

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

Monday, January 27, 2020

9 a.m.

BMU 205

Members Present: Chris Taverrite, Stacie Corona, Michelle Korte, Austin Lopic, Megan Odom, Alex Smith

Members Absent: Dan Herbert, Mattea Bertain (excused)

Others present: Jamie Clyde, Sarah Fenton, (recording), Susan Jennings, Tom Rider, Lauren Lathrop, Steve Novo, Nicole Loiseau, Katie Peterson, Thang Ho

- I. **CALL TO ORDER** – The Chair, Taverrite, called the meeting to order at 9:01 a.m.
- II. **AGENDA** – **Motion to approve the 1/27/20 agenda (Odom/Smith) 5-0-1 MSC.**
- III. **APPROVAL OF MINUTES** – Minutes of the 11/18/19 regular meeting. **Motion to approve the minutes of the 11/18/19 regular meeting, as presented (Smith/Corona) 5-0-1 MSC.**
- IV. **ANNOUNCEMENTS** – Smith will be moving to BMUC and Nicole Loiseau will be joining ASBC after this week.
- V. **BUSINESS**
 - A. **Information Item: 10/31/19 and 11/30/19 Dining Services Financials** – Rider reviewed the financials with the committee, noting where we are with income, operating expenses and year-end totals for all Dining Services areas. He expressed concern with Marketplace inventory numbers since they were unable to account for \$4,000 worth of items. He said because of this, there is a new inventory process being set into place and that theft is a large reason for these losses. Rider said Common Grounds has a higher waste percentage than he would like. He has utilized a secret shopper for feedback on how they are served and approached.
 - B. **Information Item: 10/31/19 and 11/30/19 AS Wildcat Store Financials** – Jennings shared the Wildcat Store Financials for October of 2019. The one year extended contract with Follett is up in June of this year. She then shared the Wildcat Store Financials for November of 2019.
 - C. **Information Item: 11/30/19 and 12/31/19 Follett Wildcat Store Financials** – Lathrop reviewed each category with the committee, explaining that it has been slow in the textbook world. General merchandise was up about 58% due to the comparison of last year when the Camp Fire was going on. They expect a larger spring rush than they did in the fall. Corona inquired about the health and beauty area and Lathrop said they might be minimizing health and beauty because it hasn't progressed much.
- VI. **DINING SERVICES DIRECTOR'S REPORT** – Rider said he spoke recently with Susan Wilkie from Webb Food Service Design who has been a Dining Services consultant in the past. She is going to help navigate some of the questions we have regarding businesses and changes, etc. They are starting through Enrollment, a building demand by day and hour to see where everyone is. He said Wilkie is aware of our Master Plan and will make sure we are focused on that. In addition, she wants Rider to be conscious of Butte Hall being shut down in three years, and how we're going to address that. They will be looking at the current distribution of people on campus and again when the changes come through, hopefully by the end of the semester. Rider said regarding the labor issue in the Marketplace, that during week one of the spring semester that there was a 10% reduction in student shifts. This week another 5% reduction is happening. Marketplace staff are being asked what a 25% reduction of student staff would look like and what they would have to change to make this doable with less people. Rider said at AOA he spoke with folks from Habit Burger and they're interested in having a conversation. On the way home from the airport, he stopped at their Yuba City restaurant. He said they have a very nice model, which he is planning on using. Rider said they have a \$3.55 base cheeseburger that you can add on to for additional cost. He has asked his team to show him what a \$4 hamburger, with a buildable menu, would look like. He is looking to build a new menu that has base prices and add-on prices with hopes to roll this out after spring break. This would give students something that is inexpensive and something that they have asked for. He said it's also possible this could reduce the number of people working and build

on efficiencies. Rider said career staff vacancies have been filled which means students can be trained properly. Coffee offerings have been changed and three of the four were kept. The Ozzi machine has arrived and IT has signed off on the accessibility piece. Rider said 419 vouchers were delivered to the Wildcat Food Pantry for the 'Swipe Against Hunger' campaign that was held last semester. Rider shared that 24 students called out of work at Sutter on Sunday and career staff had to help pick up the slack, which is an issue. Corona said it's great that non-students can use their debit card at Sutter Dining to eat.

- VII. CHICO STATE WILDCAT STORE DIRECTOR'S REPORT** – Lathrop shared that the customer appreciation event on December 6 was not what they were anticipating. A lack of pre-orders was a big chunk of the loss. Advertising in Chico News and Review didn't seem to return profit. She shared photos of the basket winners. She shared some numbers on textbook sales, which were down. They are selling affordable solutions for students, which she said, is important. The number of places that students are now able to purchase books is a factor in sale reduction at the bookstore. Novo shared that only being down 2% in textbook sales for the month of January is a good improvement.
- VIII. EXECUTIVE DIRECTOR'S REPORT** – Clyde reported that the Associated Students had an All Staff meeting on January 6 which was great. A full SWOT analysis was done and everyone looked at the AS values. She asked everyone in the organization to complete surveys for feedback prior to the meeting and she will report the findings after consolidating all of the information. Clyde said the directors went on a retreat together. She noted that during the break we lost Kate Harris, who was the Wildcat Leadership Institute Coordinator. This area has struggled in the past and she's working with Sharleen Krater to keep the certificate programs minimal to easily manage them in the meantime. She said that Anna Paladini moved from Marketing and PR Coordinator to Marketing Manager and will be supervising a graphics coordinator. Some of ASBC funding is supporting this position. Rider shared that Paladini also hired two students that will be dedicated Dining advertising students. It was discussed that centralized marketing, operations, and programming are ideal for the AS. The goal is to have students be housed in the programs as marketing students but be supervised by Paladini for guidance. Clyde said when there is a vacancy in a career staff position, the position will be evaluated to see if it is still meeting the intended needs. Custodial was recently looked at to see if it makes financial sense to use our own staff, and the findings showed that it saves us about \$50,000 by using our own custodial, benefits included. She explained that the Facilities Manager position at the WREC would be eliminated. Curtis Sicheneder will be physically moving here to the BMU. Vic Trujillo and Jason Wright will be moving to the WREC and will be overseeing the building facilities for both the WREC and the BMU. Teresa Clements' position will be altered to take on more of the WREC duties. Clyde said this improved four current jobs, and eliminated one. Clyde said Ann Sherman has decided to make a project of looking at the Follett contract. Clyde said they met with the construction crew of the Wellness Center downstairs and the fire marshal is the bottleneck of the project. Instead of being done this summer, it's looking more like this fall. Clyde said final approval for the security cameras both inside and outside of the BMU was achieved and discussion was held.
- IX. VP APPOINTEE'S REPORT** – Lopic reported information from the first Bell Memorial Union Committee meeting of the spring semester that took place last week.
- X. CHAIR'S REPORT** – Taverite said there is a Government Affairs Open House this Wednesday, January 29 from 4 – 6 p.m. in BMU 220.
- XI. ANNOUNCEMENTS** – None.
- XII. PUBLIC OPINION** – Limited to three minutes per speaker, five minutes for entire topic – Peterson shared that AS Election Intent to File packets are available starting this Wednesday, January 29. She said the photo exhibit on the second floor was created by students who sat on AS councils and committees during the fall 2019 semester.
- XIII. ADJOURNMENT** – The Chair, Taverite, adjourned the meeting at 10:08 a.m.