Board of Directors Meeting Minutes for October 12th, 2011

I. Call to Order: ASI President Prado calls the ASI BOD Meeting to order at 12:35pm.

* indicates member present at start of meeting roll call

II. Roll Call

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<tr>
<th>Members Present</th>
<th>Absent Members</th>
<th>Guests</th>
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<tr>
<td>*Chris Prado</td>
<td>Martin Castillo</td>
<td>Dominic Skipper</td>
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<td>*Chis Caldwell</td>
<td>Debby De Angelis</td>
<td>Krista Smith</td>
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<td>*Siddharth Menon</td>
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<td>Lil Brown-Parker</td>
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<td>*Mark A. Laluan</td>
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<td>Michael Lin</td>
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<td>*Lyla Pehrson</td>
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<td>*Humberto Rosas</td>
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<td>*Derek Volk</td>
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<td>*Chinna Ford</td>
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<td>*Jesseca Stone</td>
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<td>*Frank M. Quintana</td>
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<td>*Tenaya Davis</td>
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<td>*Stan Hebert</td>
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<td>*Randy Saffold</td>
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<td>*Marguerite Hinrichs</td>
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<td>*Kate Shaheed</td>
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III. Action Item-Approval of Agenda
Motion: (Laluan) to approve the Agenda.
Amendment I: (Sutrathada) to amend the agenda to reflect the approval of the September 22nd, 2011 Committee Minutes instead of June 15th, 2011 Minutes.
Amendment I Carries.
Main Motion carries As Amended.

IV. Action Item -Approval of September 22nd, 2011 Executive Committee Minutes
Motion: (Laluan) to approve the September 22nd, 2011 Minutes.
Amendment I: (Sutrathada) to amend the minutes to include the stipulation that Frank Quintana, Director of Legislative Affairs spearheaded the efforts of Resolution of AB 131 in the Minutes of September 22nd, 2011.
Motion Carries.
Amendment I Carries.
Main Motion carries as Amended.
V. Public Comment

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.

President Prado yields the floor to Dominic Skipper who highlights the following:

Dominic Skipper states that he is present at the Board of Directors meeting on the behalf of ASI presents: He states that for the Dr. Cornell West event that there has been more than 210 tickets sold for the general public so ASI presents has cut off ticket sales for the general public for pre-order. Other people will have to come on the day of the event to see if there are seats available for the event. The staff is also working on an overflow room so people will not be turned away from the Cornell West event. ASI Presents is requiring that all students of California State University East Bay RSVP for the event if they are to attend to the Diversity Center email address. All RSVP tickets will be released at 7 p.m. on the day of the event if students are not there to pick up their reserved tickets they will be distributed and others will have seats. As far as the meet and greet goes Dr. Cornell West is being led by the President’s office and not by ASI Presents. Jonathan Stoll is working with the President’s office to see what the stipulations are to have ASI presents also coordinate a meet and greet at the event.

Dominic Skipper opens the floor for the BOD Members:

- Are there tickets on sale on the ASI website for non-students?
- Answer: there were tickets on sale for outside guests but the theater only holds 400 students so if more tickets are sold to outside guests there will not be any room for students to attend the event. So as of now the outside guests tickets has been cut off until the day of the event.

Dominic Skipper states that there will be an event “Make a Difference Day” taking place on Saturday morning October 22nd, 2011. Basically it’s an opportunity to do some community service around the city of Hayward. ASI presents are encouraging the BOD to come out and participate in this event. There will be breakfast provided before the participants leave for the community service.

Finally, he touches basis on the event “Breakfast for Dinner”. The reason why the program was created is because ASI felt like they wanted to get students engaged and more involved. There are many students who do not know what ASI does and what it stands for; this gives them the opportunity to get to know ASI. The previous year ASI accommodated for 300 people and the food did run out. This is something that ASI would like to continue doing due to it being such a huge success.

The food and the cost that was provided by Aramark for the previous year includes:

- 14.59 per person
- Food that was included
  - Pancakes
  - Waffles
  - Eggs
  - Cereal and Milk
  - Bacon
  - Sausage
  - Hash Browns
  - Juices
- Coffee
  - To accommodate 200 people ASI is looking at a price of $2,918.00.
  - To accommodate 300 people ASI is looking at a price of $4,377.00.
  - To accommodate 350 people ASI is looking at a price of $5,406.50.

Melanie Sutratnada asked if breakfast at the Dining Common is $5.75 per person why is the
"Breakfast for Dinner" event $14.59 per person?

Dominic and Samantha were pretty upset with the final pricing for each student due to the dining
common having such a low rate. This is something that should be changed this year.

This year ASI Presents would come up with a budget that can accommodate hundred students
and present it to Aramark. If Aramark is not pleased with the budget that has been set-up for
the specific event they will be looking at outside vendors.

Dominic Skipper states that he would like students to get more involved, have school spirit,
and know what Associated Students Inc. stands for.

President Prado states that if ASI was to work with this event the same concerns for the pric-
ing will be held due to the money that’s allocated. The event was a great event this past year
and as soon as the policy is drafted by Lyla Pehrson this item can be placed on the agenda and the
event can be put in place for this year.


The ASI President/CEO (Christopher Prado) will inform the board of his priorities for the year
of 2011-2012 and avenues through which he will seek to have those initiatives material-
ized.

President Prado states that he will be giving a brief report on the Action Policy Plan 2011-
2012. This will not be a formalized policy Agenda; these are just general recommendations
until the committees are up and running. These are just the ASI President’s recommenda-
tions to the Board. These are just simple initiatives that have broader goals, when the board
campaigned this last year; they campaigned on increasing visibility of the Board Members,
attacking more authentic student issues that are on campus, and building more enthusiasm
throughout the campus community. These are three general initiatives that are recommend-
ed to the board to pursue this year:

- Increase student involvement and awareness of ASI on campus. Give students who
  have felt underserved by ASI an opportunity to actively participate and directly re-
  ceive the benefits of ASI.

  Thanks Kate Shaheed and the Alumni Association, he was really inspired by the
  "Save our Students" fellowships that was coordinated with the Financial Aid office;
effective way to brand a program, they funded 20+ students. Have the Board work
in collaboration with the Financial Aid office and this will give students an opportu-
nity to fund their education. This is an initiative that can be taken by the External
Affairs Committee. If the External Affairs committee doesn’t want this specific re-
ponsibility, it is up to that committee.

- The second initiative for the Board to achieve is to outline and extend specific pro-
grams to increase the student’s participation. Campus events taking place have a
raffle for a parking permit or for $100.00 book voucher.
• Commends Quintana for putting together and organizing a lobbying trip with La-
Luan for the first Friday of school, lobbying AB970 give students six months notification before tuition will be increasing. The idea behind this is to give students a little more time to cope with tuition fee increases.
• Overall Campaign that he is proposing is Freedom Rights to the State Legislature Awareness and Action Campaign-brand it as a starter campaign to get the students excited. Build awareness around campus about the state budget cuts.
• Resolve Transportation Issues is another focus for the Board - there is nothing that the Board can do directly but the board can use their relationship with campus administration.
• Tactic #1 includes supporting the Students Initiatives- hopefully by spring quarter the board can work on implementing some more transit options.

VP Menon states that he would like to touch basis on Goal 2: Increase Advocacy Efforts Statewide. Specifically this is the President’s Goal to have individuals go to the state legislature but specifically focuses on his personal committee, there will be different ways. There have been practices of the same rallies and he wants to look at different ways and measures. He also states that he agrees with the Presidents goals but he will be adding to what the President of ASI has recommended. President Prado states that he has been sort of withdrawing from this idea due to the recent social movements that have been occurring.

VII. Information Item- Public Relations Plan of Execution 2011-2012
Director, Public Relations (Melanie Sutrathada) will inform the board of efforts to increase Board member visibility, accessibility, and marketing strategies.
President Prado yields the floor to the Director of Public Relations Melanie Sutrathada who highlights the following:
• Director Sutrathada states that the goal is to strengthen the relationship between ASI and the students. Also asks Board Members to take a look at the calendar and see what events they can attend, there has been a lot of information sent out to the Board and expects that the Board can at least attend 3 events a month at the minimum. The Board is here to make a difference and help student voices be heard. She can also work directly with the board if help is needed in regards to Facebook.
• 1st Tactic: Visibility of Board of Directors
• States that if the visibility of the Board of Directors is increased so will the awareness to the students of who are the Board of Directors
• Board of Directors Photo Shoot
• Business Cards stocked by the First day of class
• Have Board Members speak at all Freshman Orientations
• Be at Freshman Convocation
• Hold a welcome back BBQ
• Refer to the Public Relations Plan for 2011

Director Sutrathada states that they will be watching a Contest to create a new campaigning slogan. The winner will be receiving something along the lines of a Parking Permit for
the quarter. It will be taking place this fall by the end of fall the slogan should be generated and Garvin and his team will be working on the actual visual logo that will be printed on T-shirts, bracelets, and any other thing that will be distributed from ASI. Since winter is our big sports time all materials should be ordered by January. In order to keep those momentums going in winter there will be a design contest for those students who are interested in visual arts, creating, and designing. The first place winner will be receiving 25 limited edition T-shirts that will be made with their design.

She also lets the Board know that on their spare time they can come speak with her, she has many ideas and she would love to hear their input when it comes to new ideas.

2nd Tactic: Build Transparency
3rd Tactic: Increase Student Involvement
4th Tactic: Brand Awareness
5th Tactic: Community Engagement

VIII. Information Item-Robert Rules of Order Briefing

Executive Director (Randy Saffold) will inform the board of Robert’s Rules of Order training.

President Prado yields the floor to Executive Director Randy Saffold who highlights the following:

- **ED Saffold** recommends that the board goes through the email he has sent them and prints out the top ten motions and rules that is needed to remember. Bring them to the next couple of meetings so that they can be familiar with the Robert’s Rules of Order. There are also two copies of the DVD that can be checked out from Sneh Sharma. The DVD will inform the Board Members on how to run meetings. He also asked all Board Members to review all documentation that was giving to them in regards to the Robert’s Rules of Order.

- **Quintana** states that he does like the idea of having a DVD available but he would much prefer it to be a personal sort of thing.

- **ED Saffold** states that there will be a training done but the DVD is to facilitate the Board Members who are getting there committees started and needs something immediately. A training of Robert’s Rules of Order will be walked through with the Board of Directors.

IX. Roundtable Remarks

- **Chinna Ford**: states that she met with Dean for CLASS to get started and see what dates will be available for Meet the Deans for CLASS. She also states that she will be doing something along the lines of the Scholarship fund in January or February.

- **Mark Laluan**: states that he put together a plan to speak with the college directors and the academic senates to see what their plans will be for the year. Sent off an email if the Board can get there plans in, that will be most appreciated. He also will be working on scholarships.

- **Siddharth Menon**: Says hello to everyone present at the meeting and is glad to see everyone present. Has been working on a Plan of action for the Finance Committee;
looking forward to presenting this plan to the Board Members next week. Look forward to the applications being ready for the committee positions and definitely looking forward to the upcoming year.

- **Tenaya Davis**: spoke to President **Prado** about ideas, goals and expectations for the RAW center, verbally through Facebook to get the word out about applying for the committees for ASI.

- **Derek Volk**: met with **Johnson** Dean for the 50th anniversary.

- **Chris Caldwell**: mentions that the ASI Application for Committee members is available on the ASI website under documents tab. Have sent an email to Board members to notify that ASI Committee Applications are up. The application is in pdf form. Applicants can type on the form. He states that applications for Board positions will be publicized next week. Talks about board reviews. Recently appointed to the System-wide Advisory Council at the Chancellor’s office. The Committee meets once in December, once in spring and two meetings after that.

- **Humberto Rosas**: working on helping the clubs/orgs on lobbying.

- **Christopher Prado**: will be attending CSSA at Fresno this week with Frank Quintana, Jesseca Stone and Chris Caldwell. Will be attending Lobbying trip in Washington DC with Frank Quintana from October 24 - 28, 201. We will be lobbying against cutting Federal Cal grants. We will also be having a workshop with the UC Student Association. Successful lobbying trip to Sacramento. We are almost ready to get our Budget approved by the University. ED Saffold will be briefly talking about the Budget. Chris Caldwell will be participating in the orientation organized by Student Life and Leadership Programs for CSUEB students. Also Menon, VP of Finance will be there educating students about our Finance Policy. ED Saffold will be meeting with Melanie Sutrathada and Pritesh Rajvaidya regarding the ASI website. Please feel free to email me if you have any suggestions about the website. He congratulates Caldwell on his appointment.

- **Melanie Sutrathada**: constantly involved with ASI on facebook. Working on a classroom campaign with VP Menon and ED Saffold. Working on Campaign Slogan. Best way to get applicants is spread the word of mouth.

- **Lyla Pehrson**: working on remuneration policy. Also working with Dominic Skipper to get Budget approved for Breakfast and Dinner event. Attended events on campus and making announcements in classrooms.

- **Frank Quintana**: congratulates everyone for the success of AB131 Resolution. Will be attending CSSA at Fresno this weekend. Went lobbying with Chris Caldwell and Flor Sandoval for AB 970 – The Transparency and Accountability Act. The Faculty Union is planning to go on a one day strike on November 17, 2011. Trying to reach out to organizations so that we can work together for the benefit of the campus community.

- **Lefarga**: involved in creating a video with the help of five clubs. The video is to encourage students to get involved. He mentioned Science fair on October 29, 2011.

- **Randy Saffold**: The University President’s listening tour is an important step in the planning process during the President’s fall complications. The event is scheduled
for 25th and 27th of October. Encourages every student to attend. The president would also like to have a meeting with the ASI Officers and then another meeting with the full Board. Before the end of the week we can decide on a date for the meeting. Science Fair on October 29, 2011.

- **Stan Hebert**: announced that he wanted everyone to be part of the Science fair. He also said that the Science fair will be a great event and families should be invited. Mentions that the President is having listening sessions. We see him as truly genuine man and approachable. Brad Wells is the new Chief Financial Officer Interim position, search is about to commence.

- **Mike Mahoney**: States that in the first week 13,291 students were enrolled. Students are taking an average of 13.4 units. Students are dedicated, which is a great thing. He also stated that the Concord Enrollment is reduced by 10%. Students are taking on-line classes. He stated that the A2E2 fee is ($40.00 per quarter) starting next quarter; it has been approved by the Chancellor’s office. The fee received will be used in classrooms. He mentioned that the Warren hall is a signature building on campus but it is scheduled to be demolished in about a year or two. Revenue Bonds will be used to demolish. New building proposed to replace Warren hall. The location of the Child Care Center will be the location for the new 40,000 square feet building. Frank Quintana inquires if the Faculty has the approved document for the A2E2 fee. Recommends contacting Sue Opp, Associate VP for Academic Programs for the A2E2 document. ED Saffold states that the big problem is how we go from version A to version B.

- **Kate Shaheed**: congratulates Chris Caldwell on his appointment. Explains about CSU Mentor Application. She states that she is looking for a student speaker to discuss student experience. ED Saffold clarifies that the student does not have to be a board member.

- **Jessca Stone**: thanks ED Saffold and Pritesh Rajvaidya for the digital networking. The funds for public transportation officially started yesterday. Thanks the Board for participating in publicizing this event. Have also been working on publicizing ASI.

- **Marguerite Hinrichs**: Thanks President Prado and Melanie Sutrathada for helping with Al fresco. Oct 17 – 25, 2011 is the Club Renewal. VP of Finance will be educating the clubs and orgs on the funding policy. Also working on Diversity Center’s event titled “make a Difference Day”. Please RSVP to attend. Thanks Jonathan Stoll for all his help. The Mayor of Hayward will be at the Hayward Library. Closing reception on campus at the MPR room. Working with ASI for Fall Students Leadership Conference. Sessions by ED Saffold and VP Menon.

- **Randy Saffold**: explains that we now have a Board that is separated from the Advisory Council. We will try to schedule the board meetings at Room 311. Apologizes to the Board members for not having all the name plaques. Requests all staff and Board members to attend one of two sessions with the President this week. Student Sessions will start next week. We are still in the process of giving operating Agreement finish, we are waiting on one last detail which is the final sqft being as-
signed to ASI which would define what we get for storage space. Met with VP of Finance, Debby Brothwell regarding Budget last week. We are close to getting an agreement on allowing us to move forward with the Budget to 3-4 years. Please spread the word of mouth for Committee Recruitment. Please let your peers know that we do not need friends; invite other students. A2E2 committee is very important. Personnel Committee and Finance Committee help us take good decisions as an organization. Additional Campaign Committee is coming up which is join a Committee Campaign. He mentioned that this will be the same set-up for Finance Committee meetings. It will save us using the zip car to go to and from Concord Campus.

X. Adjournment
Motion: (Laluan) to adjourn meeting at 2:00 pm.
Motion Carries.

Minutes Reviewed and Approved By/On:

ASI PRESIDENT
Name: Christopher Prado/Chris Caldwell

October 26, 2011
Date