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

Wednesday, November 5, 2014  8 a.m.  BMU 205

Members Present:  Nicole Lung, Amelia Lowry, Michael Wood, Kyler Newton, Stacie Corona, Pedro Douglas, Megan Odom

Members Absent:  Michelle Korte

Others present:  David Buckley, Mary Cox (recording), George Rankin, Susan Jennings, and Thang Ho

I.  CALL TO ORDER – The Chair, Lung, called the meeting to order at 8:00 a.m.

II.  AGENDA – No changes

III.  APPROVAL OF MINUTES – Minutes of the regular meeting of 10/22/14. Motion to approve the minutes of the regular meeting of 10/22/14, as presented (Wood/Lowry). 6/0/1 MSC.

IV.  ANNOUNCEMENTS – None

V.  PUBLIC OPINION – Limited to items on the agenda – None

VI.  OPINIONS – None

VII.  BUSINESS

A.  Information Item: Spring Commencement and AS Catering – Lung reported that she spoke with Lori Hoffman regarding commencement and why AS Catering hasn’t been more involved. Lung asked for feedback and input from the committee about AS Catering’s involvement. Discussion was held, and it was the consensus of the committee that AS Catering be more involved. Rankin stated he will follow-up on this and will keep the committee up-to-date.

B.  Information Item: 9/30/14 Dining Services Financials – Rankin shared a PowerPoint presentation of the Dining Services financials for September 2014. He reported that retail had an exceptional month with $44,000 of Pepsi funds posting, plus a $90,000 increase in sales. Creekside was down in sales; Rankin believes this was due to some cannibalization from Common Grounds but also because of the downed bridge and diverted traffic. Residence Dining also performed well serving 69,836 meals at a plate cost of $2.04 while maintaining quality targets. Sutter served 4,138 meals more than the same period last year. Sutter Café also served 2,680 more meals than the previous year. Marketplace YTD operating income was 11.58% more than budgeted; Common Grounds was 22.64% better than budgeted; Butte and Holt continued to grow; and Catering continued to perform well. Payroll was down, but Rankin reported that now that retail is fully staffed, they need to be careful with labor. Discussion was held.

C.  Information Item: 9/30/14 Chico State Wildcat Store Financials – Foisy reported that this month’s visibility report wasn’t posted yet. Jennings shared financials for September as it related to the Associated Students as they finalize sales, credits, etc. on the books.

D.  Information Item: Review of Investments. Local Agency Investment Fund – Quarter ending 9/30/14 – Jennings shared information regarding the Local Agency Investment Fund for the first quarter of 2014/2015.

VIII.  DINING SERVICES DIRECTOR’S REPORT – Rankin reported that Tapingo orders have been growing with 648 registrations and 921 orders in September. He reported that the NACUFS customer satisfaction survey was implemented, which benchmarks AS Dining Services against similar universities in size, etc. He reported that all positions in the Marketplace have been filled, and he reported that Sutter now has only one unfilled position. Rankin reported that Common Grounds will extend their hours for finals week. He also reported that they are working on delivery service to the library during finals week with orders placed through Tapingo.
IX. CHICO STATE WILDCAT STORE DIRECTOR’S REPORT – Foisy reported that they have a couple of upcoming promotions. They will have Wildcat Wednesday on November 12. She reported that they want to pilot it first before it is fully implemented. There is also a tentative flash sale scheduled for November 18. Foisy reported that they are moving forward with Customer Appreciation Day on December 5 and they are looking into doing a community event on December 13. She reported that they also contacted the Downtown Chico Business Association (DCBA) to get involved in the downtown Holiday Preview, but they were denied as it is strictly for the downtown businesses. Foisy reported that they are partnering with Housing to implement “Books on Beds”, which will be marketed to freshmen during Choose Chico Day as well as throughout Summer Orientation. The program allows students to pre-order books, and then the books will be waiting for them in their dorm when they move in. Discussion was held.

X. EXECUTIVE DIRECTOR’S REPORT – Buckley reported that they are still in the phase of looking at new financial and time-keeping software. He also reported that he and Jennings worked on comparing Wildcat Store sales from last year to this year and he will have the report at the next meeting.

XI. VP APPOINTEE’S REPORT – Lowry reported that the WREC and BMU are in good financial standing. She reported that the second floor renovation is almost complete. Lowry reported that at BMUC they suggested that the Wildcat Store scholarship be renewable. She also reported that Buckley suggested that the AS purchase a photo booth. (Odom excused herself from the meeting at 8:30 a.m.)

XII. CHAIR’S REPORT – Lung reported that last week she and Rankin met with Au Bon Pain to look into possibly franchising them in the Marketplace. Rankin stated that Au Bon Pain is very similar to Panera and that they are a very strong brand on the east coast. He stated that at this point they are just having conversations, and it is not something that would be implemented right away. Rankin will let the committee know when Au Bon Pain will be on campus for a demo and presentation. Buckley interjected that the Marketplace is not a model that can be sustainable and continue to make money, so they need to look at models that can better serve the students and be more sustainable.

XIII. ANNOUNCEMENTS – Buckley announced that the Career Fair is today until 2 p.m. Lung announced that tomorrow night is Multicultural Night in the BMU and it will be a great event. Buckley also announced that Lung and a couple of other officers will be going to a leadership conference in Fort Worth in December for further leadership development.

XIV. PUBLIC OPINION – It was Ho’s opinion that local elementary schools have weekly college days and maybe the AS and Chico State should reach out to the local schools to get more involved.

XV. OPINION – None

XVI. ADJOURNMENT – The Chair, Lung, adjourned the meeting at 8:48 a.m.