

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
October 5, 2015

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, October 5, 2015.

CALL TO ORDER

The meeting was called to order at 3:33 p.m.

ROLL CALL

The following voting members were present:

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| Mr. Juan Guzman, Chairperson | Ms. Angelica Reyes |
| Mr. Brian Chin | Mr. Christopher Beck |
| Ms. Cinthia Godinez | Ms. Emily Pack |
| Ms. Lilit Grigoryan | Ms. Reyna Velazquez |
| Ms. Simone Chambliss | Ms. Abigail Hudson |
| Mr. Andrew Escamilla | Mr. Ethan Moreno |
| Dr. Carolyn Coon* | Dr. Ignacio Hernandez*** |

The following voting member was not present:

Dr. Jose Diaz**

The following nonvoting members were present:

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|-----------------------|---------------------|
| Mr. Nicholas Stephens | Ms. Melissa Ginotti |
| Ms. Shawna Blair | Ms. Mehrzad Zarrin |

The following guests were also present:

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|----------------------|-----------------------|
| Mr. Arthur Montejano | Mrs. Breanne Scogin |
| Mr. Christopher Kent | Ms. Patricia Thomason |

APPROVAL OF AGENDA

MSC to approve the agenda for Monday, October 5, 2015 with the following amendment: Added Approval of New USU Board of Director – Mr. Christopher Kent as item A. under IX. New Business.

APPROVAL OF MINUTES

MSC to approve the minutes of Monday, September 14, 2015 as written.

PUBLIC COMMENT

There were no comments.

COMMUNICATIONS

Dr. Carolyn Coon – Dr. Coon reported that the Stantec consultants' student union feasibility study is moving along.

Dr. Jose Diaz – Dr. Diaz was not present.

*Representative of Vice President, Student Affairs and Enrollment Management

**Designee of University President

***Academic Senate/Faculty Representative

Dr. Ignacio Hernandez – Dr. Hernandez, an assistant professor in the Higher Ed Administration Leadership Master’s Degree program in the School of Education, asked for the Board’s assistance in promoting Careers in Student Affairs Month. Sessions (with food) will be offered throughout October and include an Early Career Professionals Panel, Job Search, and Getting to Know Professional Associations.

Associated Students, Inc. – Ms. Hudson stated that Associated Students, Inc. will be hosting three focus groups this week to ask students about their struggles with parking. ASI has just concluded two weeks of surveying students about priorities and parking issues. Instructionally Related Activities (IRA) applications were due last Friday; the Ad Hoc Committee will review them and results will be announced in a month. Associated Students, Inc. is working together with the Greeks to ensure student interests are represented at an upcoming City of Fresno Planning Commission meeting regarding a proposed apartment building development project on Bulldog Lane. Associated Students, Inc. Senator At-Large for Greek Affairs (Madison Prettyman) is hosting a haunted house for the Boy & Girls Club on October 28th. The location and time are still to be determined.

Guests – Mr. Arthur Montejano – Mr. Montejano thanked the Board for their support of Leadership Programming. Upcoming leadership programs include a 5 week Leadership on Demand workshop series kicking off Oct. 6 with a discussion about motivation. The second Emerging Leaders Retreat for new students who want to gain leadership experience will take place the last weekend in October. It is not too late to join the Co-Curricular Leadership Certificate and develop advanced leadership skills.

Mrs. Breanne Scogin – Mrs. Scogin invited the board to nominate professors that inspire them to present a lecture to the entire campus during the month of February as part of Fresno State Talks, a lecture series featuring three outstanding faculty who exemplify the University’s values of Discovery, Diversity, and Distinction.

External Committee Reports – Integrated Marketing & Communications Advisory Committee – Mr. Beck attended the Integrated Marketing & Communications Advisory Committee meeting on September 23rd. A guest speaker talked about the Fresno State brand and about the idea of moving from “Discovery, Diversity, and Distinction” to a branding strategy that utilizes the phrase, “Be Bold.” A new community newsletter has been distributed to students, and Robertito’s and the Bulldog Card have been added to the popular Tapingo app. In terms of signage, the university can only be referred to as California State University, Fresno or Fresno State.

Food Service Advisory Committee – Mr. Guzman reported that the September 23rd meeting was cancelled and replaced by an opportunity for the committee to meet with the consultants conducting the student union feasibility study.

CHAIR’S REPORT

Mr. Juan Guzman – Mr. Guzman reported on the September 23, 2015 *Collegian* article about possible parking structure and new university student union building construction projects; he and Associated Students, Inc. President, Ms. Abigail Hudson were interviewed for the piece. Mr. Guzman was also interviewed about the purpose, structure, and mission of the USU Board of Directors for a Mass Communication and Journalism class. He and Ms. Reyes promoted student involvement in the USU Board at the Speed Networking session of the Emerging Leaders Retreat recently. The Board’s first social of the year created an opportunity for team-building in a casual setting. Mr. Guzman attended the Association Board of Directors meeting on September 29, 2015; reports on the most recent audit and on 2015-2016 health benefits rates and salary merit increases for professional staff were presented. He and Ms. Ginotti gave a report on the Stantec Feasibility Study.

DIRECTOR’S REPORT

Ms. Melissa Ginotti – Ms. Ginotti stated Student Involvement, Athletics and ASI partnered to present this year’s Homecoming Week activities. Commencement conversations have also begun already. Ms. Ginotti reported that the materials for the new Reservations Office entrance have been ordered, and the project is still on target for the December 15, 2015 completion. The HVAC Project, which is expected to provide marked improvements in heating

and cooling in the building, should be done by the end of this semester. A Network Refresh Project will add some additional Wi-Fi hot spots in the University Student Union this year as well.

NEW BUSINESS

Approval of New USU Board of Directors Member – Mr. Christopher Kent – Mr. Guzman indicated that Mr. Kent has been working with the Board, attended a weekly meeting and has expressed an interest in joining the USU Board. Mr. Kent, a senior political science major, stated this would be a great opportunity to apply his knowledge.

MSC to approve Mr. Christopher Kent as an official USU Board of Directors member.

ACUI Regional Conference – Mr. Guzman stated the USU Board will send four student members and USU staff member, Ms. Blair, who was invited to present, to the ACUI Regional Conference, in Las Vegas, Nevada, Oct. 15-17, 2015. This conference will show students how they can develop and improve as student union leaders.

EBI Student Union Assessment – Mr. Guzman reported the EBI Student Union national benchmarking assessment first administered in 2013-14, will be implemented again this year, as part of an every other year cycle. A subcommittee will plan when to launch the surveys. We can ask up to 20 custom questions.

Budget Transparency Project – Mr. Chin stated that his subcommittee has been revising and updating the 2012-13 budget transparency handout to help students understand how their USU student fee dollars are distributed.

Bulldog Bowl Report – Ms. Patricia Thomason reported that at the recommendation of the USU Board, Bulldog Bowl has officially been adopted as the name for the area formerly called the USU Recreation Center, and a players club for the Xbox game room was launched. Over 350 students attended a Back to School Bash during Welcome Week and received a free Bulldog Bowl t-shirt; additional upcoming events include 3 themed nights, Xbox and bowling tournaments, and a billiards league. New Fresno State branded lamp shades, masking units, and lane banners are being were installed pillars have been repainted with Fresno State colors, and the arcade room has stocked with all new arcade games (except our Family Guy pinball machine also remains). Revenue for the Bulldog Bowl is up more than ten percent just this year. Mr. Guzman thanked Ms. Patricia Thomason for the amazing job she does managing the Bulldog Bowl and he thanked all of her employees for the incredible job they do.

OLD BUSINESS

Feasibility Study Update – Mr. Guzman stated that consultants from Stantec architectural design, planning and construction firm met with over 130 students, faculty, staff, and alumni on campus from September 22-24, 2015; this was the first stage of learning about what functions and aesthetics are needed and desired in a possible student union/faculty development center facility. A completed report will be sent to the University by early to mid-December. Mr. Stephens asked if Stantec will be designing and constructing the building. Ms. Ginotti answered that we are at the very beginning of a long process. Stantec was contracted to develop the initial feasibility study and conceptual design; they will study the campus landscape and suggest an ideal location, help us understand how many square feet would we need to accommodate the functions we desire in the building, and create a concept for what such a facility might look like. After this, a financial picture capturing construction costs and ten years' worth of projections on the facility operations will need to be developed to really understand what a possible project will entail. Mr. Guzman thanked everyone who attended the focus groups.

Public Relations & Marketing – Ms. Godinez reported more than 160 students attended and most completed surveys at the Breakfast with the Board event held Sept. 30. The committee is assessing possible strategies for managing the suggestion box responses, and is considering purchase of promotional items that would be functional for students while increasing visibility of the Board. Completion of the USU brochure project is also underway, and the committee has been tasked with creating an interactive booth for Fright Fest.

COMMITTEE REPORTS

Budget & Operations – Mr. Chin reported on four projects themed around the concept of transparency. First, a Bylaws revision process is underway. A second project is the University 1 tour script revision. The third project is updating the 2012/13 student fee budget transparency handout. The committee as a whole has begun reviewing the budget to get a better grasp of the workings of the student funds. The aim of this project is to increase the transparency of the use of student funds in proportion to the building and its services and to ensure that funds are being properly allocated. The fourth project is the diversity display board to promote cultural events in the University Student Union.

Campus Involvement Ambassadors – Mr. Moreno reported the CIAs participated in the University Courtyard Academic Success Fair, Bienvenida and a number of other presentations. The first Emerging Leader Retreat of the year was attended by 26 students who completed 64 hours of community service during the weekend; 50% freshman, 21% transfers, 19% fourth year students, 11% graduate and international students. Two more Emerging Leaders Retreats will be offered in October and November.

USU Campus Events – Mr. Escamilla reported on a new possible partnership between Campus Events and Maya Cinemas at Campus Pointe where we would host premiers specifically for Fresno State students. The campus events team helped with a flag procession and Taste of Culture event during Cross-Cultural Celebration Week, September 21-25. Upcoming signature events being planned by the campus events team include National Student Day (inflatables, food, dj and games), the Homecoming Tailgate (music, food, giveaways, and a fan station for students), Karaoke Night at the Bucket, and an off campus excursion to the J. Paul Getty Center on November 14, 2015 @ \$25 for Fresno State students and \$30 for a student guest. USU Productions has three upcoming events: Bulldog Wednesday on October 8, an activity at University Courtyard's "Milk and Cookies" on the evening of Wednesday, October 21, and the Night of the Living Dead in the USU on the evening October 29 (games, dj, food, inflatables). Mr. Escamilla stated that coordinators are currently recruiting student volunteers to help out at upcoming events.

ADJOURNMENT

MSC to adjourn the meeting at 4:53 p.m.

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement

By Susan Chavez, Office Assistant