Board of Directors Meeting Minutes for January 18th, 2012

I. Call to Order: ASI President Prado calls the ASI BOD Meeting to order at 12:01pm.

* indicates member present at start of meeting roll call

II. Roll Call

Members Present: *Chris Prado  
*Chris Caldwell  
*Siddharth Menon  
*Mark Allen T. Laluan  
*Lyla Pehrson  
*Stan Hebert  
*Humberto Rosas  
*Derek Volk  
*Chinna Ford  
*Cesar Lafarga  
*Jeseca Stone  
*Frank M. Quintana  
*Tenaya Davis  
*Melanie Sutrathada  
*Randy Saffold  
*Marguerite Hinrichs  
*Mike Mahoney  
*Debby De Angelis

Absent Members: Martin Castillo  
Kate Shahed

Guests: Lamonte Dewindt  
Corrie Christine  
Courtney Symonds  
Ian Crueldad  
Flor Vanessa Sandoval  
Helena Straughter  
D. McKinney

I. Action Item - Approval of Agenda

Motion: (Rosas) to approve the Agenda.
Motion Carries.

II. Action Item - Approval of the November 23rd, 2011 Minutes.

Motion: (Menon) to approve the November 23rd, 2011 Minutes.
Motion Carries.

III. Public Comment - None

Public Comment is intended as a time for any member of the public to address the board on any issues affecting ASI and/or the California State University, East Bay.

IV. Action Item: Board Appointments: Director, University Union and Director, Environmental Affairs.

The Board will seek to appoint Corrie Christine and Courtney Symonds through the recommendation from the Executive Committee.

"Students working for Students!"
President Prado yields the floor to EVP Caldwell who highlights the following:

- EVP Caldwell states that he will be reading the memo in regards to the process of picking candidates for the two board positions. There was a new process created, a new process to fill the Board of Director vacant positions adopted by the Personnel Committee.
- First all applicants were screened through Judicial Affairs to check their eligibility.
- Then based on the eligibility, interviews were then conducted with the individuals that were eligible by the Personnel Committee members.
- Following this the committee narrowed down to two candidates to each available position, the individuals that were selected presented presentations to the Personnel Committee.
- The Committee then went into closed session to narrow down for the ASI BOD.
- The Committees formal Recommendations includes the following:
  1. Courtney Symonds, Director of University Union
  2. Corrie Christine, Director of Environmental Affairs
- This new process seemed to work out very well; each committee member participated in the process and asks the Board if they can accept the Personnel Committee formal Board of Directors recommendations. This is the whole process that we used for screening. If anyone has any questions about the process and how we went about it:
- Director Quintana asks EVP Caldwell how they went about deciding on the two candidates, what sort of qualifications was seen that was not seen in the other two candidates?
- EVP Caldwell states that he’s not going to go into that, being that those things were discussed in closed session. But the candidates that were picked, held great communication skills and had realistic plans on what they would bring to the table once appointed as Board Members. So with that being said we just feel like they were the best candidates.

Motion: (Laluan) to approve Courtney Symonds as the Director of the University Union and Corrie Christine as the Director of Environmental Affairs. Motion Carries.

Courtney Symonds is now the Director of the University Union.
Corrie Christine is now the Director of Environmental Affairs.

*Both Candidates take the Oath of Office stating:

"I (Courtney/Corrie), as duly elected of Associated Students, Incorporated of California State University East Bay, do swear that I will faithfully fulfill the duties of this office as provided by the established Bylaws. I will strive to establish representative government, maintain academic freedom, and defend student rights. I will work toward the strengthening of the cooperation between the Associated Students, Incorporated Board of Directors and the Administration, and work toward bettering my leadership qualities and scholastic standards. With these..."
thoughts in mind, I shall set as my final goal the betterment of California State University East Bay Associated Students Incorporated; I so affirm.”

V. Information Item- Local Candidate Debate
President Prado states that we are going to be extended the opportunity to host the local candidate debate on campus. Ideally I will enjoy the Lobby Corps Committee, Legislative Affairs Committee, and External Affairs Committee to work together moving forward with this. Also any others on the Board who would like to participate. Helena Straughter is going to come and brief the Board on the debate.

VI. Information Item-Helena Straughter
President Prado yields the floor to Helena Straughter who is the State Democratic Elected Delegate who petitioned the Board requesting to give the Board this opportunity.

- Helena Straughter yields the floor to Ian Cruelad who states:
  The reason for having this debate is the same reason why I as a young individual decided to start my own democratic club and be actively involved in other school activities, such as being a committee member of Lobby Corps. That reason is because I strongly believe these kind of events will set students and young people interested in politics and the concerning issues in today’s world. Unfortunately the turn out vote for young people in this particular area is still low. The students of today are supposed to be the future leaders of tomorrow. Yet most seem to be ignorant towards politics and the government. Others and I truly believe that this debate can be the start of something remarkable that can change the trends of the young people’s view. We are living in a world where decisions are made for us. This debate can help us be more in control by letting us be informed about the people we vote for.

- Helena Straughter states that she is a delegate to the Democratic Party, she writes resolutions for the party. Just briefly one that was written in 2009 is something that our economy is faced with which is foreclosure. The resolution mentions to “Stop bailing out banks and start bailing out homeowners.” The purpose of being here today about the candidate 2012 debate allowing the young generation to vote and awareness to community, due to the younger generation votes being so low. Allow them to rethink the process of democracy.

- Now example, Congressman Jerry McNerney he has two candidates running for office Rick Yates-republican, John McDonald, republican, and Congressman Pete Star has one opponent and his name is Eric Swalwell. The great Debate for 2012 will allow the community as well as the students make a value assessment, we normally read about the candidates in a sample ballot. But the debate will allow communication with the candidates. I have spoken with a lot of candidates; the main thing is to lock in a location. Looking to have California State University East Bay is the place where the debate can take place.

- VP Laluan asks about the topics of the debates.
- Helena states the format will be based around the economy based on things that we know and things that we are up against. Some students from UC Davis just

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presented a resolution. Topic is mainly going to be around jobs and health care. Our format for now is a panel discussion there will be three Mon orators. Still trying to figure out the Q and A will be done.

- **VP Pehrson** asks if the debate will be open to the public or geared toward student’s on-campus.
- Helena states that it will be open to the public as well as students.
- **Director Sutrathada** asks how much projected interest is we foreseeing on the CSUEB campus, how big of an audience will you expect at the debate.
- Helena states at this time considering the candidates that are running looking at least 300 people. We will be doing our advertising as well as the candidates doing their own advertising. When any event is done outreach is very important.
- **Director Rosas** asks if the debate will be televised.
- Helena states that they are partners with USCW which is the local station five and is working on getting them to televise the event. As well I have been communicating with the local newspaper, and also trying to get PSA at the local radio stations.
- **Hebert** states that as an ASI hosted event it is always valuable to have the topic of the day speakers as a part of the University Programs, it is important that it is an ASI hosted event. Otherwise you risk wondering to the territory providing a facility, and the request is not to rent the facility but just to have the facility available for no cost. To make sure that it is an ASI sponsored/hosted event as opposed to something that might appear to the average person that appears to be a political group that is using the facilities for free. Detail of ASI sponsoring the event should be used when developing a program like this.
- **ED Saffold** states that any committee member coming to the event unless they are going be walking up harder road or coming up Carlos Bee Boulevard would have to pay for parking, this is something that ASI would not have control over. Also from the perspective of the marketing team, the advertising would not be able to be done in the community. Why would they want to be involved in this level of discussion and debate particularly, if students they do not live in this region they cannot vote for these specific candidates in the region?
- Helena states that calibrating with ASI will be not just a great opportunity for the students but also the community as well, our outreach will be for the community area surrounding East Bay. But we have also talked to other colleges as well but I thought that Cal State College will be a better venue; I think I heard you marketing strategies to the students this is fine because we will be marketing in Hayward areas. We are not looking for a free venue because there are many venues out there. We are looking to collaborate with ASI so that it is a win situation across the board. Because you have the students as well as you have the voters in the communities.
- Ian states that the college experience is more about exposure, but to be able to be here in be in this conversation, it is ridiculously valuable for college students at East Bay.
• Director Quintana states that he does recommend that ASI does support this and move forward with this. Also because this is one of the missions of the legislative affairs committee. Basically to open up places so that there can be political dialogue. It is really important for us to support this.

• Director Laluan states that the logistics are one concern that ED Saffold pointed out. Parking will be an issue and is not sure that we have the money to show out the parking passes. ED Saffold highlights that he is sure that they do not have the funds for parking passes. I approve of the educating and collaging students about political issues but at the same time if we have the means to pay.

• EVP Caldwell wants information on the date and time of the event.

• Helena states that the debate will be held on Saturday April 14th, 2012.

• Director Rosas mentions that in the regards of the parking permits there were printable parking passes for the guest that were coming in regards to Orientation days in the summer. Maybe this can be done for the debate event.

• ED Saffold there is curtain events that have been cleared in which they can control parking on-campus. There are waivers that are given for specific events. There has not been any other time in which this has happened. In other words, ASI would be paying for parking. There is no functional way that parking would not have to be covered by ASI.

• Helena states that she would like to think the main issue would be is supporting the event, she mention that her team can worry about the parking situation. Because we can send emails out as we send out to candidates and people who RSVP the political process and just tag on parking is $6.00 and we can move on the main support of the event. And Time wise we are looking to address the congressional seat and the senator seat because right there are two competitive seats in the congressional seats. Two competitors racing that cover Fremont, Newark, and some parts of Santa Clara. Mary Hamachi race and Senator Race Loni Hancock

• Sufficient requests that our Director of Legislative Affairs would like to put up. I am going to favor this event, and would have to speak with our Executive Director in regards to the logistics of the event.

• Hebert asks if this event is in the evening. The reason I asked that is because our welcome day is actually the fourteenth of April. The welcome day ends about 3 or 4pm. An all-day debate will be particularly challenging on that specific day.

• Helena stated that the event is from 9am to 2:30pm. The event can possibly be moved to a different weekend because of the length of the time of the specific debate.

• ED Saffold states that Director Frank can work with Mo Salman to look at possible dates in the future. To see what weekends are clear?

• Director Laluan asks does this event require any formal action by the Board of Directors or can it be run by the Legislative Affairs Committee. President Prado answers that it will be run by the Legislative Affairs Committee.

• Director Davis states that everyone has their individual opinions about the event but everyone has to be aware that we are representing the East Bay campus. Make Students working for Students!
comments that we are speaking on the behalf of the students and staff of California State University East Bay.

- President Prado thanks Helena Straughter for the Presentation and Information along with the other Board of Directors.

VII. Information Item - March 5th Rally to the State Legislature

President Prado states this is the Hallmark event for the entire year especially since Tuition has increased over 22%. It is more than important that we are present at the state legislature. That we are vocal and communicating aggressively and proactive on how the students feel about tuition hikes and budget cuts towards education in this state. I just want to lay the frame work for the board on mobilizing the campus community. I Spoke with ED Saffold on the logistics on buses and paying for them to get to the state legislature.

President Prado states that he wants to open up general discussion in regards to the rally:

- Director Quintana states that there will be a classroom campaign in which we can go to classrooms and inform the students on the specific rally, the legislative affairs will be working on the “Bucks Start Here Campaign” as we collect stories of how students have been impacted on the tuition increase.

- President Prado states that this is an extremely prioritized event I would love to hear feedback from the Board.

- Director Laluan states that the administration, faculty, and students should all get together, also reach out with other groups and bodies and focusing on lobbying closer to home on district days.

- President Prado states that he is really shooting for the stars with this rally and looking to get as many students as possible.

- Director Ford mentions that maybe there can be a registration so that ASI is not wasting money.

- Director Davis states that Board Members should take some time to think about this and come up with ideas. They can be brought back to the next Board meeting for discussion.

- Director Quintana states that one of the things that were conducted during my internship with CFA was that collection of commit cards. We would collect commit cards prior to the event, people would commit to going. So we get everyone who’s going contact information.

- ED Saffold states that we should make sure we have in advance how many people that are going. Buses are not cheap but this was an issue that was so important, what I’ll be willing to do is to put the best foot forward to pay for student travel. Registration has to be done in advance so that we can know about how many buses we should try to get. If we have a level of commitment ahead of time we would know how many buses.

- Director Davis states that if we are going to do this we have to get on top of things because March 5th, 2012 is around the corner; also the commit card
idea is great but is something that cannot be done the day before due to transportation being needed. Idea of just getting this on board now instead of waiting until the last minute.

- Mahoney stated that the university cannot pay for anybody to go and lobby in Sacramento. He recommended getting together with the faculty union. He said that as it was mentioned at the Academic Senate meeting that they are going to make a big effort.

- Director Quintana mentioned that the grassroots organizing is very effective.

- President Prado stated that what might make this year different from other years is to increase political consciousness across the board from California citizens. He said in the email if he read it correctly that the Director for Legislative Affairs for the California State Student Association that kind of aligned student teachers association as well. He doesn't think that they have ever participated in his recent memory standing on the unified front marching for the legislature. And the way they mobilize is as effective as any other union.

VIII. Information Item – Breakfast for Dinner Budget and Event

President Prado states that this is an initiative that our VP of Internal Affairs has taken to gauge the board interests on trying to pursue this.

President Prado yields the floor to VP of Internal Affairs Lyla Pehrson who highlights the following:

- Aware of the Breakfast for Dinner event last year
- Budgeted for 350 people but the food ran out
- One of those things that was held in the Multipurpose Room
- Outreach to students what ASI is and what we do
- Really important initiatives
- One of the things that was really affective last year
- I like to see tabling there for ASI events-what is upcoming
- Table of information item available to students
- We will be serving the students-gives board members to connect with students
- Worked out a budget for the event
- Last year Aramark charged $15 per person with 350 people being covered
- Found a catering company for the event in which they would charge $11.25 per person and for 350 people the total cost with tax would be a little over $4000.00
- There has been budgets for these type of events
- It's important that the students know who we are and what we do
- Really strong Marketing Venue, it is less political but it will still impact students.

- Director Sutrathada states that she thinks that this is an important idea; especially serving students is a great way for the board to get involved with their students on campus. Also I do not understand why breakfast is so expensive.
when it comes to catering when in the dining common it is $5.25 for breakfast. If we can do it for a little less amazing way to market ourselves.

- **VP Pehrson** states that there is room for negotiation here’s a list of the food items that she would like to see for the “Breakfast for Dinner Event”.
  - scrambled eggs, salsa, cheese, roast herb potatoes, sliced ham, chicken, fruit, assorted pastries, water, coffee, and juice.

- Marguerite states that this is an excellent program to engage Cal State East Bay students with Board members; I will like to come out to serve as I did the previous year. Mentions to the board to have some of the direct services available at this venue use it to market and promote ASI services to students. At other institutions this is annual event which has become a tradition, looking to do so at Cal State East Bay.

- **Director Laluan** states that $4,000.00 seems a little pricey for the event but we are investing in the students and as long as the food is quality it sounds like a good idea.

- **Director Ford** states that I want to talk about the serving part, we had to serve people and it was chaos and mayhem just from the serving part of things. Also tabling maybe we could trade off or do a game.

- **Director Volk** states that he would like to bring up an idea that a lot of the colleges would like to have “Meet the Dean” for their specific colleges. But if we have $4,000.00 for this event is there a way that events can be combined.

- **Director Rosas** asks when the target date for this particular event is.

- **VP Pehrson** states that the date that she will be looking at having the event is on March 14th 4:30pm to 7:00pm in the MPR.

- **Director Sutrathada** states that it seems that the budget is our largest concern, there is usually a breakfast for midnight done in housing for finals in which 500-700 people generally shows up, I’m not sure if we are just going to be getting 350 people.

- **VP Pehrson** stated that since we limited budget wise, there will be flyers posted that the students can check out.

- **ED Saffold** states that he wants ASI to be respectful of Aramark also that student’s organizations are held to the same restrictions. ASI is the largest student organization on-campus. Be aware that we are getting looked at every time we go off-campus. Also are the people that are going to be served, be sure that we staying clear within the policies on-campus.

- **Director Laluan** stated that as long as event doesn’t overlap the “Meet the Dean” event, I think that ED Saffold summed up the political aspect.

- **VP Pehrson** thanks the board for listening and hopes to re-work the numbers to something that all the board members are content with. We will try to include as many people as possible to work at the event.
IX. Information Item – Classroom Campaign Content

The Board will discuss the content of the classroom campaign to be held during the Winter Quarter.

President Prado states that this is something that has been in the works since the previous quarter and would like to get moving on this specific item. We really want to get this moving within the next two weeks. This will be the means of communicating the other events and also about the issues that students are faced with when it comes to budget cuts.

President Prado yields the floor to the Board of Directors to highlight priorities when going class to class:

- Director Davis states that our number one priority will be to let students know who we are and what we do. I think we need to show our faces and be visible. Once that has taken place then the focus can be on the March 5th Rally being campaigned to students. If they understand our position and where we are coming from it will increase the student’s awareness about us and our visibility as in ASI.

- VP Laluan states that he thinks that we need to build awareness about what our elected officials are saying about higher education. Governor Brown states that we should treat education questions with a little more humility. I think that we need to communicate with elected officials who are clearly not listening to us but events like these give exposure to the students.

- Director Ford states that we should let students know who we are and what we do. We should be approachable to the students and not be so formal. There should be a Q and A.

- Director Sutrathada states that this is an excellent opportunity. Message campaign to let students know who we are. People are not aware on what’s going on. There should be little calendars handed out to students to keep them aware.

- Director Davis states that in one of class with about 70 students, she asked who knew what the East Bay mission statement is and about 5 people knew what the mission statement was. Also asked about the logo and about two people could recognize it when they saw it and two people knew what was on it. Really important that we inform students on what ASI is. The board should really re-enforce this and be visible.

- President Prado states that with all the classes that we have once we have the contents solidified then we can give the presentation in all the classes. We can kind of figure out how many students we are reaching out to.

- VP Laluan states that we should reach out to the professors that we know and the classes that we have to say what we have to say.

- Director Quintana mentioned that we can talk about this but somebody needs to take the lead on this.
• Director Sutrathada states that she can take the lead on this item; she will actually be meeting with Sally Murphy and her team this upcoming week. A mass email will be sent out.

• ED Saffold states to be careful that around midterms and finals things get dropped un-intentionally so make sure you hold each other accountable because this message is way to important to let it drop or there is a confusion of who or what and to make sure that you have a point person who you hold accountable and also hold yourself accountable for assisting to get everything done.

• President Prado thanks ED Saffold and trusts in Director Sutrathada to move forward on this item and get things done as immediately as possible.

X. Information Item – Board Reports

EVP Caldwell states that Board Reports will be due by next Thursday January 26th, 2012. The Board can email them their reports and also forward them to President Prado. Also the following day there will be one on one meeting. The board will be open for a couple of hours on Fridays. At this plan of action we want to build on to the goals that we would like to accomplish. Also would like a summary of what we did last quarter. I will be sending out the template today, just make sure you hit the due date.

XI. Roundtable Remarks

Lafarga: states that he is planning on going to “Meet the Dean”. Also is a part of the A2E2 committee.

Hebert: states that he would like to thank the ASI Board Members who participated in the forums with the candidates for the Chief Financial Officer, Vice President Administration of Finance. This is a very important position we have the three candidates here this week Bradley Wells, Karen Wall, and Jeffrey Kingston. I know that we had additional members signed up, just let Sneh know and she will make sure that you can come by to the session. 2:30 to 3:00pm today and tomorrow are the next couple of sessions. Chance to participate in feedback is very much appreciated. Also ASI has quite a few events; also President was quite impressed with the speaker series that was held last quarter. Would like to know more about the scheduled events, as far out as we could project to the Spring. Where the events are, when they are going to take place would be so that we can provide this information to other members of the cabinet far in advance so that there is an opportunity and an invitation so that other members can attend.

Ford states that she attended the MLK event and it was nice, also the President Moshita came and said a few words. She mentioned “Cash for College” workshop. I actually did attend one on Saturday just to get a feel on what one would be like. I would be giving the Board more details, looking to have one in February. Also a “Meet the Dean” class is having a Q and A for the upcoming cabinets, will be emailing the Board the dates to come and speak with the Deans.

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Volk: states that over the break we had the 50th Anniversary program which was good and we talked about couple of more events that will be happening soon.

Hinrichs: states that the recognition renewal meeting is today at 1:30pm for the clubs/orgs, would like the board to put the word out that once the clubs is recognized they don’t have to go to another recognition renewal meeting if they already have been to one before for the academic year. Student life is gearing up for homecoming and would like to let the board know that the SLLP office will be winning the office decorating contest and also will be participating in the upcoming parade. Classes, Organizations, can get involved in the homecoming. There will be an East Bay Idol along with East Bay’s Best Dance Crew. Whoever wins the competition will be performing at the half time show at homecoming. The importance of coordinating the elections committee and getting the elections committee going would like to give every student the opportunity to participate. Director Lafarga states that maybe we can start marketing the committee and get the word out that the elections committee will be forming.

De Angelis: states that believe it or not there are only 6 more home basketball games; Friday night is the “pack the gym” night. If a thousand fans come out there will be chipotle burritos donated to all fans that came out to support the game. So pack the gym on Friday night, on Saturday night there will be kids invited to the game from the elementary schools that the East Bay has partnered with in regards to the reading program held with the local elementary schools. The two students that have read the most will be honored at half time. Homecoming will be February 10th and 11th, 2012 come out there will be a little revenge that night. The 18th is the senior night. During the 50th anniversary we are expecting 11 out of 12 of the first basketball players present at the homecoming games.

D. McKinney: states that he is excited to be back on campus, from the alumni board we are having the same issue which is getting out to the students. I recognize that we have the same issue. February 11th, 2012 we are planning a homecoming party at the Me Lounge here in Hayward it will be from 3pm to 5pm. One of things we are trying to do is find the oldest couples who have met at CSUEB and have them share their story. Recognize them during the day.

Quintana: congratulates the new board members, also I wanted to introduce our new Lobby Core Chair Flor Vanessa Sandoval, she will work with me on the March 5th Rally. Also we will be in Sonoma this weekend for the upcoming CSSA along with Chinna Ford, Chris Caldwell, and Chris Prado.

Davis: Met with my committee on a casual basis, discussed some ideas that the committee will be going over, one of the big events is the peer mentors, I have access to the entire freshman on the East Bay campus, looking to increase enrollment in the RAW. Events will be coming up in the RAW; will keep the board posted on upcoming events.

Laluan: congratulates the new board members and really appreciate all the ASI members’ as well academic senators that were out at the academic senate meeting of the quarter. In several votes our voice was decisive, I want to stress to those on the directors to come out and be a part of the process.
Pehrson: states that she is also a part of the Kinesiology Club and through the funding of ASI. World Congress on Exercising Medicine on May 29th through June 12th, 2012. Thank You to ASI because I really get to see the benefits as a club member.

Christine: introduces herself and thanks the board for welcoming her, I looked forward to working with the board.

Caldwell: states that the Board should make sure that we are meeting with our committees, if there are any questions with committee set-ups and agendas let me know I can help as much as possible. Also I will be working with the new board members. Planning on having an on-campus retreat due to the budget, we will revisit some things that we went over in the summer. The plan is to have it before the next quarter and also before finals.

Prado: states that it seems that everyone is on the right path, I am disappointed that Chinn Ford, Christopher Caldwell, Frank Quintana, and I will not be here this Friday for the “Pack the Gym” because of the CSSA. Also Thanks all the Board members and congratulations to Courtney and Corrie. Thanks Lamonte for coming.

Saffold: states that VP Pehrson will be working with her committee on the benefits form the travel policy for ASI. We had an audit finding indicating that we need to have policies put into order. We do need to schedule training for the two new board members, Chris Caldwell, Sneh, and I will coordinate with you to get your class schedules. Set aside at least two hours for two individual trainings as a part of the Board Commitment. Budget timeline is coming up right around the end of January; will be working on generating a draft budget from the Finance Committee sometime by the end of February then will be presented to the Board late February beginning March. Want to make sure we do this quickly to leave time for the board to go over it. Lastly, look at getting the elections committee up and running. Bylaw changing will be looked into by the Internal Affairs Committee.

XII. Adjourment
Motion: () to adjourn meeting at 1:31pm
Motion Carries.

Minutes Reviewed and Approved By/On:

ASI PRESIDENT

Name: Christopher Prado

02/01/12
Date

“Students working for Students!”