbying efforts within higher education and is also planning

---

\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/Faculty Representative

on sending students to the California Higher Education System Summit which is a big lobbying day. A couple of resolutions are coming before the Senate tomorrow: Governor Brown's budget, as well as the new CSSA funding model. The Dr. Pete Mehas Memorial Grant is currently under discussion in which academic departments can apply to help update classroom equipment/technology; this is grant money strictly for academic departments. Continuing, the Activities Committee is starting their CARES Campaign which creates structure for how to implement activities and programs ASI offers. Lastly, ASI has a vacancy within the student court and their main focuses going forward include community revitalization and Ad Camp. Dr. Hernandez asked if any of the positions are open to graduate students, in which they are.

e. **Guests** – No guests present at the meeting had anything to report.

f. **External Committee Reports**

No external committees have met yet this semester.

## VI. CHAIR'S REPORT

Ms. Lacey stated that due to Mr. Gonzalez' absence, everything from his report will be discussed under New Business items.

## VII. DIRECTOR'S REPORT

Ms. Ginotti began with facility developments including the fact that progress has been made on the USU Balcony and Pit furniture purchase. A meeting took place with the campus planning group, in which other options were identified for the furniture. Continuing, a purchase order was placed for the bowling system upgrade but a new one will need to be done due to waiting on the final costs of the furniture project. The USU Recreation Center had its Open House event on January 30<sup>th</sup> which was very successful and new door counters have been installed to give a better estimate on the number of people visiting the USU and SSU buildings. Regarding programming efforts, a Greek Retreat will take place towards the end of this month, as well as two Greek advisor dinner meetings. In addition, a meeting with Clubs and Organizations will take place regarding booths in the Free Speech Area. Personnel updates include Ms. Ginotti working with human resources to post the job vacancy for Mr. Gary Nelson's replacement and that two professional staff members will be attending the ACUI National Conference this year. Four students will also get the opportunity to attend the conference through IRA funding, so it was requested that those interested in attending need to inform staff as soon as possible. Lastly, Ms. Ginotti informed the group that Dr. Coon has confirmed that Student Affairs will pay for the EBI assessment and that work continues to progress with this project.

## VIII. NEW BUSINESS

- a. **Action Item: Move Non-Voting Members Angelica Reyes, Jessica Lopez, and Tianna Arredondo into Voting Positions**- It was MSC to approve Angelica Reyes and Jessica Lopez as voting members of the USU Board of Directors. Tianna Arredondo was removed from the action item at the beginning of the meeting.
- b. **Information Item: Discussion of New USU Board of Director's Structure**- Ms. Lacey stated that the decision was made to merge the four existing committees into just two committees. The merged committees will be the Public Relations and Marketing Committee and the Budget and Operations committee. This was done so that the committees will be able to meet more times throughout the month, to create better efficiency. This will be a trial run for this spring semester and if it goes well, it will most likely be a more permanent change for future years.
- c. **Information Item: Cal State LA Trip Presentation**- Mr. Guzman and Mr. Vargas shared what they enjoyed about the Cal State LA Union including their graphics, branding, and displays. They have more dedicated marketing and graphics staff that allowed for better messages throughout the building. In terms of facilities, the theatre was a convenient space to have, the cultural identity centers found within the building were enjoyed, and the Information Center seemed open and inviting. Other appreciated areas of the Cal State LA Union including dedicated office space for clubs and organizations and an actual

computer lab area. Dislikes about their union included the furniture which seemed sparse, the layout of the building was confusing, the theatre seemed too small, the food court wasn't located in the building, and the building didn't feel 'cozy'. Things Mr. Guzman and Mr. Vargas felt our Union does better include the recreation and gaming center, building hours, creativity in hosting and offering events, food court location within the building, and the USU Board of Directors feeling more involved. Wish list items included club and organization offices, a more visible Information Center, an increase in the number of people working on graphics projects, and more visibility of school spirit within the building. When opened to the group, comments included a desire for a bulldog statue found within the building, the idea of expansion needs to be considered, and using an app that would inform students on the availability of bowling lanes within the recreation center.

#### **IX. OLD BUSINESS**

No old business to report on.

#### **X. COMMITTEE REPORTS**

**a. Public Relations and Marketing**- Ms. Reyes stated that they have discussed old projects from last semester. Projects include the social media card in which they decided that when it comes to design, they want to be consistent with the USU brochure that is also being designed. This card will include the Facebook page and the new contact email. The committee is working with Ms. Tamar Karkazian and Ms. Lauren Welch on the USU brochure to create the layout. Additionally, the committee will continue to promote basketball games this semester in which handbills were passed out at the Recreation Center Open House that included upcoming games. Lastly, the display board project has been put on hold for now.

**b. Budget and Operations**- Mr. Guzman shared that the committee is waiting to finalize the pricing on the new balcony and pit furniture; it needs to be assessed whether both this project and the bowling system upgrade can be done this year. The committee is also working on a new way of presenting student fee dollars but desire something different than the current iPhone app. Continuing, Student Affairs has agreed to pay for the EBI benchmarking assessment this year, but the committee is considering creating a line item for it in the budget for future years, and a Do's and Dont's poster has been created to help showcase new features in the building and how to help care for them. Regarding any future projects, there isn't much money left in the budget to do many other things this year, but the committee is planning ahead for future years.

**e. Campus Involvement Ambassadors**- Ms. Herrejon shared that recruitment for all leadership boards begins February 18<sup>th</sup> and ends March 19<sup>th</sup>. Handbills will be created and be tailored to each of the leadership boards to help students understand what the different boards require. Tabling in the Free Speech Area will take place in March as well as interest sessions being offered in the library. Applications are due March 19<sup>th</sup> and interviews will take place between March 22<sup>nd</sup> and 28<sup>th</sup>.

**f. USU Productions**- Mr. Esguerra began with upcoming events including the first Bulldog Wednesday on February 5<sup>th</sup>, I Heart Me Day in collaboration with PAWS on February 12<sup>th</sup>, and on February 27<sup>th</sup> will be a Phantom's Night which is a dinner theatre experience. In addition, Fresno State Talks will take place this month including Dr. Two Trees on February 13<sup>th</sup>, Professor Rosemary Diaz on February 19<sup>th</sup>, and Dr. Janelle Gilbert on February 26<sup>th</sup>. For March, there will be a bus trip to the Ronald Reagan Library and Museum and are currently in discussions with a mariner's veterans group for an event in April to promote the memorial located on campus. Lastly, USU Productions has been meeting with the Residential Hall Association regarding a possible mixer about getting students involved on campus.

#### **XI. ADJOURNMENT**

MSC to adjourn the meeting at 4:49p.m.

Respectfully submitted,  
Melissa Ginotti, Director of Student Involvement  
By Taylor Clanton, Administrative Assistant