

**ASSOCIATED STUDENTS OF CALIFORNIA STATE UNIVERSITY, CHICO  
ASSOCIATED STUDENTS BUSINESSES COMMITTEE  
MEETING MINUTES**

**Monday, March 12, 2018**

**2 p.m.**

**BMU 205**

**Members Present:** Taylor Rogers, Megan Odom, Dan Herbert, Stacie Corona, Michelle Korte, Roman Aguirre, Miguel Maldonado

**Members Absent:** Ethan Dilley

**Others present:** David Buckley, Jane Raley (recording), Jamie Clyde, Susan Jennings, Sarah Foisy

- I. **CALL TO ORDER** – The Chair, Rogers, called the meeting to order at 2 p.m.
- II. **AGENDA** – **Motion to approve the 3/12/18 agenda (Odom/Herbert) 5-0-0 MSC.**
- III. **APPROVAL OF MINUTES** – Minutes of the regular meeting of 2/26/18. **Motion to approve the minutes of the 2/26/18 regular meeting, as presented (Aguirre/Korte) 5-0-0 MSC.**
- IV. **ANNOUNCEMENTS** – None
- V. **BUSINESS**
  - A. **Consent Agenda** – *All items listed under the Consent Agenda are considered routine and are enacted by one motion without discussion. A member of the committee who desires a separate discussion of any item may pull that item from the Consent Agenda.* **Motion to approve the Consent Agenda (Herbert /Aguirre) 5-0-0 MSC.**  
**Revisions to Associated Students Corporate Codes:**
    - 1) Deletion of AS Bookstore Performance Standards Policy.
    - 2) Deletion of Business Enterprises Advertising Policy.
    - 3) Deletion of Complimentary Textbook Policy.
  - B. **Information Item: 2017 NACUFS Customer Satisfaction Survey Results** – Knapp explained that this survey typically runs from about October until Thanksgiving. She showed a graph of the three-year trend in all Dining. She said that unfortunately they saw a decline in the foods overall but did see a slight increase in service and cleanliness overall. Positive areas include layout facility, appearance, friendliness of staff, overall service, hours of operation, cleanliness, availability of seating, availability of menu items, location, and speed of service. Knapp said areas they need to watch include food, taste, eye appeal, variety of vegetarian choices, freshness, variety of menu and healthy menu choices, value, and nutritional content. Buckley asked if this was for AS Dining as a whole, and was assured it was. Knapp next showed a graph of the three-year trend in Sutter Residential Dining. One of the largest declines in Dining as a whole was in Sutter Dining food overall. Positive areas in Sutter Dining in 2017 compared to 2016 include such areas as variety of menu and healthy choices and helpfulness of staff along with the layout of facility/location, appearance, availability of seating, comfort, and social/ethical practices related to food. She said they need to watch taste, eye appeal, value, freshness, and hours of operation. The social/ethical practices related to food was on the need to watch list for 2016 but now it has moved to a positive area. She said the decline in customer satisfaction with food overall at Sutter is concerning, and they will be following up on methods as a culinary team regarding how surveys are given out and the results of surveys. Comments have been heard from RA's and other students like, "it's much better this year, what have you done differently?" This seems opposite of survey results surrounding quality. She said they will continue to meet as a staff and listen to requests. Knapp said they could also change how the survey is given; this year's survey relied more on social media and not so much prizes. Trend of overall retail is not very positive, the reason the graph looks like the trend is positive is mostly because of Urban Roots. Food overall, service overall, and cleanliness overall all have positive changes, again mostly because of Urban Roots. Positive areas in retail dining include eye appeal, freshness, variety of vegetarian/vegan food options, friendliness of staff and speed of service, overall cleanliness, social/ethical/environmentally friendly practices related to food, and location. Areas that need to be watched include taste, value, nutritional content, hours of operation, and availability of seating. Retail Dining compared to the entire sample showed that areas in eye appeal, freshness, nutritional content, service, speed, and social/ethical/environmental practices related to food exceeded respondents satisfaction. Areas that included need for improvement were taste, value, hours of operation, helpfulness of staff, layout, appearance, availability of seating, and comfort. Knapp was asked

how many respondents there were to the survey. She said there were about 1,800-1,900 this year, compared to last year's 1,600. Knapp said the survey breaks down the responses related to each retail area, which is how they know that Urban Roots had a huge influence on the results. Clyde believes Urban Roots is something the students are proud of and how unique it is. Buckley said we need to figure out a way to address the value issue for Dining because it keeps coming up in most of the areas. He said there seems to be a perception of the value the students have that Buckley believes ASBC should discuss.

- C. Information Item: Strawless Campaign Update – Kramer said Dining Services is going strawless on April 23, including Catering. The set of stainless steel straws, brush cleaner and a sticker will be available for purchase at approximately \$1.50. They will be available for purchase at every cash register. Kramer said Phase 1 includes social media signs and advertising. Phase 2 will be during Earth Day when straws for purchase will be available. She said reception to this has been positive and some places downtown might even join.
- D. Information Item: NACUFS award submission for Urban Roots – Knapp explained the NACUFS Loyal Horton Dining Awards Contest is broken into different areas of Dining Services. She said when Urban Roots was in the planning stages, getting recognition for doing something unique was discussed. She said the deadline for this is March 30 and awards for gold, silver, bronze, and honorable mention will be displayed at the NACUFS National Conference. Knapp said the submission was sent to press last Friday and they are hoping to have printed copies next time this group meets. Knapp said we won't know if we've received an award until July.
- E. Information Item: Update on Pepsi Promotion Event – Kramer said this event will be held March 27 from 11 a.m. to 2 p.m. in Trinity Commons, as well as at a small table outside of Butte Station. She said they will be doing a bike giveaway and some marketing on social media.

**VI. DINING SERVICES DIRECTOR'S REPORT** – Clyde reported that the Marketplace is slightly trending down - estimate about \$19,000 for the year. Butte Station has been trending down all year – estimate about \$63,000 less than last year. Common Grounds estimated to trend down and be about \$25,000 for the year. This area had the biggest changeover. Clyde said there were many student staff that were seniors and they had to start from scratch when these seniors graduated. She said brand new staff means slower service and they will check to see if the issue is head-count or tickets. Catering trend has been down, by approximately \$110,000. Catering doesn't have a lot of fixed costs which is helpful, this is not the case with Butte. She explained that Butte has solid fixed costs and labor costs which hurt us the most when we see a decline. Creekside and Holt are not much different, about \$1,000. Concessions are projecting about a \$16,000 loss, and Clyde noted it physically costs us this to run Concessions. Urban Roots is \$203,000 less than what they were budgeted for; however, they helped Dining overall, covering its depreciation and showing a positive on the bottom line. She noted this is good, especially for the first year. She said Dining as a whole is \$218,000 loss (including Catering). The three areas that show a decline are revenue, catering, and prep foods. Clyde said numbers are put out a year and a half in advance and not every dollar lost costs the same to the bottom line. She said she will meet with Housing on Friday to discuss next year's budget. She said they are seeing a significant increase to Housing. Clyde said cost of sales are pretty flat and noted the addition of a Dining Director as well as the minimum wage increase will also have an effect. The Marketplace was discussed and Clyde said Panda Express and Panera will be met with this month to show them the space and see if there is an interest. She said both have seen our financials already and both have businesses in Chico, which splits their costs. In addition, they have both worked together before.

**VII. CHICO STATE WILDCAT STORE DIRECTOR'S REPORT** – Novo said Grad Fest was held last week and they saw a huge increase over the past events. He said sales increased about 72% and they had about 1,200 attendees. Sales this year were about \$83,105, which is an increase from 2017 (\$48,108), and 2016 (\$47,899). Novo said Choose Chico on April 7 is a big selling day. He said Wildcat Spirit Day is April 19 and they will be doing a sale the day before and the day of. Summer Orientation is also coming up. Novo said they are working with the Registrar's Office on Course Materials. Jamboree will be April 2 in Colusa Hall. Novo said campus side didn't realize how the Bookstore worked or the reason to get adoptions in early, which was eye opening for the Registrar's Office. The goals of this event are to increase adoption compliance, increase awareness about textbook legislation, and to be viewed as a resource for faculty and students. He said they have partnered with Affordable Learning Solutions, the Registrar's Office, publishers, and more. Chelsea Lopez is new to the team and adoptions are already up. New products were discussed.

**VIII. EXECUTIVE DIRECTOR'S REPORT** – Buckley reported that the Dining Director position should be opening within the week. He said the University has been discussing with students the proposed fee increase. He said students are concerned about the fee increase and discussions have gone in different ways, so he is glad he

was there to answer their questions. Buckley said last Friday he went to the Executive Committee of the Academic Senate in order to explain that the AS has multiple reserves, with a surplus of \$22-25 million, and that there's not just a lump sum of money the AS has access too. He explained the differences of these reserves. Buckley said he believed this meeting went well, and the discussion of what to do with the reserves should be over. He explained that we don't want to have to go to the students in five years with a fee increase and accusations of mismanagement.

- IX. **VP APPOINTEE'S REPORT** – Aguirre reported that the BMUC has until after Spring Break to review the Facility Master Plan and that it will be voted on at the next BMUC meeting. He said a long discussion about the fee increase was held regarding how to best get information out to the students. He said a pamphlet will be provided to students which will help give them a better understanding of the issues.
- X. **CHAIR'S REPORT** – Rogers said a lot of his time has also been spent discussing fee increases, the alternative consultation processes, and sitting on forums. He said he also sits on the Campus Fee Advisory Committee (CFAC), which is rushing to finish a voter pamphlet that weighs the pros and cons objectively, and is working on ways to provide information on alternative consultation processes to students. Buckley pointed out that the results from the election go to CFAC first and then CFAC makes a recommendation to the President.
- XI. **ANNOUNCEMENTS** – None.
- XII. **PUBLIC OPINION** – Limited to three minutes per speaker, five minutes for entire topic – None.
- XIII. **ADJOURNMENT** – The Chair, Rogers, adjourned the meeting at 2:46 p.m.