

UNDERGRADUATE STUDENTS ASSOCIATION COUNCIL

Tuesday, December 4, 2012  
417 Kerckhoff Hall 7:00 p.m.

PRESENT: David Bocarsly, Lana Habib El-Farra, Andrea Hester, Michael Starr, Carly Yoshida, Kim Davis, Anees Hasnain, Taylor Mason, Stephen Kraman, Sahil Seth, Cassarah Chu, Jan Tacinco, Yasar Mohebi, Cassarah Chu, Dr. Deb Geller, Dr. Berky Nelson, Laureen Lazarovici, Bob Williams, Roy Champawat, Patty Zimmerman, Cynthia Jasso, Katrina Dimacali

ABSENT:

GUESTS: Jacob Ferrari, Joel Ontiveros, Adam Swart, Ter Astratsatryan Lilit, Justine Penrose, April Pan, Angie He, Kristin Elia, Cyrus Sinai, Michael Jimenez, Eitan Arom, Tammy Rubin, Lauren Ball, Alon Kashanian, John Joanino, Maxwell Militich, Melissa Julian, Azita Sayadi, Lawrence Turner Jr., Manyssa Hall, Trent Kajikawa, Dustin Nguyen, Jane Desmond, Jaimeson Cortez, Layne Haber, Zain Malik, Kristen Taketa, Amanda Schallert

I. A. Call to Order

- Bocarsly called the meeting to order at 7:04 pm.

B. Signing of the Attendance Sheet

*The attendance sheet was passed around.*

II. Approval of the Agenda

-El-Farra moved to move old and new business until after appointments. Davis seconded. With a vote of 11-0-0, the old and new business were moved

-Mason moved to move the surplus proposal to after old business. Kraman seconded.

-Mason moved to change the name surplus voting to the jazz reggae surplus proposal. Mohebi seconded. There were no objections

-El-Farra moved to strike the travel grant -Mason moved to add an officer report and strike cultural affairs mini grant

-Mohebi moved and El-Farra seconded to approve the agenda, as amended.

- Bocarsly called for Acclamation. Bocarsly asked if there were any objections to approval by Acclamation. There being none, the agenda was approved, as amended.

III. Approval of the Minutes

A. \*10/30/12

-Mohebi moved to approve the minutes. Seth seconded.

-Seth moved and Kraman seconded to approve the minutes for October 30th, 2012.

-Bocarsly called for Acclamation. Bocarsly asked if there were any objections to approval by

Acclamation. There being none, the minutes were approved,

#### IV. Public Comments

Dr. Geller- Administrative Representative

-Dr. Geller said tomorrow in the Ashe center would be a focus group for the SHIP mobile app.

Marks- Chair of ASU

Marks said reading the article in the Daily Bruin wasn't transparent enough regarding surplus and said that they should ask the students what to do with their fees

-Bocarsly said he hopes he stays for the endowment discussion

John Joanino- Chair of the Funding Group

Joanino talked about student programming and the endowment fund. He said it assumes that \$150,000 is enough and encouraged them to weigh their costs and benefits. He said it is important to support and enrich student programming on campus

John Wooden Center Board of Governors

-She said she took a tour of Sproul. They hope to open it next winter. They got a tour at Kerckhoff and there is a concern about the lack of attendance. She said they are going through issuing a formal statement regarding reservations in Pauley and it would be the same reservations as Wooden. She said she would go through the facilities commissioner

Kristin- Community Activities Committee

-She said in the beginning they had deliberations and hearings on the regular fund. She was on the mini fund committee and they had a couple of hearings on that. She said it also went well and there is a budget. Lastly, each person on the committee is a liaison for the 8 community service groups. She said she has been doing site visits

Michael- Student Conduct Committee

-He said they had 10 hearings this quarter. He hopes to attend more meetings next quarter.

Tammy and Laura- Communications board

-Tammy said they went to orientation, executive, and operations committee meetings. She said they learned about the budget crisis and finding alternative ways to advertise to the students

-Laura talked about using mobile apps to advertise to students. She talked about meeting with the news magazines and the yearbook and heard their perspectives on the media. She said they are making their voices heard as students

Lana and Melissa- Student Advisory Committee

-Samson said they went to the hill and outreached to their respective organizations. She said they got feedback on the Ashe center. They have been looking at the Ashe center and providing

services in light of the smoke free campus initiative. She said they would look on how they can serve students who do smoke. She said they will look to see how they can better have access to students. They had a town hall with 50-60 students and gave recommendations to SHAC and the Ashe center. They had recommendations on things such as international health -Lana said they are making an application for student health insurance policy. He said they need 2 more undergraduate representatives by winter quarter

Maggie Thornton- Director of Presidential Internship, Office of President She said she got responses from almost all of them and she will shoot them an email

Devin Murphy- Internal Public Relations Coordinator for ASU Murphy said he wants to emphasize events such as admit weekend. He said they have their own admit weekend and as ASU they push their community to come here. He said it is important for them to make sure underrepresented communities will come to this university. He emphasized getting money to these Yield events

-Jasso asked when Yield meetings were

-Murphy said they would start winter quarter

#### V. Special Presentations

ASUCLA Board of Directors- Jake Ferrari, Joel Oliveras, Maggie Thornton, Adam Swart

-Ferrari went through what they are up to, such as E-commerce, opening Pauley, etc. He said E-Commerce is buying and selling of goods on the Internet. He said it is important because more and more transactions are made online, which is important in running any business. He said it is very important for them to take advantage of that. He said it is important to maximize his or her profits and bring money to each and every student here. He said some things they've done are use technology such as search engine optimization. He said the diagram would show them their search results. He said they have been paying for search results to improve their standing. He said they would come up higher as a result of paying more. He said usually people click on one of the first few links when buying things. He said some sites aren't bringing their profits back to UCLA. He said it is much better to be higher up

-Mohebi asked about the Bruin

-Thornton said most UCLA apparel they get some back but the other apparel sites give less back

-Ferrari said anything with their name on it will have some come back to them but not as much

-Swart said they opened Pauley and have 10 concessions counters as well as a Jamba Juice and CPK. They opened the Adidas apparel shop. He said to please check it out.

-Thornton talked about the Ackerman redesign project. She said they would update some of the services they provide and updating the building in general. She talked about the first patio terrace and how they want to make it a more livable space. She said they want to make the computer store more distinct. The store layout would shift in order to enhance what they're already doing. She said these are just some ways of what they want to do. She said it is picking what they want to do in a fiscally responsible way

-Oliveras said Wolfgang Puck is a new place being constructed in the first level of Ackerman. This is the reason for the re-routing from the stairs. They will serve wine. The university is being helpful with funding.

-Swart said they recently had the student government's president's year reunion. ASUCLA helped to set up the event. Champawat and Zimmerman helped as well.

-Oliveras talked about real food and Ad oc. they are working with the Healthy Campus Initiative. He said they are working with a partnership for a healthier America. He said they are reworking College Framework for PHA. He said the placement for the initiative is implanting a long-term effect and our future generations. He said they are working to see how they will set up a college model and see how they could bring their work back to students. He talked about space options around Ackerman and back to campus. They touched on general lounge space as well. He said part of the Ackerman redesign includes a more welcoming environment in a nice lounge area. He said they touched on a lot more than that.

-Thornton talked about the entities, such as comm. board, GSA, ASUCLA benefits, and student media at UCLA. She said they are all invited to their meetings.

-El-Farra mentioned the Wolfgang Puck restaurant and asked where funding is coming from

-Thornton said more than half is ASUCLA. She said there were a few deals done. She said part is funded from the chancellor, who is paying for the building part and they are dealing with the restaurant. She said it is a collaboration

-Ferrari said a lot of people coming to UCLA are looking for good dining options. He said it is a lure for faculty and a great way to attract people before basketball games

-Thornton said it could be an alternative space for the faculty center

-Bocarsly said thank you for the update and they would be in touch

## VI. Appointments

### A.Lilit Ter-Astvatsatryan - Student Conduct Committee

-El-Farra moved to Ter for the student conduct committee

-Kraman said the vote was 2-0-0. He said Ter has interesting experiences and was part of student government in high school and works at the Bruin Resource Center. He said she would be able to point students to resources. He said Ter has the legal background and the mindset of being impartial and fair

-Jasso asked about recommendations

-Kraman said to be aware of sanctions and make sure her schedule allows for meetings

-Jasso said they wanted Ter to look at sanctions. She said Ter was welcoming and understanding.

She said they did these interviews a while ago.

- Bocarsly said Dr. Geller said more students are welcome for this committee
- Dr. Geller said the more students they have, the more likely someone won't have class and will be able to see a student for a hearing
- Ter said as a student, her perspective on cases would be beneficial to their students. She would like to go to law school and she would be able to see if this would be the right path
- Seth asked what qualities she has to make sure she will be fair and equitable
- Ter said she would look at things neutrally and looking at things as a learning experience and process. She said whatever the conclusion is would reflect a learning experience
- Jasso asked if she could get come on her day off or if she has other commitments
- Ter said she is a full time student and has class Monday-Thursday. She said she is part of a sorority and has a part time job.
- Mason said students don't know that what happened to them is an issue of student conduct and isn't aware of resources. She asked how she would alleviate that
- Ter said she knows the Bruin Resource Center gives as much information to students. She talked about legal services. She said it should be more advertised that students have rights.
- Yoshida asked if there were areas of the student conduct committee that should be modified
- Ter talked about the sanctions section. She said there should be more programs that give students a better understanding of what they did and why they are being punished.
- Seth said she was great
- Starr called to question. Seth seconded. With a vote of 11-0-0, Ter was approved for the student conduct committee

#### B. Cyrus Sinai – Committee on LGBTQ Affairs

- Mason moved to approve Sinai for the Committee for LGBT Affairs. Chu seconded.
- Mason said the vote was 3-0-0. She said he was a very impressive candidate. She said he is very involved in the queer community. He is a part of Spectrum and is very knowledgeable about intersectionality. She said this is how your religion, race, and class impact your identity as well. She said Sinai is very passionate about that as well and providing a healing space on campus. She said he has experience about the committee
- Kraman said Sinai talked about the Greek community and how to connect them.
- El-Farra said she knows Sinai and he has a remarkable work ethic
- Davis said he was one of their Ally Week directors and everything they saw was his brainchild
- Hasnain said a lot of students aren't comfortable going to the LGBT center and asked if he

addressed it

-Mason said he touched on the entrance of the center

-Bocarsly said they can bring that up to him if he gets appointed

-Sinai introduced himself. He is a second year student doing international development and wants to do public health. He is a part of the queer alliance and runs Spectrum. He talked about Queer Alliance and how they Spectrum are the meeting space they all meet under. He talked about Ally Week and said he is applying to be on this committee because it suits his passions. He said it wants someone to talk about campus life, what it is like to be a queer student, etc. He said he hopes through his work they will see more students who are comfortable being they because while UCLA is a great place they still have a long way to go

-El-Farra asked what he can see coming from this committee

-Sinai said USAC is important because they run what goes on. He said he wants every office to make sure they have LGBT education 101 and he would go out there and help do that. He said he would bring insights on what it is like being queer student on campus. He said he would put in stronger requirements in the Greek system. He talked about being in a fraternity and said the Greek system is an extremely homophobic environment. He said he wants to see each pledge class go through a sensitivity training. He said he sees it as very important. He said it is way better than if people were never there before. He said he would like to work on building allyship on campus. He said he is on the ally committee this year.

-Hasnain said in the LGBT center there is a culture of being very out and loud and proud but that it could make students feel uncomfortable. She said some students didn't feel comfortable and asked how to start including students in that space. She said some students aren't as welcomed there

-Sinai said at the first day of orientation, 1 in 10 students in LGBT from self-reports. He said just a fraction are out of the college. He said there is an app where they could find who is out. He said he talks to closet cases all of the time. He said he runs the largest LGBT group on campus and knows that there are only a few students that are out of the closet. He said only a few actually attend meetings. He said it is a scary thing to step out to a place with a bunch of rainbow flags. He said it is hard for students to step out there. He said one thing he would want to push for would be more spaces for students not comfortable walking into the LGBT center. He said he was talking about a support group that is gender inclusive for fraternities and sororities. He said the campus, as a whole is not welcoming. He said students don't feel comfortable here. He said that is what he focused on last year and he would be focusing on this again. He said if they can build allies, they could see a lot more students coming out.

-Hasnain said the LGBT minor is going through issues as well in terms of support and funding. She asked if this was something he was aware of and if he would want to work on this

-Sinai said this has come up in their meetings. He said they need their own requirement. He said with Queer Alliance they are working on it. He said this position would give him the voice the push that

-Hasnain said Cyril is their research in terms of campus climate, such as the LGBT experience. She talked about the results they find and said if he gets the position she would love to talk to him

and propose it as an additional tool. She said last year they focused on racial and ethnic differences. She said recently they had a disturbing event on the floor. She said whatever they find they would pass on to people and make sure they are pushing forward.

-Sinai said it starts with the administration. He said he is one person on a big committee full of administrators, faculty, etc. He said they work with the committee on bigger issues, such as the Chik Fil A incident.

-El-Farra asked how he would make sure students would have greater decision-making and how to make sure there is a better understanding of QA

-Sinai said they would do things to get more opinions on things, even if they are anonymous. He said he hopes that addressed resources, etc. He said they want to build more spaces outside of the center.

-El-Farra said readers in the past had difficulties working with students.

-Sinai said he wants office hours to come to him and talk about it. He said last year he felt a lot of grunt and disgrunt. He said he hopes people would come to him

-Hasnain said he was great and called to question. Davis seconded. With a vote of 11-0-0 Sinai was approved

## VII. Fund Allocations

### **A. EVP Travel Grant**

*There was no business for the EVP Travel Grant this week.*

Mason said they allocated \$650 for the American Indian Student Association for Native American Heritage Week.

-Jasso asked for clarification on the collective

-Mason said yes

### **B. Cultural Affairs Mini-Grant**

*There was no business for the Cultural Affairs Mini-Grant this week.*

### **C. \*Contingency Allocations**

-Seth moved to approve contingency allocations. Mohebi seconded. There were no objections.  
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-Starr called to question contingency allocations. Hasnain seconded. With a vote of 10-0-1, the contingency for this week was approved.

## VIII. Officer and Member Reports

### **President – David Bocarsly**

-Bocarsly said he met with the associate Vice Chancellor. He said they have gotten 99,506 applicants for the entire school for the 2013-2014 year. She said Cal got 67k freshmen. He said thank you to the funding study group. He said they had other things come to the future meetings. He said he went to the Roosevelt institute. He said they meet every Wednesday from 10-2. He said his last internship meeting is tomorrow. They are working on the leadership development fund still. He said they are working with development for the textbook scholarship. He said good luck on finals and they are halfway done with their terms and have a great winter break.

-Jasso said she would be more than happy to take presidential interns

#### **Internal Vice President – Andrea Hester**

Hester said she is sending out her officer report

#### **External Vice President- Lana El-Farra**

El-Farra said they had a student forum talking about different issues and external issues. She said a lot came out of it. She had her USSA board of directors meeting. She said she talked about the Bank of America because USSA is planning to move to a union owned bank. She said they are trying to make their board of directors meeting more action oriented. She said they another school is trying to increase student fees \$14 a semester. She said their elections will happen this week. She talked about the elected senator from Redondo Beach.

#### **Academic Affairs Commissioner – Kim Davis**

Davis said they had an event where they gave out blue books and scantrons. She talked about last minute scheduling so the empowerment forum is postponed until all parties can participate in winter quarter.

#### **Cultural Affairs Commissioner- Taylor Mason**

Mason talked about diversity initiatives. She said a lot of time it doesn't effect students. She sent a timeline about campus climate and larger issues that have happened in the UC system. She said she wants to know if this is something they would be in support of in terms of something students would sign. She said this is a board spectrum of students and organizations.

-Jasso said when she draws it up she wants to talk about the funding for it

-Mason said they are working with the dean of students. She said she is working to see if they can combine pushing the survey as well. She said this could be a big initiative that they could all work on.

-Bocarsly said they want to make sure the campus climate report ties students together and make sure it isn't advertised as something only for certain students

-Zimmerman said it would be motivating to her if she knows that she is supporting the student body as well. She said that would help them fill out the survey

-Bocarsly said it seems like there is unanimous support

#### **Patty Zimmerman- Student Government Services**

**-TGIF Mini Fund is this Friday and the ASUCLA event fund is due soon. She said to think about their future events.**

Dr. Debra Geller- Alumni Representative

-Dr. Geller said the student regent applications are out and Cohen can answer questions

#### IX. Old Business

##### A. UC-Wide Climate Survey – 5 Reasons for taking the survey

-Mason they have 9 incentives for students and 9 for students. They will format it next week. She read the benefits, such as the survey benefitting you, speaking for yourself, chance to win prizes, see how your campus compares to other ones, what's your story, imagine if generations took time to invest in us, hype it up, enhance their time to foster excellence and rue Bruins. The last one would influence future allocation

-El-Farra said if they express concerns about the list, particularly the 9th one-Mason said this makes a promise they don't know

-Seth said they can't promise that

-Bocarsly said that hopefully by exposing problems they can influence change-Mohebi asked how many they need

-Mason said they need 5 and 5.

-Bocarsly said their focus is students.

-El-Farra asked how they would market it. She asked if this includes results from faculty and staff.

-Bocarsly said ideally, every place would be that way so each survey would be inconclusive

##### B. Discretionary Fund Student Survey

#### X. New Business

##### A. \*Surplus Voting- Davis and Mason

-Davis said Mason and herself mentioned the articles in the Daily Bruin about where surplus goes. He said they came up with a presentation. She talked about the origins of the idea. She said reaching out to the student body does not end with elections. She said needs are constantly changing and she believes the poll will help.

-Mason said they always talk about USAC transparency. She said they would ask students what they like to do and the money would go to prioritized issues such as scholarships. She said they would prioritize what students would like to save

-Davis said setting up stipulations and bylaws would ensure this would be sustainable. She said if surplus is below \$120,00 the stipulation would be based on the amount of surplus.

- Seth asked if the \$120,000 included Bruin Bash
- Davis said that would be all of them
- Jasso asked what it can't be added to their administrative overhead. She said this would be more of an institutional change.
- Davis said if there is a portion of money where students get to choose where it goes she would be in favor of it.
- Mason talked about arguments such as taking funds of surplus taking away from student programming. She talked about the argument that they do not need to create another fund for student or student groups to apply to.
- Davis said they should come to a consensus on some items. Possible things to choose from would be the textbook scholarship, expanding USIE, contingency for more student programming, writing success program/ other tutoring programs, and placing the money into an established scholarship at UCLA. These are examples of appropriate places to put money to
- Mason said the poll would go on Facebook, David's USAC email, Daily Bruin, and MyUCLA.
- Davis said there are pros and cons. She said they would need an awareness campaign to ensure students know about it. She presented the poll and read it.
- Mason said they would get students aware of what they're voting for
- El-Farra asked if they were deciding this today
- Bocarsly said whenever they are not touching the money until they know what they are doing with the survey
- Davis said they would add options would be on the poll. She said it would include an amount
- Jasso said if they go with discretionary, they would be left with \$7800 to use in discretionary until the end of their term.
- El-Farra said this is a great idea and she said they should look into this this year. She said she doesn't know if council will be willing to let go \$5000. She said it has the potential of going back to contingency
- Jasso said with regards to that, if they institutionalize it they need to have this conversation outside of council.
- Bocarsly talked about putting it in the budget every year and making sure it is institutionalized. He asked if they would come up with an amount by today
- Mason said it was to present the information
- Bocarsly said this looks great and to voice opinions now
- Seth asked if they could solidify the survey today before the student meeting.

-Yoshida asked if they could email those to him and doesn't think this would be the time to have this discussion

-Bocarsly said they don't have to vote on it right now

-Jasso said they can set aside money now and decide the options afterwards. She said the fund should hopefully be done by winter quarter

-Chu said each option might have a different amount attached to it

-Davis said they should set a number so it doesn't seem like they are prioritizing anything. She said they should set a number then set options feasible with that number

-Bocarsly said options are about the same rate

-Davis said this could be for future options

-El-Farra said they should have discussions at the table about this

-Davis said over winter break, they could put in three options and decide when they come back

-Jasso asked if they could do a straw vote

-Bocarsly said they should talk about where it is coming from then the number. He said it would come from discretionary or surplus.

-Three people said it should be discretionary and eight said surplus.

-Bocarsly asked how much money it should be

-Hasnain said it should be more

-Bocarsly talked about where the money would come from in relation to SOOF and SGOF. He said they would want to institutionalize this

-Chu said this would have to be a project that would only exist for a year. She said if they have more student projects they want to do, they should be careful to see how suitable these meetings are or if this would be something they would have to keep sustaining

-Seth said \$5000 doesn't have to be an end all is all. He said if groups need more than the cap, it wouldn't limit future groups but rather be a contribution to the goal

-Jasso said how it is described sounds more like an all USAC goal. She said as of now it is a student event.

-Davis said they should think about services that UCLA offers that need an extra push. She said it wouldn't be an office or student org

-Tancinco asked if students wanted a student program

-Mason said options would be institutional things they couldn't do from their offices alone.

- Bocarsly said they have \$10,000 for their discretionary. He said they are suggesting a \$5000 discretionary fund. He said there is need in places around campus.
- El-Farra yielded to Devin
- Devin said it should be an aid to services the campus provides. He said the fund can be used to address issues. He said it is a good thing in terms of USAC visibility when having the survey.
- Bocarsly said this would look at what students think is important
- Devin said yes, and it would allow other students to have a voice in council
- Jasso said they are talking about the institutionalization, which needs to happen later on. She said this year the decision is surplus. She said she doesn't know if this is the best way to put up their time.
- Seth said these would be programs that would come out of USAC offices sponsored by USAC
- Bocarsly said yes. He said at the end of the day, someone has to sign those reqs
- Hasnain asked for clarification
- Bocarsly said for admit weekend it was under CAC
- Seth said they don't have to worry about the money but this is something that fuels whatever they have. He said there is an added help to initiatives
- Starr mentioned how they funded Homecoming
- Dr. Geller said it is unrealistic to assume that another entity might take over whatever they fund
- Bocarsly said they would fund a program one time and from there hope for the future. He said they want to take money from surplus, decide how much would be used, and give students a voice. He asked if they feel \$5000 is enough.
- Jasso said it should be treated as another surplus proposal. She said this is a big collective action problem. She said Davis and Mason should decide on the amount. She said they could decide whether to up or down the amounts.
- Hasnain asked if they would catalyst programs that would need more funding. She said every office could argue for their own program, but they are working on a program for the school
- Bocarsly said if the students want the money to go to alternative spring break, that is what they should be doing
- Hasnain said she doesn't think that is right and they should look for alternative sources of funding
- Seth said students would decide what they want from their options
- El-Farra said they can look at events outside of campus.

-Bocarsly said they could bring this up again next quarter

B. B. Jazz Reggae Surplus Proposal Melissa, Max, Azita

-Melissa said they would give an overview and proposal. She said it is the largest student-run festival in the nation. She said this is the largest campus event that embodies diversity and is affordable. Only 20% of the visitors are UCLA students

-Max said there are many elements to the festival. He talked about some of the headliners. The festival also includes food vendors from all over the globe, crafts, and an art gallery. They have had student and professional artwork. They try to decrease their carbon footprint at the festival and try to keep in line with the cultural affairs commission. JazzReggae is important because it is the definition of the UCLA community.

-Azita talked about the demographics of the concert. She talked about reinvesting in the UCLA community. She said they really want to have UCLA students take advantage of this event and experience the foods and music's. She said they give out free student tickets. She said they want a student ticket discount this year to encourage students to come at a lower price.

-Bocarsly asked how many free tickets they had

-Azita said 3000. She provided funding/costs in the past year. She said in 2011 it was a hugely publicized event and was more expensive. She said money they don't use goes back to their reserves. She said they applied to USAC surplus before. She said last year, surplus was limited and said that is why they didn't apply

-Jasso said they received surplus carry over. She said this is the type of profit they are talking about.

-Azita said their facilities cost has increased approximately \$22,000 and overall increases. This is because of increased labor costs and because of high caliber artists.

-Max said with a professional festival comes professional costs.

-Azita said they would be cutting costs. She said the total expected income is \$583,768. -El-Farra asked how much tickets are

-Melissa said \$32

-Azita said they want to make sure this is an affordable festival. She said she anticipates money coming from CAC funding, sponsorship, ticket sales, and merchandise sales. She said they hope to incorporate Pauley Pavilion, etc. She said they are cutting costs by not having a marketing consultant, website programmer, videographer, and lowering their marketing budget by \$5,000. She proposed a huge sum of money because they used their reserves last year and asked for a partnership between USAC and JazzReggae.

-Max said they are in the CAC

-Azita said they are one of the biggest events on campus. USAC would be treated as a major sponsor. She said they give over 10,000 flyers. She said that is a huge representation of UCLA. She talked about using Facebook to advertise as well. She talked about USAC having a booth at

the festival to advertise their offices. She said it is a great meeting point for Los Angeles and USAC. She said the number is so high because of their relative losses last year. They were asking for \$50,000.

-Kraman asked if there were other ways they've thought of to increase student tickets such as providing a few dollars UCLA students to spend at stands

-Melissa said they only make \$29 from UCLA students

-Seth said good job on the presentation and he likes the idea of a USAC partnership. He asked if they have an estimate for the expenses for 2013

-Azita said it would be \$583,500

-Seth asked how much they have that is supplemented

-Azita said a huge part is sponsorship. She said \$50,000 is all they have right now. She said they don't make their money until the ticket sales.

-Melissa asked if he was asking where they money would go

-Azita brought up the numbers

-Melissa said this would be a cushion of \$50,000

-Seth said they have income and expenses. He said he wants to support them but it seems like the \$50,000 doesn't seem like much of a contribution. He said their income is more than expenses.

-Azita said the numbers are underestimates

-Seth said the total expected income is exceeding their total expenses

-Melissa said they only made \$360,000 on ticket sales

-Max said they anticipate increased facilities costs

-Mason said JazzReggae is not profit making machine. She said when they needed money they pulled from the reserve. She said to be weary of assuming they would have enough money without USAC

-Seth asked if they have information about the reserves

-Azita said it is gone

-Max said they depleted their reserves which is why they are going to them

-Zimmerman said they have their funding at the end when they sell tickets. She said they have to coordinate details of the event without cash flow. The reserves are when there is extra money left over. She said this is a USAC program and USAC is responsible for footing the bill if there is an issue and there is no money in the reserve.

-Starr asked to go back to the slide with the expenses from previous years. He said there was no

money from USAC last year

-Jasso said the rest of their money from last year came from their reserve. She said they have no buffer anymore

-Starr asked what the uses of the reserves were in 2010 and 2011.

-Melissa said the reserves come from previous years ticket sales

-Starr asked when ticket prices went up

-Mason said it has come up a couple of dollars

-Starr said every year the ticket price goes up. He suggested raising the prices

-Melissa said it depends on who the headliner is and if people are willing to go

-Max said this is a unique opportunity because it is an affordable concert

-Tancinco asked what the overall expense is and what if they don't make enough

-Mason said CAC

-Azita said if they don't get enough funding from USAC, they would reassess their plan

-Tancinco said they are spending more than they are given and asked how they are paying for the artists

-Mason said this is the nature of concerts. She said this is more like a business

-Tancinco said USAC would be responsible for covering the bill. She said no smoking might effect their ticket sales

-Kraman said for the most part, they will have to deal with it. He said the enforcement of a smoke free campus it is limited and it would be hard to enforce it

-Tancinco asked if there would be enforcement

-Kraman said he was not sure but he doesn't think it will be an issue

-Bocarsly said this is a good point and there are factors that are not being considered.

-Mason asked if they have predicted losing hundreds of thousands of dollars

-Zimmerman said no. The biggest loss was last year

-Melissa old tem the losses

-Max said that doesn't include what they received

-Bocarsly said they have no reserves to tap into

- Azita said having reserves lead to profits
- Starr asked where the \$50,000 goes
- Melissa said from last year, they lost around \$53k.
- Starr asked where did the overall gross go
- Zimmerman said last year, JazzReggae asks for around \$50,000 but they got \$50,000 from the reserve. They took that money out to supplement not getting money from USAC. She said they had to pull from the reserve twice, once to not ask for surplus and another time to pay their bills
- Starr said around \$120k was taken out of reserves last year
- Melissa said there was such a big loss last year that there was no reserve to pull out of
- Seth recommended looking at the sustainability and cutting the same costs they did last year next year. He said surplus is unstable and they don't always want to rely on surplus. He said a tactic in selling is creating a false quota and do pre-sales then do a large marketing campaign again in order to ensure a cash flow early on. He said this could be looked at for the future
- Melissa said they did an early bird type special last year but it didn't sell a lot
- Seth said it would supplement a higher demand in the future
- Azita said it is good because they are starting now. She said last year the marketing campaign wasn't as effective.
- Seth said movies attach an actor at the script, which can be something they might want to do with the artist
- Mason said the JazzReggae meeting started at 9 and they can bring up suggestions there
- Starr talked about raising the price of tickets. He said the issue is that if they get \$50,000 and give out 3000 tickets, that money is subsidizing costs for the LA public. He said they could raise the ticket prices by \$5.
- Mason said in terms of the students versus community investment, it has been a conversation they've had as well. She said it is the only staple for communities that would not feel comfortable stepping foot on campus without this festival. She said that is why they implement student prices. She said having a safe medium provides a benefit for students. She said it is a large community event and there might be discomfort funding this event, but it brings in vendors who develop long-term relationships with the university and brings people who might possibly eventually choose to attend UCLA
- Jasso said if they charge \$29 to the 3000 free tickets that is how he could think about the surplus. She said there was a loss at JazzReggae because they depleted USAC reserves. She said if they received surplus, they wouldn't have to tap into reserves. She said in the long run she understands the community in UCLA and they have to keep in mind that this is a business venture. She said there are negative attitudes toward JazzReggae
- Mason said she understands negativity since it is not self-sustained. She said it is a confusing

process. She said 20% of 20,000 are 4000. They are asking for less money than Bruin Bash

-Melissa said they haven't raised prices last year and not as many people came. She said they were at \$29 and people still thought it was expensive

-Davis said they should determine if this number is appropriate and they shouldn't criticize where they should cut or how to advertise. She said by not investing in this, they are losing the potential of this making money. She said if they don't put money in, they could potentially have increased money.

-Seth said he understands where Starr is coming from. He said that is \$87,000 potential student benefit from the free tickets. He said to keep in mind that there would potentially be student fees going into this

-Azita said there would be a student discount as well.

-Seth said if they are putting \$100,000 in then \$100,000 should go out

-El-Farra said she appreciates that everyone is being critical and they should be respectful of their time. She said they need to understand the history of this event. She said they should be able to trust that Mason and her staff could make these decisions. She said these are ways this goes back to them. She said they should make sure the concert is affordable and accessible. She said to keep in mind a motion would happen soon

-Davis asked if they could straw vote a number

-Jasso said they should give them an outcome. She said if they sit on a board they should not criticize the content of the event and only the prices. She said to be careful of the line they walk.

-Bocarsly said they appreciate their time. He said the amount is under scrutiny.

-Mason said USAC is a kick-start fund. Their line up, sponsorships, and projecting a budget depends on this fund. She said this is why they had to pull so much from the reserve. She said this is a volatile process that they cannot continue to push back

-Seth said he agrees and having an artist attached would be beneficial. He asked if the money would come back to them

-Bocarsly said it would be too late to come back

-Mohebi said they are looking at it as a business venture. He said he hopes that everyone is looking at everyone's opinions and that they analyze this. He asked what they would do if they knew they weren't going to sell enough tickets

-Azita said they would be realistic and undershoot their costs

-Melissa said the headliner was \$60,000 for one day. She said imagine not knowing \$50,000 when making calls over break. She said people already contacted them holding artists

-Azita said they have different levels of sponsors and by having this presence of USAC; it could draw more sponsors to USAC.

- Chu said to think about the culturally enriching experience that the festival provides. She said they might go on break for a month but the world doesn't go on break
- Davis said she would like on when to move to vote
- Hasnain said if they don't have a finalized budget, they are not allowing them to move forward. She said it is incredible disrespectful to not vote on it
- Bocarsly said Davis asked to vote on whether to vote on this
- The council voted to vote tonight
- El-Farra moved to approve \$50,000. Hasnain seconded
- Seth asked if it was possible to allocate \$5000 less if they make enough money
- El-Farra said she doesn't see the necessity of this
- Bocarsly said their system goes into their reserves and not USAC
- Davis said whatever goes into reserves is less they ask for from USAC in future years
- Dr. Geller said she is hearing concern of making a profit. She asked if there is a way to see if here is a profit and if there is a profit some of it would go back into surplus
- Mason said she is weary because they relied on the reserve if necessary in case they didn't have surplus. She said this is like a rainy day fund. She said it is doable because it is a self-saving initiative as well
- Mohebi said in the end the money they request next year would be pulled from what was given to student funds
- Seth said when they got the numbers, it seemed like there was a profit already being made. He said he fears giving too much and them giving a lot more back. He said \$45,000 safeguards \$5000. He said they would probably make all the money needed
- Bocarsly said that is the same outcome Dr. Geller is proposing
- Jasso said money coming in will come in as other income. She said counting wise; it would not go back to surplus. She said whenever they have a sponsorship; it goes to your office and not to surplus. She said in terms of pulling \$5000 off to clarify if it would come from discretionary or surplus
- Seth said surplus
- Azita said it is not conservable
- Seth said they could give \$5000 if they see that they needed
- Bocarsly said they are not voting on the entire surplus tonight
- Davis said they are being treated as sponsors and sponsors generally do not get paid back

- Melissa said knowing they have \$0 to start with; it would be helpful if years had money to start with
- Starr said there can be an agreement that they will ask for less from USAC if they had a reserve
- Bocarsly said then they would deplete the reserve
- Zimmerman said a portion was taken out in the beginning of the year. She said the purpose of the reserve is if something unexpected happens
- Starr said day of tickets dropped in price
- Melissa said day of is \$35 at the festival and if you buy it before it is \$29
- Mason said she agrees with what Zimmerman said
- El-Farra called to question to approve \$50,000. Hasnain seconded.
- Seth objected. He said \$50,000 was asked for. He said they allocate \$40,000 and \$5000 can come from the survey and \$5000 can come from discretionary needs
- Hasnain said it is a matter of opinion
- Mason said this is a nature of events and it is for institutional events
- Tancinco said asked why they couldn't put programs on surplus
- Seth said they can still allocate that \$5000 to the survey.
- Starr said they should give a solidified number tonight. He said it is still a variable. He said they should call to question for a number with no stipulations
- Davis said the kick-start sum determines sales. She said it makes a difference between a man with a banjo and a headliner. She said they need to consider putting in money to determine profits
- El-Farra said the \$10,000 wouldn't make that much of a difference. She said that takes into consideration the sales, which brings them back to Davis
- Chu asked for clarification
- Hasnain called to question for \$50,000
- Seth said he wants to be fiscally responsible. He said they should fund before surplus funding closes. He said \$45k versus \$50k is a great kick start
- Jasso said they can amend the motion that is on the floor. She said the conversation isn't producing any efficient dialogue.
- Starr said you can vocalize something you don't agree with via vote.
- Hasnain moved to approve \$50,000. El-Farra seconded. With a vote of 7-2-2, the \$50,000 was approved.

-Azita said they will be having them as one of their sponsors

-Melissa said to email them any suggestions

-Hasnain asked if they can take a break

-Bocarsly said there is executive board waiting

#### B. Suspending the Bylaws to approve Winter Contingency

-Jasso said December 21st would be the voting day. Everyone would see his or her email vote. She said the winter contingency would be out by the first week of winter of January.

-Bocarsly asked her to include the Daily Bruin.

-Jasso said yes

-Bocarsly said to reply all to the email

-Zimmerman said it is the last day of campus closure

-Jasso said she already talked to SDA

-Dr. Geller said they need quorum and they need a 2/3 positive vote since they would suspend bylaws, not just majority

-Starr called to question the aforementioned

-Zimmerman said they are suspending bylaws for this one vote

-Yoshida asked if they are out of the country

-Bocarsly said it would be like they missed a meeting

-Starr called to question to suspend the bylaws and to make the vote via email for winter contingency and have bylaws reinstated by winter quarter. Mason seconded. With a vote of 10-1-0, the bylaws were suspended.

#### C. \*Election Board Appointments

-Mohebi moved to approve the election board appointments

-Bocarsly asked if they wanted to approve them individually or as a group

-Zimmerman said it is up to them

-Bocarsly said they are voting on them all together unless there is a motion to separate them

-Dana said there was an online application and ended up with these 4 people. She said they are ready to take on these positions. She said she hopes she can count on their support and she stands behind them 100%.

- Andy introduced himself as a hill representative and wants to be external relations director
- Farhan is a second year and he wants to be publicity director
- Taylor wants to be the facilities director
- Eena said she would like to be vice chair
- Chu asked what their goal is and how they want to accomplish it
- Andy said he wants to make sure there is a lot of transparency and wants to work closely with whoever was involved last year and improve on what didn't
- Farhan said wants to get more applicants and candidates to apply. He said he would like to have a great turnout since last year there was only 30%. He said he has been part of publicizing other events
- Taylor said he wants to make sure there is good oversight and he wants to take care of any issues as quickly as possible
- Eena said she would like to make sure that everything is cohesive and she would like to take everything that happened and move forward. She said she would like to make sure changes are implemented next quarter
- El-Farra asked the second years about the past perceptions of elections and how that will affect their work this year
- Taylor said he was part of the southern California junior state, which is like a debate club. He oversaw an electorate with 200 students and campaigns lasted for 2-3 months. He said he has done election oversight and it is something he is familiar with
- Farhan said he was student body representative and nominated as the student body president. He said he has experience campaigning and creating a good election. He went to the debate and thought it was great. He said he has flyered before.
- Andy said he didn't really know about elections and he wanted to get out of his shell.
- Mason asked what it was to make them want to be on E-board
- Andy said their responsibility is to connect people to campus and he wants to get really involved with what was going on on campus
- Farhan said he wants to get more involved on campus and he wants to continue that on campus
- Taylor said he was involved in high school and he wants to be involved in college as well
- Eena said she would like to fix a lot of what happened last year. She said there has been a lack of retention. She said problems with endorsements have happened year after year. She said she wants to be a constant resource to everyone on E-board.
- Mohebi asked what the importance of USAC and elections was in the student body. He asked how it would work with the student population

-Farhan said his main job would be to publicize an event and he wants to make it a big deal. He said his main goal would be to get a big turnout

-Andy said he would like to connect people to USAC in one way

-Taylor said the more people that are involved the more informed they are and the better process they would be

-Eena said elections are the one thing everyone has in common. She said the candidates get information out there but they need to do that as well

-Jasso said one of her biggest concerns is that south campus is left out. She said a lot of south campus majors say they aren't represented. She asked how they would make it relevant

-Farhan said since people stay away from Bruinwalk, they could go to different areas on campus. He said they could make elections as big a deal as it is. He said they could show movies with OCHC about voting such as the Ides of March. He said they would want to have a concert in Bruin Plaza to gauge everyone together. He said he doesn't know anyone who would want to turn those down.

-Starr called to question. Davis seconded. With a vote of 11-0-0, the four E-board were approved.

-Jasso said since they are stipended they need to sign their hiring packets

-Kaupololo said they're not stipended until Spring

-Jasso said to have it in before spring

-Sana said one committee member wasn't there tonight. His name is Ian Cocroft. He said he is stepping down from the EVP office to be on the elections board.

-Bocarsly asked if the last one is stipended

-Dana said no

#### D. \*Freedom Riders Plaque

-Mohebi moved to move into the Freedom Riders Plaque. Chu seconded.

-Bocarsly said they would put a plaque out, but the plaque was never made. He asked them to approve \$200 since it was never used from discretionary

-Zimmerman said it would be either outside this room or in the room

-Bocarsly said his office would take care of it

-Hasnain called to question. Seth seconded. There were no objections. With a vote of 11-0-0, \$200 was approved for the Freedom Riders Plaque.

#### E. \*Winter BOD Allocations- Jacob

-Jacob presented the winter BOD allocations

- Bocarsly asked for clarification and what was changed
- Jacob said the tier system was restricted and it's not really a problem
- Bocarsly asked about the adjusted request and if it took out what they couldn't fund
- Jacob said yes. He said one group accidentally applied for 2 books for \$4000.
- Hasnain asked if his assistant BRD looks at all of these applications
- Jacob said he wasn't in every round
- Bocarsly asked how much was allocated last quarter
- Jacob said \$43,000 and twice as much money was applied for this quarter.
- Bocarsly asked how much was left
- He said \$130k. He said he will have enough for spring
- Bocarsly asked if \$130k was before surplus
- Jacob said yes
- Bocarsly asked how many were in spring.
- Jacob said he didn't know but he left half
- Seth called to question Winter BOD allocations. Kraman seconded. With a vote of 11-0-0, the Winter BOD Allocations were approved.
- Chu said it would be Tancinco, Seth, and Hasnain
- Bocarsly said if time is an issue they have proxies as well

#### F. Surplus Endowment

- Starr moved to move into the surplus endowment and moved to cap the discussion at 20 minutes.
- Bocarsly said this is a discussion and this doesn't have to be the end of the discussion. He said an endowment would invest money into a fund. His proposal is to take \$100,000 out and put it into an endowment fund to generate interest every year from here on out. He said this solves the inconsistency of surplus, BOD, and contingency. He said it takes a year when they have flexibility in surplus funding and makes it so there is no volatility as there was last year. He said in 10-15 years, they will earn interest and it would relieve a lot of dependency on surplus allocations every year. He said he knows there are a lot of questions
- Hasnain asked if there was a fund for managing funds
- Bocarsly said there would be no fee and he said he knows there won't be because they are making a deal with them

-Davis asked if there would be \$150,000 left

-Bocarsly said yes. He said they would make decisions about surplus as a whole

-Hasnain said if they get some investment, the \$10,000 would be worth less and less each year since it is spread between different student groups

-Bocarsly said in rare situations will they not have surplus. He said it is highly unlikely to have no surplus. He said they would continue to invest in the endowment. He said the more they throw in would be the more they get in the future. He said this is something to consider, but his response is that the responsible thing to do is to look out for their student groups

-Hasnain asked if this was worth it

-Bocarsly said they would generate \$5000-\$10,000 forever

-Jasso asked if it would be spent right after the fiscal year ends

-Bocarsly said they would make that decision. He said it would go into bylaws. He said they would implement some way that councils invested in it and that would include an idea of how it would be invested in the future

-Seth said the \$100,000 probably won't stay as \$100,000 since people can invest in it. He said Harvard's endowment is huge.

-Bocarsly said this is something he has spoken to development about. He said this is a way to encourage donors to donate to students

-Mason said through the UCLA annual fund, there is a leadership fund that goes through student organizations.

-Bocarsly asked if that was through the foundation

-Mason said she doesn't know.

-Bocarsly said they are collaborating on donations and he is working on that. He said administration has been meeting with development on this. He said if this does exist outside of the foundation, they should be reached out to.

-Hasnain said a point that was brought up to her by a student is if investments would be in companies and how would they make sure they are investing on things that students want them to invest on.

-Bocarsly said all of them should take the time to take time to engage students. He said he thinks that is their responsibility. He said someone from development would come into council and talk about how voting works. He said this is not as time sensitive and to make an educated vote

-Davis asked how great of a percentage cut it would cause

-Jasso said here wouldn't be cuts. She said the fund is split into three and they allow threshold to happen. She said they might get a magic number they are not sure of. She said a problem of

contingency was because they over funded because they thought they would receive more funds. She said they allocated less money in order to keep funds until May. The endowment would allow fair funds throughout the year.

-Bocarsly said because of Jasso's fiscal conservatism, cutting it would be even fairer since that is the rate they have been allocating so far.

-El-Farra said thank you to Bocarsly for looking into this. She asked is this would be in Bank of America -Bocarsly said he would bring people in to talk about it but would be wherever the money of UCLA is held

-El-Farra said there is an investment plan taking money out of Bank of America

-Bocarsly asked if ASUCLA's money is held in the same place as UCLA's money

-Dr. Geller said the foundation is separate. She said there is ASUCLA money, regental money, and money for the foundation. She said some money hasn't been transferred out yet. The money not invested is held. She thinks it is in Wells Fargo.

-Bocarsly asked if ASUCLA money is held with all of ASUCLA

-Zimmerman said yes

-Chu asked about principle investment. She asked if they need that much of a principle. She said they can never touch it.

-Bocarsly said they could make more money than it is worth. He said everything beyond that is free money. He said they are making money forever for free.

-Chu asked if they are adding money to it

-Bocarsly said it would be so big that you would continue to make money from surplus

-Chu asked if the money they would make would ever be bigger than principle

-Bocarsly said 30 years from now, they would generate guaranteed money. Council could add surplus to it or they will get money in addition to surplus

-Starr said if they put in 100k, more will be added. He said in 20 years the money pays off itself. He said the interest won't be greater than the fund but after 20 years it will have paid for itself.

-Jasso asked if they would add more time

-Mason asked if this started as an endowment for a rainy day that they don't touch. She said they can't touch money that will help students

-Bocarsly said it would help students in the long-term. He said they can take the interest over time

-Jasso said the question about the endowment becomes a question of if they value short versus long term. She said they should evaluate if the student body values a short or long term investment. She said USAC council was very short sided. She said the endowment is a good thing to think of and they might not see the impact of the endowment but they need to be proactive to

enhance and maximize their funds

-Bocarsly said they want to remember last year's problems and they have the flexibility of this year -Mohebi said endowments have guarantees. He said when you look at it; student groups have been together for 30 years. He said he hopes that these student groups flourish. He said they don't have a large endowment but it is something that will generate money in the long run.

-Bocarsly said this will generate a lot of money

-Seth said there is a rising cost and inflation. He said he doesn't foresee a referendum passing. This is a chance for them to make institutional change. He said it is important to be advocates and that they are voices of change for the future. He said this is the best route for that.

-Bocarsly said this conversation is not over and he wants to make sure that everyone is educated on the issue

-Hasnain moved to add one minute. Starr seconded

-Hasnain said they shouldn't make an assumption that a referendum wouldn't pass

#### XI. Announcements

-Kraman said study nights have started

-Chu said there would be food trucks for finals next weeks

-Jasso said the Korro fellowship application is due soon and 5 people in his year did the fellowship. They train you how to become civically engaged. She said if they have funding chairs to email her back. She said she wants to provide support for funding chairs. She talked about the common application and it is important to have good communication

-Mohebi said thank you to El-Farra and Mason and to please email him back. He said they already have 80 people signed up so far to get the LA community involved

-Zimmerman said to send in their landscape pictures for digital flyers and they will get it up on the walls. She said if it is something that pertains to the UCLA community they can advertise for free

-Hasnain said applications for alternative spring break opened up. She said there are 4 locations. Non-profit networking night is coming up and she is offering co-programming changes. She said she ordered the book Mismatch and she said she will read through it and to send her an email if they want to read it. She said she will send an email in terms of campus climate. She said she was talking to Pam Cysner and people don't report smaller things on campus. She said there is a form you can fill out that the university processes. She said while larger incidents are isolated they are part of a broader and larger campus issue. She said she will contact her and Champawat about safety.

#### XII. *The attendance sheet was passed around.*

#### XIII. Adjournment

- Starr moved and Mohebi seconded to adjourn the meeting.

FINAL

Approved: January 8, 2013

- Bocarsly called for Acclamation. Bocarsly asked if there were any objections to approval by Acclamation. There being none, the meeting was adjourned at 11:06 p.m. by Acclamation.

XIV. Good and Welfare

Respectfully Submitted,

Katrina Dimacali

USAC Minutes Taker 2012-2013