



**CESAR CHAVEZ  
STUDENT CENTER**  
San Francisco State University

1650 Holloway Avenue • San Francisco, CA 94132 • Office (415) 338-1044 • FAX (415) 338-1738

**STUDENT CENTER GOVERNING BOARD**  
**May 6<sup>th</sup>, 2010**

The Student Center Governing Board at San Francisco State University held a **meeting on Thursday May 6<sup>th</sup>, 2010, 9:30 a.m. in the Delmy Rodriguez Conference Room.**

<u>Members Present</u>		<u>Members Absent</u>
Derek Aitken	Paloma Dudum-Maya	Robert Silva (UN A) Don Scoble (UN A)
Raul Amaya	Joseph Greenwell	
Kit Bomar	Chris Gillespie	
Sam Brown	Jackie Mendez	
Linda Buckley	Travis Northup	
Ryan Calkins	Rebecca Toporek	
Tyler Cornfield		
Guy Dalpe		

<u>Support Staff/Consultants/Presenters</u>	<u>Guests</u>
Edina Bajraktarevic Jeannette Peralta	Marco Ballesteros Karina Magana
Neha Shah	Karimbir Chima

Minutes Prepared By: S. Bolton

**i. The meeting was called to order by Cornfield at 9:44 a.m.**

Changes to the agenda for the meeting of May 6<sup>th</sup>, 2010.

- Move Item III. La Raza Student Organization Waiver Request – Noche de la Familia Sp '09 Charges to Item V.
- Move Item VII. Publicity Department Strategic Vision to Item III.

**ii. The agenda for the meeting of May 6<sup>th</sup>, 2010.**

**Motion to approve the agenda of May 6<sup>th</sup>, 2010 with changes.  
Moved by Northup. Seconded by Aitken.  
Motion passed.**

*Gillespie in at 9:46 a.m.*

*Brown in at 9:48 a.m.*

**iii. The minutes from the meeting of March 11<sup>th</sup>, 2010.**

**Motion to approve minutes of March 11<sup>th</sup>, 2010.**

**Moved by Northup. Seconded by Gillespie.**

**Motion passed.**

**iv. The minutes from the meeting of April 8<sup>th</sup>, 2010.**

**Motion to approve minutes of April 8<sup>th</sup>, 2010.**

**Moved by Northup. Seconded by Gillespie.**

**Motion passed.**

*Greenwell in at 9:51a.m.*

*Dudum-Maya in at 9:56 a.m.*

**v. Public Comment - None**

**I. Chairs Report**

1. Associated Students Appointments

**Northup** indicated that the appointments for the Student Center Board would not be approved until Associated Student's board meeting on May 26, 2010.

**Dalpe** informed members that according to the CCSC bylaws the decision of whether the current ASI appointees remain seated rests with the Board. The process would require a motion from a Student Center board member.

2. Conflict of Interest Forms

**Dalpe** stated that Board members received Conflict of Interest forms and underlying policy. He requested each member to sign and return the form prior to the end of the meeting.

3. Meeting with President Corrigan

**Cornfield** indicated that he felt the meeting went well and that it was productive.

**Dalpe** mentioned that the meeting with the University President was successful and thanked all the board members that attended.

4. Recreation & Wellness Project Update

**Cornfield** indicated that the three entities had met for a full day session with Dean Kenneth Monteiro facilitating. He noted that group would be meeting again within the next few weeks and that so far the process has been a learning experience.

## 5. Governing Board Library Proposal

**Gillespie** proposed having a bookshelf in the Governing Board office with the intention of creating a program that would allow graduating board members to donate books.

**Toporek** asked what type of books would be apart of the library.

**Gillespie** indicated that any book a graduate felt would enrich the library.

**Motion to send the proposal of a Governing Board Library to the Executive Committee. Moved by Brown. Seconded by Toporek. Motion passed.**

## II. Committee Membership- Audit, Community Relations (A)

**Bomar** mentioned that he received a request from **Tyler Morello**, a SFSU student seeking to join the Audit Committee.

**Morello** expressed his gratitude for being given an opportunity to work with the Student Center Board and the Audit Committee from which he sought to gain experience from. He indicated that he was a senior and Corporate Finance major with a long-term goal of becoming a government auditor.

**Northup** recommended also adding Parul Gujral to the Community Relations Committee.

**Motion to approve Tyler Morello and Parul Gujral to respective committees. Moved by Northup. Seconded by Mendez. Motion passed.**

## III. Publicity Department Strategic Vision (I)

**Mendez** stated that before Mary Keller retired she recommended expanding the Publicity Department as it had grown to include more duties over the years. The Human Resources Committee has been working diligently to create a process that would include two new positions that would allow for the Publicity Department to have a marketing component. The two positions would be phased-in, to minimize the impact on the budget and does not include an already budgeted student position. The proposed new positions would include a Marketing Student Manager and a full time position that would oversee the entire Publicity Department. The current publicity structure has a copywriter position that has been renamed Media Relations Assistant and is in the process of being filled.

**Dalpe** mentioned that at committee level there was a solid amount of discussion of the monetary impact of these positions on the 2010-2011 budget and beyond, and that Board members should remain aware of the fact that currently staff in the Student Center are having their wages negatively impacted by furloughs.

#### IV. First Reading of the 2010/2011 Budget (A)

**Bajraktarevic** reported that the first reading of the 2010/2011 was a summary of the overall budget. The Student Center's budget is known as a bottom-up budget, which means that the budget is built collectively from the CCSC's 17 departments. Once, the departments have prepared budgets, the information is compiled to create a budget for the entire organization. **Bajraktarevic** mentioned that there were some considerations that were taken into account; she divided them into external and internal components. Externally, the state of the economy has taught the Student Center to plan with the most recent economic information available. Another external factor is the student enrollment decrease, which even though the Student Center has taken a proactive approach to, will still account for an expected \$295,000 decrease in student fees. Summer student fees have also been cut from \$34 to \$3 per student.

**Northup** asked why were the summer student fees were reduced.

**Greenwell** explained that the summer programs money would be decreased to support the College of Extended Learning.

**Bomar** indicated that the summer session has been state supported but the program shifting to the College of Extended Learning, fees have to be reduced since the services provided are not the same.

**Aitken** emphasized that the alternative would be not having a summer session.

*Amaya in at 10:21 a.m*

**Bajraktarevic** indicated that interest income has slowly recovered and the CCSC has not seen the huge loss factor like in the previous year. She added the some of the internal factors taken into account included changes to organization which would allow for better participation of staff and help monitor the CCSC's spending. The CCSC's strategic direction would be very important when analyzing the second largest revenue source, building operators. Expansion in programming was a big factor in budgeting process because of the different components such as the ROMC library and its expanding scope, publicity and it's 3 phase plan to expand its services and with more people retiring this line item continues to become a significant part of our benefits expenses component. **Bajraktarevic** reported that operationally the organizational chart had not been changed from the last organization chart the board had approved. Instead, for the budgeting process/ monthly financial reconciliation process there have been improvements to the Student Center's accounts. For each of the Student Center's three divisions, the Student Center has implemented a system that tracks all Professional staff dollars as well as the administrative-support needed to run that division. This system provides consistency and continuity, which over time will provide the CCSC with data about areas that are developing. **Bajrakarevic** reported that the cash flow and operating projections (Schedule 1) follows the Chancellor's format, which includes the actuals of 2008/ 2009, the current year, budgeted year and one year out for the revenue fund and the campus operations. She noted that in 2008/2009 the student center ended better than anticipated and in the current year the Student Center continues to maintain a healthy balance but in the upcoming year the Student Center will have a decrease in student fees of almost \$300,000. This decrease will affect the amount requested from the Chancellor's Office.

**Bajraktarevic** reported that the Student Center is still recovering from the losses from the investment income. The Student Center continues to be frugal with spending but continues to spend more than it brings in income. This trend continues until 2015/2016, when it is project that the Student Center will begin to see a positive net from operations. She noted that having healthy reserves and paying off the bond on the Chancellor's side can be difficult to balance as an organization, however having a negative net, though not favorable, is still allowable and the Student Center is still within the Chancellors office guidelines of what is considered a healthy operation. **Bajraktarevic** reviewed a slide that demonstrated the historical trend of the Student Center's Operating Revenues. She expressed that the General Operations remained consistent and does not anticipate much shift in the dollars in the next year with the hope that all of the commercial space available will be occupied and thus the Student Center would be able to collect more revenue from the spaces that are currently in transition. **Bajraktarevic** discussed the top five expenses that had the highest change in the current year. She noted that the publicity department was hoping to expand by bringing in another student manager. This person would oversee the media relations' assistant as well as hire an unpaid intern. The financial impact would be of \$10,000 for the 2010/2011 budget, as that person would only work for the second half of the fiscal year. In the 10 year projection, she explained that the revenue fund would peak next and then start to go down as the Student Center continues to request more dollars to operate. On the campus side, the expenses increase faster than the Student Center is able to increase their revenues, making the CCSC more reliant on student fees. By the fiscal year 2017/2018, the projection indicated that Student Center would require a fee increase. She noted that this projection shows that the Student Center should be able to exceed its commitment of not requesting a fee increase for a ten-year period when it received its last increase in 2004.

**Aitken** informed the group that he volunteered to bring the 2015/2016- 2017/2018 fiscal crisis to the Executive Committee in hopes of beginning board members to strategize how can increase the financial viability of the CCSC past 2015/2016. He noted that this is a critical component in the development of the proposed strategic plan

**Motion to approve the 1<sup>st</sup> reading of the 2010/2011 budget for the Student Center.  
Moved by Northup. Seconded by Toporek.  
Motion passed with 1 abstention.**

#### **V. La Raza Student Organization Waiver Request- Noche de la Familia Sp 2009 (A)**

**Magana** indicated that La Raza's Noche de la Familia was in full compliance of the Student Center's mission statement. She mentioned that the event honors Latinas/os and has continually been hosted at the Student Center for over 30 years. She mentioned that La Raza Student organization has taken proactive steps by working with the Student Center in order to establish communications between the organizations and possibly even helping create a policy that would end the yearly request for a waiver.

**Dalpe** clarified that the objective of the presentation is to have waived last year's invoiced amount. La Raza would be coming back to work with the board to workout a solution for this current year's invoice.

**Calkins** asked how much did La Raza fundraise this year.

**Magana** responded that La Raza did not fundraise to reach a quota but rather fundraised as much as possible and then used that money to plan out a graduation around those funds. **Dalpe** recognized both Magana and Salazar for working on the Cesar Chavez event hosted by the Student Center.

**Brown** indicated that La Raza had presented and would like to get to the motion at hand.

**Magana** indicated this current year's fees were significantly different from previous year, though the organization had less hours in the building. In order to prevent those fees from occurring again, the organization is serving dinner two hours earlier, at 5pm and ending the reception part of their graduation at 9 p.m. instead of 11 p.m.

**Bomar** asked if the someone in the organization had assessed the charges with a manager, to review what had changed from the previous year.

**Magana** stated that the organization had just received the invoice this semester but that his recommendation would be something they would look into for the current year's charges.

**Motion to waive the charges for Noche de la Familia 2009 for \$3304.00**

**Moved by Mendez. Seconded by Brown.**

**2 Nyes. 1 Abstention.**

**Motion passed.**

## **VI. RFP Development- Recreation and Dining Level Vendor Space (A)**

**Gillespie** informed the board that after much consideration the Vendor Services Committee had recommended a deli sandwich type of business for the current location on the Recreation and Dining Level.

**Shah** indicated that after the committee reviewed the survey results, the trend for healthier food was a popular choice. The committee felt that a deli style menu was a part of healthy food category.

**Northup** expressed his concern for the many deli establishments already existing on campus.

**Dalpe** mentioned that not having a deli style menu would encourage students to travel elsewhere to suit their needs. He noted that not having a deli could potentially have a negative impact for the Student Center and the vendors in the building.

**Toporek** clarified that sandwiches are not always considered healthy food and asked if there were any other options that were looked into before settling on deli menu.

**Gillespie** stated that the vendor service would like to move in the direction of the deli type of cuisine because the location was already operating as a deli.

**Amaya** asked what was the current balance of vendor currently operating in the location.

**Shah** indicated that balance owed to Student Center was around \$80,000.

**Motion to approve the Vendor Services recommendation for a Deli-type of RFP.  
Moved by Gillespie. Seconded by Northup.  
Motion passed.**

## **VII. LCL Restroom Renovation – Contractor Bids (A)**

**Dalpe** reported that there are a number of requirements that contractors who are bidding for the project bidding have to meet. He mentioned that there was a grievance filled in relation to the requirement for bidders to recognize their subcontractor with a state recognized license. The grievance will not affect the low bid for the men’s room but may effect who is recognized as the low bidder for the women’s restroom.

**Bomar** asked if the Student Center had worked with ABG Group or CF Contracting in the past.

**Dalpe** indicated that the Student Center had not worked with either group, however, ABG Group previously worked on campus for a small project. It was mentioned the company could be difficult to work with.

**Motion to approve the contracting bidders ABG and CF group for Lower Conference Restrooms.**

**Moved by Dudum-Maya. Seconded by Aitken.**

**Motion passed.**

**Motion to include the gender-neutral restroom and footbaths.**

**Moved by Aitken. Seconded by Dudum-Maya.**

**Motion passed.**

## **VIII. Associated Students Update (I)**

**Northup** reported that the new Associated Student Board configured a list of objectives for the upcoming year.

## **IX. Vendor Operations – Compliance (I)**

*Buckley out at 11:55 a.m.*

### **Vendor Operations (I)**

#### **i.) Compliance**

**Gillespie** indicated that the following numbers are the outstanding balances of the Student Center Vendors and do not include the debt on promissory notes: Asia Express, \$38,686.73; Carmelina La Petite, \$15,027.40; Jessie’s Hot House, \$6,090.17; New York Minute 52,104.97; Bookstore, \$50,381.69; Pizza and Pasta, \$30,161.41; Taqueria Girasol, \$51,423.97; Pasta Station, \$11.05.

## **X. Closed Session- Leases**

*Entered Closed Session at 11:54 a.m.*

*Exited Closed session at 12:04 p.m.*

## **XI. Committee Reports**

### **1. Rules**

**Northup** stated that the rules committee recommended the adoption of the Donor Bill. The committee believed it would build confidence with future donors. He reported that the next item in the rules agenda would be Event Charges.

### **2. Audit- No Report**

### **3. Community Relations**

- Malcolm X Annual Celebration

**Northup** reported that the Malcolm X celebration was taking place during the board meeting, however, there would be a panel discussion later in the day that board members were welcome to participate.

- Finals – Activity Outreach

**Northup** indicated that for finals week, there would be giveaways from 9 a.m.-5 p.m on Tuesday, Wednesday and Thursday.

- Review of Annual Event Calendar

**Northup** informed the board that the review of the Annual Event calendar was currently being discussed at committee level, and a ballot vote from the student population for the events they would like to celebrate was an idea that was being considered.

*Mendez out at 12:04 p.m.*

*Toporek out at 12:15 p.m.*

### **4. Human Resources**

- Previously Discussed

### **5. Vendor Services – Previously Discussed**

### **6. Finance**

- Annual Report

**Brown** indicated that the first Student Center annual report was currently being composed, which when finished, would create transparency between the Student Center and future donors.

- Investment Policy

**Brown** informed the board that the Finance committee would be a presentation on building a social responsible portfolio and welcomed the board to attend on Tuesday, May 11, at 11 a.m.

**7. Master Plan-**

**Dudum-Maya** reported that the Master plan committee decided on rectangular plaques that would be attached directly to the building. The plaques would continue to be 24 x 36.

**8. Executive**

- Strategic Plan- Previously Discussed
- BOLD

Northup informed board members that he was currently working with Aimee Barnes on the Board Organization Leadership Development program (BOLD). He noted that the Associated Students has a leadership training program offered to AS board member and he encouraged the Student Center to participate in a similar program.

**9. LEAD Advisory Committee**

- **Lead Leadership Awards**

**Calkins** informed the board that he attended LEAD’s Leadership awards, which gave an award to Mendez for exhibiting Leadership with the Native American Mural Project.

**XIV. Announcements - None**

**XV. Adjournment**

The meeting was adjourned at 12:19 p.m.

Respectfully Submitted,

---

Guy Dalpe, Executive Secretary

Date