

ASSOCIATED STUDENTS BUSINESSES COMMITTEE

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Tuesday, April 29, 2025

8:30 a.m.

BMU 205

Members Present: Rishika Tyagi, Jack Flynn, Ishika Chhetri, Stacie Corona, Eric Coleman

Members Absent: Miguel Sueki, Jon Timko, Megan Odum

Others Present: Tom Rider, Steve Novo, Kendra Wright, Jon Simmons, Emily Berry (recording), Windy Van Dam, Jasmine Garcia

- I. **CALL TO ORDER** - *The Chair shall officially call the meeting to order to begin official business of the Associated Students Businesses Committee.*
Tyagi called to order at 8:35am.

MECHOOPDA LAND RECOGNITION: *“We acknowledge and are mindful that CSU, Chico stands on lands that were originally occupied by the first people of this area, the Mechoopda, and we recognize their distinctive spiritual relationship with this land, the flora, the fauna, and the waters that run through campus. We are humbled that our campus resides upon sacred lands that since time immemorial has sustained the Mechoopda people and continues to do so today.”*

- II. **APPROVAL OF AGENDA** - *At this time the committee will review the agenda and make any needed changes before proceeding with the rest of the meeting*

A. Approval of the 4/29/25 regular meeting agenda. **Action Requested: Motion to approve the 4/29/25 regular meeting agenda, as presented. (Corona/Chhetri) 5-0-0 MSC**

- III. **APPROVAL OF MINUTES** - *At this time the committee will review the minutes of the previous meeting(s) and make any appropriate corrections.*

A. Minutes of the regular meeting of 4-8-25 and 4-15-25. **Action Requested: Motion to approve the minutes of the regular meeting of 4-8-25 and 4-15-25, as presented. (Corona/Chhetri) 5-0-0 MSC**

- IV. **ANNOUNCEMENTS** - *At this time, members of the **committee** may choose to share brief announcements related to topics on the agenda or previously discussed at an official meeting.*
None.

- V. **PUBLIC OPINION** - *At this time, members of the **public** may address the committee related to items listed on the agenda. Limited to three minutes per speaker, nine minutes for the entire topic.*
None.

- VI. **BUSINESS**

A. Discussion Item: ASDS Marketing Presentation
Rider introduced Jasmine Garcia. He said she’s been here since December showcasing dining services especially on social media. Garcia then presented. There was 252% follower growth with now over 1,700 followers on Instagram. They’ve also had 607% growth in engagement which includes likes, shares, comments, etc. Average engagement per post of 106 accounts.

Impressions was 367% growth with 1,300 average impressions per post and 206,500+ total impressions, which is the number of times a post was seen. She also went over top posts. Facebook analytics include 150% growth in followers with 1,600 total followers. Growth in engagement is 825% with an average engagement rate of 64% per post. Growth in impressions is 107% and 49 impressions per post with total impressions 2,200. She then went over top Facebook posts. Rider said that shows a tremendous increase in numbers prior to January and they'll continue to push forward with an update pending next semester. Simmons asked how this converts to sales, to which Rider said they have some metrics on Friday sales with something close to 70% increase on Fridays. Novo asked if we're on any other platforms, to which Garcia confirmed just those two. Van Dam asked if social media was monitored for comments to which Garcia stated they weren't monitoring but they were responding to comments. Van Dam then mentioned a hashtag to comment on potentially, and Garcia recognized the possibility.

- B. Discussion Item: Capital Expenditure Reports for quarter ending 3/31/25 (attached, page 8)
Rider said Leach would normally do this report and he's doing it in her stead. He then reviewed the document. Nothing has changed. There have been no new reports, and we're looking at a total of \$233,445, most of which was from the dish machine. This was also aided by an SFAC grant of \$126,000.

VII. AUXILIARY BUSINESSES DIRECTOR REPORT

Rider sent the final draft of the consultant's report to members. RFP results are in, the Board voted to continue a relationship with Follett. May 3rd event is on hold currently as the BBQ hasn't arrived- though he has a backup plan- and the event may be cancelled for rain. They'll find out tomorrow if the game will be cancelled for rain or not. Last week Rider and AS catering went out to the farm for a lunch where they fed the Governor. He also wanted to thank everyone for their time and attention.

VIII. CHICO STATE WILDCAT STORE DIRECTOR REPORT –

Novo stated they just had Senior Send Off. He said the scholarship is working out well, everything is going smoothly, and everyone is happy with their graduation stuff. They are all setup for graduation and they'll be at all six to sell. Tyagi wanted to give a huge shoutout with the scholarship information as her email is flooded with thankfulness from students.

IX. ASSOCIATE EXECUTIVE DIRECTOR REPORT –

Simmons wanted to thank everyone. They set aside some capital project for dining and where to go from here. He said we are seeing results from the marking consultant Garcia, which is great. The Wildcat Store RFP was big, but he appreciates the thought and time that went into it. He also recognized the BBQ and smoker which are a great idea for the AS. He stated the budget was also a big undertaking and thanked everyone for doing it. Simmons said thanks for a great year.

X. VP APPOINTEES' REPORT –

Chhetri said last meeting they covered Student Union spending. Expenses were split between the BMU and WREC. BMU was over by \$39,877 and WREC was over by \$25,801. Overall spending \$75,678. The BMU third floor gallery was also discussed for future expansions.

XI. CHAIR REPORT –

Tyagi wanted to thank everyone on the committee and that it's been an amazing year. She hopes everyone has as much fun working with Miguel Sueki.

I. ANNOUNCEMENTS - *At this time, members of the **committee** may choose to share news or announcements not related to items on the agenda.*

Corona wanted to thank Tyagi for a great year. She also wanted to say her daughter was graduating next semester and all the graduation events have been great.

B. PUBLIC OPINION – *At this time, members of the **public** may address the committee on any topic. Limited to three minutes per speaker, nine minutes for entire topic.* Limited to three minutes per speaker, nine minutes for entire topic.

Wright wanted to acknowledge Tyagi for an amazing year. Despite familial struggles, she was able to jump back in and immerse herself in school and business. Involvement in the committee is learning an entire business and making decisions and to students she wanted to give credit and kudos. She also wanted to acknowledge the professional staff for aiding in getting things done. She also said Rider runs a tight ship and helps everyone. Rider also appreciated Tyagi's student-centered voice.

C. **ADJOURNMENT** The chair Tyagi adjourned the meeting at 9:05am.