

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

Monday, October 23, 2017

2 p.m.

BMU 205

Members Present: Taylor Rogers, Megan Odom, Dan Herbert, Stacie Corona, Michelle Korte, Roman Aguirre, Ethan Dilley

Members Absent: Isaiah Thurman

Others present: David Buckley, Vikram Badri (recording), Jamie Clyde, Susan Jennings, Karen Bang, Sarah Foisy, Alex Grant, Thang Ho

- I. **CALL TO ORDER** – The Vice Chair, Corona, called the meeting to order at 2:03 p.m.
- II. **AGENDA** – No changes
- III. **APPROVAL OF MINUTES** – Corona requested that the minutes of 10/9/17 be corrected to show a vote count of 6-0-0 MSC for approval of the agenda, the 9/25/17 minutes and Action Item V. A. **Motion to approve the 10/9/17 minutes, as revised (Herbert/Aguirre) 5-0-1 MSC.**
- IV. **ANNOUNCEMENTS** – None
- V. **BUSINESS**
 - A. Action Item: Approval of revisions to Associated Students Corporate Codes – Associated Students Businesses Committee Code – Corona questioned if item VI. A. 2. d. should be, “Faculty **or University staff** member selected jointly by the Executives and the University President. Buckley agreed that **University staff** should be included. **Motion to approve revisions to the Associated Students Corporate Codes - Associated Students Businesses Committee Code, as revised (Odom/Aguirre) 5-0-1 MSC.**
 - B. Information Item: NACUFS review – Clyde gave a presentation on NACUFS based on 2015/16 results. She said two major surveys are conducted throughout the year; the Customer Service Survey and the Operational Benchmark Survey, which shows how we compare to other universities based on many factors such as schools that are in the ballpark of our dollar amount in terms of revenue, etc. She started with a breakdown of total operations into Revenue, Labor Costs, Food and Beverage Costs, Total Prime Costs and the Cost of Goods Sold from Convenience stores (Rogers joined the meeting at 2:17 p.m. and took over as Chair). She said our operation has a higher percentage of revenue from cash/credit card sales and lower percentage from declining balance than other institutions. For review of the NACUFS Operating Performance Benchmarking Survey, Buckley said that it would be sufficient just to compare our numbers with institutions in our region, and not all respondents. It was noted that the Cost of Goods Sold from Convenience Stores (food and non-food) is higher than all other institutions. Clyde said the Board Operations income statement is showing results for before changes were made this year and is expected to be different this year. She said compared to other universities, our board plan is in the middle. Retail operations numbers exclude convenience stores, vending and catering. The most significant part of this is the uncontrollable costs, but if not for that, we are doing well in this compared to other institutions. Board plan revenue and debit money sales were discussed and Clyde confirmed that the debit money sale is like the flex dollar. Clyde concluded with some productivity information for board operations, retail operations and convenience store performance.
 - C. Information Item: Pouring Rights RFP – Clyde said three proposals were received and this information will be passed on to the Pouring Rights RFP Committee for their review. She said she'd be setting up a meeting on Friday with this committee to begin review of these documents. Clyde said there would be a one-hour meeting between each beverage provider and the committee on Monday, Tuesday and Wednesday of next week. Thirty-minute public presentations will then be held. Clyde said she will break down the proposals to make it easier for the committee to quickly review the proposals such as what funds, marketing dollars, cost/unit, and intangible customer services are provided. She said that by next Friday they should have a decision to present to the Board. Rogers asked if the proposals included both

with and without water and Clyde said the RFP went out for four possibilities: with and without water, and with and without vending.

- VI. DINING SERVICES DIRECTOR'S REPORT** – Clyde reported that customer surveys will be conducted for the Dining operations starting this Friday which will run for a month and will cover everything in general like the food quality, service, facilities and a lot of other factors from a customer service perspective. This survey will be conducted using iPads. She also added that this survey would be very detailed and would help them to better understand how they fare against others in the region, what they are lacking or what products can be added, etc. Clyde also stated that they have been extremely busy for the last three weeks catering at many events. Clyde also shared the results of having a Starbucks truck on campus a couple of weeks back and she said that it was very successful and they looked into getting a Starbucks franchise for the campus. However, upon receiving further information about their terms and costs, they concluded that it would not be feasible at this point in time and that they may reconsider this after two years.
- VII. CHICO STATE WILDCAT STORE DIRECTOR'S REPORT** – Foisy presented briefly about the sales comparison for the past three years and stated that there was a decline in sales as compared to the last year. They are looking into what additional products they can offer such as gift items that would be popular on campus and have placed a PO for the same. Regarding Chico Preview, Foisy said there was a 12% increase in attendance, 9.7% increase in clothing and 11.2% decrease in gifts. She noted 386 emails were collected with the plinko game. Foisy reviewed current promotions and upcoming events. She added that they do a survey, instructions of which are presented at the bottom of all customer receipts. Apart from this, she also stated that there would be a campus announcement going out to both students and faculty/staff about a more detailed survey in general about the bookstore.
- VIII. EXECUTIVE DIRECTOR'S REPORT** – Buckley shared that the Board of Directors approved an equal split between the AS and employees for 2018 health benefits costs. He also stated that they were looking into modifying the post-retirement health plan as it holds a current liability of \$1.2 million and they are looking into ways for reducing this. Buckley said they are also looking for ways to change their way of payment for CalPERS to reduce the liability, which is currently at \$1.8 million. Buckley explained the challenges of recruitments that they are currently facing and that he would discuss with HR to see how they can tackle this. He noted it mainly comes down to salary expectations. He said that in previous years it wasn't as hard as it is now to recruit AS staff, but now the salary expectation seems to be approximately 30% higher than what is being currently offered.
- IX. VP APPOINTEE'S REPORT** – Aguirre reported that after last week's BMUC meeting, the committee was taken on a tour of the BMU. He said Conference Services provided a presentation about the number of users and number of meetings/events held in the BMU.
- X. CHAIR'S REPORT** – Rogers said that he is looking forward to the Pouring Rights RFP meetings and reviewing the beverage proposals. He said that by next week they should finalize who the beverage provider will be for the next five years.
- XI. ANNOUNCEMENTS** – Odom said the Career and Internship Job Fair would be held in the BMU next Wednesday from 1-4 p.m.
- XII. PUBLIC OPINION** – None
- XIII. ADJOURNMENT** – The Chair, Rogers, adjourned the meeting at 3:12 p.m.