



**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 5<sup>th</sup>, 2011

The Student Center Governing Board at San Francisco State University held a meeting on May 5<sup>th</sup>, 2011, 9:30 a.m. in the Delmy Rodriguez Conference Room.

<u>Members Present</u>		<u>Members Absent</u>	
Travis Northup	Guy Dalpe		
Andrew Gutierrez III	Helen Goldsmith		
Sean Smith	Vincent Lam		
Kit Bomar	Elizabeth Ramos		
Don Scoble	Derek Aitken		
Joseph Greenwell	Ryan Sherman		
Cynthia Ashton	Sam Brown		
<u>Support Staff/Consultants/Presenters</u>		<u>Guests</u>	
E. Bajraktarevic	L. Corpus	Franko Ali	Channing De Groff
A. De La O	Paloma Dudum- Maya	Samantha Hoyle	

Minutes Prepared By: S. Bolton

- i. **The meeting was called to order by Northup at 9:35 a.m.**

Changes to the Agenda

- a. Move Agenda Item VI. Mural Plaques Second Reading up to become Agenda item II. All subsequent agenda items to follow changes.
- b. Change agenda item VIII to read: "West Plaza Alcove C RFP"
- ii. **The agenda for the meeting of May 5<sup>th</sup>, 2011. Approved as amended.**

Changes to the Minutes

- a. Remove duplicate Sean Smith and Sam Brown in attendance.
- iii. **The minutes from the meeting of April 7<sup>th</sup>, 2011. Approved as amended.**
- iv. **Public Comment- None**
- I. **Chair's Report**
  - i. **Special Board Meeting in May**

Northup indicated that a second Board meeting would be necessary due to the pending second reading of the 2011-2012 Student Center Budget.

Dalpe indicated that the meeting would be held on May 26, 2011, at 9:30 a.m.

**i. April 29, Late Night Event Report**

Northup mentioned that on April 29, the Student Center hosted a late night event, with 300 people in attendance. He noted that the number in attendance was slightly lower than anticipated and he mentioned that there were a number of factors such as weather and the upcoming finals schedule, which may have contributed to the lower turnout.

**ii. BOLD Scheduling**

Northup indicated that the BOLD meeting of May would be postponed to observe finals week. He pointed out that BOLD sessions would resume for the summer, beginning in June.

**iii. 24 Hour Schedule for Finals**

Northup announced that the Student Center would be open for 24 hours for a week, starting Wednesday, May 11<sup>th</sup> through Wednesday, May 18<sup>th</sup>. He mentioned that he would like to thank staff for the time and work put into bringing this event to Student Center which is fully supported by students and the University.

Dalpe indicated that staff had outreached to campus partners in order to bring additional services to Student Center including meditation and massage sessions, extended hours for the computer lab and various vendors, as well as CARE services, which would escort students during the late-night event programming.

Lam inquired if a schedule of the hours would be sent out to students.

Dalpe indicated that it will be posted and sent through different electronic mediums including the CCSC website.

**iv. 2011/12 Schedule – Late Night Events**

*The board reviewed the tentative Late Night Events calendar.*

**II. Mural Plaques Second Reading**

Dudum-Maya recommended the Board review the wording for the mural plaques.

Aitken inquired if the University had sent any edits or recommendations for the mural plaques.

Dalpe informed members that the edits had been received from the university and incorporated in the second revision of the mural plaques. He mentioned that the board would be approving the wording, other changes could occur as the Student Center moves forward with the project.

**Motion to approve the Second Reading of the Mural Plaques.**

**Moved by Aitken. Seconded by Ramos.**

**Motion passed.**

**III. Committee Membership**

Gutierrez nominated Ramos as a member of the Master Plan Committee.

Ramos accepted the nomination.

**Motion to add Ramos to the Master Plan Committee.**

**Moved by Gutierrez. Seconded by Smith.**

**Motion passed.**

#### **IV. Naming Policy**

**Motion to approve the Naming Policy for the Student Center.**

**Moved by Ramos. Seconded by Gutierrez.**

**Motion Passed.**

Ramos indicated that the policy was developed because the current policy was a reflection of the University's Naming Policy. She noted that the policy that was created to be more inclusive and allowed for input from the various communities that the Student Center represented.

Dalpe recognized the efforts put forth by the Rules committee, specifically the chair's work in bringing forward the changes to the Naming Policy.

#### **V. CSURMA/ AORMA Unemployment Insurance Program**

Northup noted that the Student Center was changing its unemployment insurance program.

Dalpe indicated that the reason for the change was the current program the Student Center was participating in was dissolving and that the proposed program would be replacing the current program.

**Motion to approve the resolution for the participation agreement for AORMA Unemployment Insurance Program.**

**Moved by Scoble. Seconded by Ramos.**

**Motion passed. 2 Abstentions.**

#### **VI. First Reading of the 2011/12 Budget**

Bajraktarevic stated that there would be two readings of the CCSC Annual Budget, this meeting being the first. She explained that the CCSC monitors its financial statements monthly, and has mid-year adjustments to ensure that the organizations finances are sound. She noted the importance of partnerships with the bookstore, ASI, and the Recreation and Wellness Center. The CCSC spends over \$125,000 annually at the bookstore, which runs the computer lab and copy center located in the building. She stated that the CCSC has been financially impacted due to a funding reduction to the CSU from the State, a decrease in student enrollment, and the loss of the summer fee. She noted that over 67% of CCSC revenue comes from student fees. Bajraktarevic stated that the CCSC has budgeted \$57,000 for late night programming and \$29,000 for the building to stay open 24 hours throughout finals week. This includes staffing costs, equipment and an upgrade of the lighting and sound in the plaza view. She noted that with the exception of represented staff, which is scheduled for a 3% increase in the coming year, that the remaining staff would not be receiving a salary increase in the coming year. She indicated that the equipment purchases that have been budgeted for are stated on page four of the annual budget, and major projects are stated on page five. Overall revenues, payroll and operating expenses anticipated for 2011-2012 increases will be 2.35% in revenues, 4.7% in payroll and 1.2% in operating expenses. She mentioned that the numbers in revenue from fee are lower to reflect the lower amount of students attending San Francisco State University next semester. Bajraktarevic indicated the Student Center would in upcoming years, operate with a negative net until 2020. She noted the importance of creating ways to generate additional revenue to reduce our dependence on student fees. She stated that the CCSC cash flow and operating projection is within a justifiable range to meet the Center's 10-year operating projection.

Ashton inquired if the student group events were included in the DPS charges.

Bajraktarevic indicated that only the annual events are covered by the Student Center and that the cost for any event that demands extra security it is covered by the student organization.

Northup asked who was paying for the DPS charges accrued for the Late Night Events at the CCSC.

Greenwell clarified that the LEAD offices paid for those charges.

**Northup** inquired if the building's revenue was less than projected due to the current open vendor locations that have not been filled.

**Bajraktarevic** noted that though the vendor vacancies were a cause of reduced building revenue, she indicated that for total revenue category various factors including lower student enrollment and a slow return to profitability in investment income.

**Dalpe** indicated that the Student Center has an agreement with Teamster, which negotiated, in their last agreement of an approximately 6.5 % salary increase over the next two years.

**Scoble** inquired if other student centers were increasing the salary of represented peoples.

**Dalpe** indicated that other Student Centers have different contracts and union negotiations.

**Northup** asked if Ipads were necessary expense in terms of the Information Desk Renovation.

**Bajraktarevic** stated that IPads would allow for those who do not have laptops, to access online materials and resources.

**Sherman** pointed out that Ipads are also more economical than MacBook Pro. He noted astoryin the paper regarding campusbuildings and compliance for earthquakes and asked if the building was retrofitted to meet earthquake standards.

**Dalpe** noted that the building meets all city and state compliance codes, including the codes forearthquake resistance.

**Gutierrez** inquired as to which steps had been taken to reduce operating expenses.

**Bajraktarevic** commented that various steps were taken to reduce including reducing budgets in all departments and the professional and student staff forgoing pay increases over five years.

**Motion to approve the 1st reading of the 2011-2012 Budget.**

**Moved by Brown. Seconded by Ramos.**

**Motion passed.**

#### **VII. Strategic Plan Consultant Selection**

**Motion to approve the Grove Group Consulting Proposal as recommended by management to spend \$34,000 over the next two years.**

**Moved by Northup. Seconded by Ramos.**

**Motion passed.**

**Gutierrez** asked if Board turn over would affect how effective the strategic plan would be.

**Dalpe** indicated that strategic plans are heavily staff oriented and though board turnover is constant the people implementing changes and assisting the Board in the implementation will be staff.

**Ramos** inquired if the total amount would be paid in full or in two installments.

**Northup** noted that the cost would be paid in full over the next two years.

#### **VIII. West Plaza Alcove C RFP**

**Smith** indicated that the committee would like to accept the request to recommend that the Student Center move in the direction of a quick service Hot Dog stand for West Plaza Alcove C.

**Motion to approve the request for West Plaza Alcove C for a quick service hot dog stand.  
Moved by Scoble. Seconded by Smith**

*The motion and the agenda item was tabled.*

**IX. Menu Additions Request- Natural Sensations**

Smith drew the committee's attention to the proposal submitted by Jack Mizirawi, operator of Natural Sensations, to add a potato chip item to this menu. He pointed out that the item was in keeping with the healthy options currently offered by his establishment and noted that the item did not have preservatives or trans fats. Smith stated that it was Vendor Services committee's recommendation to approve the menu item addition for Natural Sensations.

**Motion to accept the recommendation of the Vendor Services Committee to approval Natural Sensations Menu addition.**

**Moved by Smith.**

**Motion passed.**

**X. Media Displays- Report and Recommendation**

**Motion to approve the Media Display project as recommended by the Master Plan Committee.**

**Moved by Gutierrez.**

**Motion passed.**

Gutierrez spoke regarding the Media Display Project and referenced the handout provided to Board Members. He indicated that the first phase of the project would include the proposed media changes for the upcoming of the information desk renovation.

Dalpe noted that the budget for the first phase of this project was \$65,000.

**XI. Closed Session- Leases**

**Motion to enter closed session at 11:13 a.m. and invite Bajraktarevic and Corpus into the session.**

**Moved by Smith. Seconded by Sherman.**

**Motion Passed.**

*Exited closed session at 11:46 a.m*

**XII. Vendor Operations- Compliance**

Corpus spoke regarding vendor compliance issues and pointed out that the 4 vendors who still need to submit their License Certificates are the Bookstore, Pizza & Pasta, Taqueria Girasol and Carmelina La Petite. He also noted that Jessie's Hot House is the only vendor with more than a 120 day past due.

**XIII. Committee Reports**

**1. Rules**

*Please reference agenda item IV. Naming Policy.*

Ramos indicated that the committee would be focusing on updating the three attachments in the Reservation Handbook.

**2. Community Relations**

Lam reported that the committee had worked and developed a mission statement which was include in the Board documents. He encouraged board members to review and bring any suggestions to the next board meeting.

**3. Human Resources**

Sherman stated that the committee has been working delingently in reviewing the managing director and are considering hiring consultants to help with the process.

**4. Rec & Wellness Project – No Report**

**5. Vendor Services**

Smith indicated that the annual survey has been distributed and a report will be brought forth at the next board meeting.

**6. Finance**

Brown indicated that the committee was looking at revisions of the policy and not just adding a socially responsible component. He mentioned the committee would continually look to review and discuss options with an outside consultant.

**7. Master Plan- No report**

*Reference Agenda Item X.*

**XIV. Managing Director's Report**

**1. Bookstore Lease Discussion**

Dalpe noted that the Student Center is currently in discussions with the bookstore regarding its lease. He pointed out that the next meeting would take place on May 9, 2011.

**2. LCL Restrooms Project**

Dalpe indicated that the renovation for the women's restroom continues to be on schedule and should be available for commencement.

**3. New Hires**

Dalpe reported that one of this year's goals for the Student Center was to hire for 6 positions currently filled with interims. The process has been completed for 3 of the 6 positions and the Student Center is pleased to confirm the hiring of Eleanor Callado as the Accounting Supervisor, aimmee Barnes as Assistant Director for Program Services and Vernon Piccinotti as the IT-Tech Services Manager.

**XV. Announcements**

The board recognized Vincent Lam, 2011 Graduate and Ryan Sherman who will be studying abroad.

**XVI. Adjournment**

The meeting was adjourned at 12:16 p.m.

Respectfully Submitted,

  
\_\_\_\_\_  
Guy Dalpe, Executive Secretary

May 23 '11  
\_\_\_\_\_  
Date