



ASC BOARD OF DIRECTORS
Minutes – Annual Meeting
via Zoom
3:30 pm :: December 16, 2021

Present: Ted Bremner, Christopher Carlsen, Ron Coley, Amir Dabirian, David Forgues, Bob Hall, Chuck Kissel, Marcia Lucas, Gia Ly, Josh Mitchell, Tonantzin Oseguera, Greg Saks, Teresa Saldivar, Bey-Ling Sha, Steve Stambough, Sam Stone, Carolyn Thomas, Fram Virjee, Sean Walker.

Absent: Rosalina Davis, Theresa Harvey.

Staff: Kim Ball, Rosario Borromeo, Raul Castaneda, Sydney Dawes, Cindy Dowling, Ann Ehl, Danielle Garcia, Hee Joon Kang, Tony Lynch, Mike Marcinkevicz.

I. CALL TO ORDER

Chair Bob Hall called the meeting to order at 3:30 pm. Quorum was present.

II. ELECTIONS

Mr. Hall presented the slates for community membership, officers, and Executive Committee. He asked for nominations from the floor; there were none.

A. COMMUNITY MEMBERS

Prof. Walker moved, Mr. Bremner seconded and motion carried to approve the following slate of community members with their respective terms:

Rosalina Davis & Theresa Harvey 12/31/24

B. OFFICERS

Mr. Bremner moved, Prof. Walker seconded and motion carried to approve the following slate of officers for one-year terms ending 12/31/22:

- Chair: Bob Hall
Vice Chair: Theresa Harvey
Secretary: Rosalina Davis
Treasurer: Ron Coley
Executive Director: Charles D. Kissel

C. EXECUTIVE COMMITTEE

Mr. Bremner moved, Prof. Walker seconded and motion carried to approve the following Board members to the Executive Committee to serve one-year terms ending 12/31/22:

Amir Dabirian & Sean Walker

Mr. Hall continued with the current committee memberships; on the audit committee are Ted Bremner (chair) and Theresa Harvey; with non-Board members professor Pureum Kim (accounting) and Keya Allen (ASI associate executive director). Controller Steven Yim retires 12/31/21 and a search is underway for his replacement.

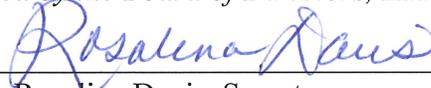
On the investment committee, current members are Bob all (chair), Ron Coley and Chuck Kissel; with one additional non-board member Don Crane (finance faculty emeritus).

Mr. Hall introduced public administration Prof. Sam Stone. Prof. Stone will complete the remaining portion of Prof. Justin Tucker's term (06/30/23) who resigned from the Board to take a leave of absence.

III. ADJOURNMENT

Mr. Hall adjourned the meeting at 3:35 pm.

*Approved by the Board of Directors, March 24, 2022.*



---

Rosalina Davis, Secretary

**ASC BOARD OF DIRECTORS**

Minutes – Regular Meeting  
via Zoom

3:30 pm :: December 16, 2021

**Present:** Ted Bremner, Christopher Carlsen, Ron Coley, Amir Dabirian, David Forgues, Bob Hall, Chuck Kissel, Marcia Lucas, Gia Ly, Josh Mitchell, Tonantzin Oseguera, Greg Saks, Teresa Saldivar, Bey-Ling Sha, Steve Stambough, Sam Stone, Carolyn Thomas, Fram Virjee, Sean Walker.

**Absent:** Rosalina Davis, Theresa Harvey.

**Staff:** Kim Ball, Rosario Borromeo, Raul Castaneda, Sydney Dawes, Cindy Dowling, Ann Ehl, Danielle Garcia, Hee Joon Kang, Tony Lynch, Mike Marcinkevicz.

I. CALL TO ORDER

Chair Bob Hall called the meeting to order at 3:35 pm. Quorum was present.

II. APPROVAL OF MINUTES

VP Forgues moved to accept the regular meeting minutes of 09/30/21; VP Dabirian seconded and motion carried.

III. PUBLIC COMMENT

There was no public comment.

IV. PRESIDENT’S REPORT

Pres Virjee thanked everyone for attending amidst the busy holiday/year-end season. He reported that CSUF was the first CSU to pivot to virtual instruction at the beginning of the pandemic in March 2021; now, we have returned to campus with 65% in-person. We will keep the mask mandate in accordance with the CDC, state and CSU guidelines. CSUF is #1 in the state and #3 in the nation for graduating underrepresented students. The governor gave the CSU nearly half a billion dollars in the final budget, an improvement from what was expected. As a result of our advocacy by faculty, staff, academic senate and community leaders/chambers of commerce, the state has begun to equalize funding to mitigate inequity and provided \$8.6M to CSUs, with \$1.5M going to CSUF for FY 2021-22. Additionally, the chancellor’s office has finally recognized the inequities placed on CSUF, the largest populated university with the least funding per FTES. If CSUF receives additional funding annually until equalization is met, it would take seven years. With this additional funding, we are no longer the least funded campus (23 of 23), but now moving upward (22 of 23). Last year we were \$216/FTES behind San Francisco (22) and \$483/FTES behind Long Beach (fair equivalent in size). This year, it increased \$789, putting us \$320 above San Francisco and \$378 behind Long Beach.

In fundraising, at the last meeting, philanthropy was at 89% of the \$250M goal. Today, we are at 93% of goal with still twelve months to meet our goal (anticipated to meet our goal). In sports, the baseball/softball project will be ready for the spring season, with ribbon cutting in January. We will celebrate the opening of the new aquatic center in February; and the new student housing center next fall.

V. EXECUTIVE DIRECTOR'S & FINANCIAL REPORTS

Mr. Kissel reported on ASC's re-entry, with 10 of 13 concepts reopened. The remaining three scheduled to reopen during the spring are Pieology, Starbucks-TSU and Fresh Kitchen. With Pieology, the corporate office requires training of all managers and supervisors, even though the corporate office lost all of its corporate training staff during COVID. Typically, staff would travel to the corporation for training; however, now we are requesting our staff be trained closer at either the La Mirada or Long Beach location, with follow up training to be held on campus. Starbucks-TSU has a new manager; with extensive Starbucks-mandated training to complete, the manager will complete training by February. Fresh Kitchen is an in-house concept that provides healthier options; however, we are looking to replace it, possibly with Everytable. Everytable focuses on affordable, accessible food which aligns with campus' food pantry. Tony Lynch will present this to ASI in January to obtain feedback. No capital outlay is anticipated by ASC and this may be ready late in the spring semester. If there is little to no ASI positive feedback for Everytable, ASC would begin the process to reopen Fresh Kitchen.

As of this morning, we have learned that the campus program Center for Family Business has cut a check for the remaining outstanding deficit. Recall that earlier this year, the Center for Family Business had a negative balance of (\$149K). In ASC's work with diversity, equity, inclusion, and social justice (DEI-SJ), management is reading through George Takei's "They Called Us Enemy" and working to resize mannequins at Titan Shops to reflect and include diverse and realistic sizing. Titan Shops will also move from "boys" and "girls" apparel departments to the more inclusive "childrens." In our legal review, ASC does not have any current and/or pending litigation. However, ASC did have one case that settled where a campus program subcontractor filed a claim against CSUSB and CSUF on copyright infringement. The summary judgement favored on the side of the defendant.

Josh Mitchell noted that students have mentioned lack of variety and asked if the pandemic worsens in early part of 2022 would ASC delay opening of concepts; Mr. Kissel replied that ASC wants to mitigate operational losses while staying ahead of the campus reentry. ASC plans to accommodate this with shorter hours, focusing on serving campus during peak traffic while minimizing food waste.

Christopher Carlsen observed that in the search for a new Starbucks manager, three weeks to complete a background check seems long; Mr. Kissel replied that given the pandemic, background checks take longer and that we also have to factor the weeklong winter break where campus is closed from 12/24/21 to 01/03/22.

On the financials, General, Buildings and Enterprises budgeted a loss of (\$1.4M), with the actual at (\$846K), positive variance was \$575K. Dining Services was (\$13K) lower in variance due to closed venues, a direct result of the on-going pandemic and reduced campus

population. Titan Shops was \$234K ahead of budget due to pent-up demand for CSUF-branded apparel from freshmen and sophomores who were on campus for the first time in two years. Overall, while ASC budgeted a net loss of (\$1.6M), the actual was (\$834K), a positive variance of \$721K. Currently, ASC has a strong cash position with \$32.6M in cash and cash equivalents.

Mr. Carlsen asked if dining services sales are down due to reduced demand, then why the relatively high payroll expenses; Mr. Kissel replied that certain venues are required to meet staffing thresholds as required by the franchise/corporate. While venues operate with reduced hours and reduced traffic, Starbucks mandates a certain number of staff during operation. Also, anytime a store is closed for a period of time, when it reopens, Starbucks requires full retraining of all staff as it would for a new store; this results in a huge financial commitment.

Mr. Carlsen asked how ASC went from \$1.4M in Nov 2020 to \$10M in June 2021; Mr. Kissel replied that he will look into it and would follow up.

VI. DISCUSSION ITEM: CONFLICT OF INTEREST

Mr. Kissel asked Board members to sign the conflict of interest form and submit them to Ms. Ehl electronically.

VII. REMINDERS

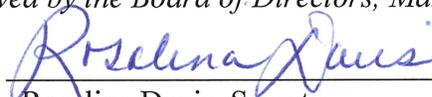
- Next Board meeting: Thursday 03/24/22, 3:30 pm.

VIII. ADJOURNMENT

Mr. Hall adjourned the meeting at 4:30 pm.

\*\*\*\*\*

*Approved by the Board of Directors, March 24, 2022.*

  
\_\_\_\_\_  
Rosalina Davis, Secretary