

**CALIFORNIA STATE UNIVERSITY, EAST BAY
ASSOCIATED STUDENTS BOARD OF DIRECTORS**

Minutes of the January 9, 2008 Meeting

I. Call to Order

The meeting of the ASI BOD 2007-2008 was called to order by President **Dokun** at 5:16 p.m.

* indicates member present at start of meeting roll call.

II. Roll Call

Members Present

* Ola Dokun
* Udepto Maheshwari
* Noel Perez-Sanchez
*Miriam Dorsett
*Robert Toland
*Chathura Mudalige
* Matthew Ecclesiastre
{ Open Position }
* Bob Williams (ex-officio)
* Stan Hebert (ex-officio)
*Dr. Mary Fortune (ex-officio)
*Henry Reichman (ex-officio)

Absent

Nora Daners
Shiva Premmanisakul

Guests

Mario Castellanos
Linda Dalton
Barbara Maloney
David Cain
Jim Zavagno
Terri Swartz
Veronique Hunter
Justin Roth
Jerri Torres
Perian Hanlon
Jonathan Stoll
Eiko Arseniak
Heather Thompson

III. Approval of Agenda: President **Dokun**: asked to entertain a motion approve the agenda.

Motion: (Toland) To approve the agenda.

Amendment: (Dorsett) Motion to amend to suspend the rules to change Action Calendar item #2 "Ad –HOC Pioneer Pride Committee Code" under New Business from informational to informational/action.

Motion fails.

Main Motion: To approve the agenda.

Motion Carries.

IV. Consent Calendar

A. Approval of the Minutes of Dec. 5th & Dec. 12th, 2007

Motion: (Maheshwari) To approve the Minutes of Dec. 5th & Dec. 12th, 2007

Motion Carries with one abstention.

B. Appointments: None.

However, **President Dokun** chose to offer an explanation on the clarification of the appointment process to the audience. In that, before any appointment can occur all applications received in ASI are forwarded to Judicial Affairs to check the applicant's eligibility; then status is forwarded back to ASI from Judicial Affairs.

V. Special Presentation/Speaker: Please note: Agenda Item V. B. preceded V. A.

A. Film Your Issue - 2008 Contest - Perian Hanlon's brief Film Presentation introduced all to a FYI on the film competition:

- To obtain more information visit: www.filmyourissue.com

- Ms Hanlon expressed thanks to President **Dokun** for the opportunity to present this USA Today film contest.
- Participants: Anyone ages 14 to 24 can enter a “Film Your Issue” two minute film, designed to get the participants engaged in the issue(s) that matters to them and are interested in, but most of all be original and tell the story from a personal perspective.
- Your film will be broadcasted on Starz network.
- Millions will be watching, nationally and internationally.....You have a global platform; your two minute film can help change things...and raise consciousness....
- Visitors to yahoo will have a chance to view every single film submitted.
- Ms Halon further stated that your film will be judged by distinguished individuals; presidents and CEO’s, high ranking officials at many of the major media companies as well as representatives from different organizations such as NAACP and Humane Society.
- Some of the medial and organizational partners are: USA Today, Starz, MTV, HBO, CNN, AP, NRDC, Yahoo, myspace.com, Etc. (see poster and handouts)
- How does it work? Will be launched at the United Nations on February 4th, information about this year’s contest will be posted on the official website.
- Included on the website will be the official rules, tips on how to make a film, samples from previous years, as well as links to other organizations and issues to enhance your resources.
- Official voting begins February 15th, 2008; following this deadline the “Film Your Issue” team will select 36 films as semifinalists, and will be posted on a voting page.
- An audience award goes to the semifinalist receiving the most votes.
- VIP Jury 2008/Distinguished Jurists: Walter Cronkite, Tom Brokaw, Heath Cliff Rotman, Tom Anderson, Roslyn Brock, Bill Maher, Craig Moon are a few.....(see flyer).
- Winners receive travels and accommodations to the awards ceremony; receive national broadcast, major internships, international webcast, etc.
- Ms Hanlon special notation: USA Today has a website designed for college students called: www.usatodaycollege.com with a section called “Student Voices” and there’s a tool kit to help you set up an event for your campus.
- President **Dokun** thanks Ms Hanlon for the presentation and states that she will share the college students’ website with IPC Stoll.

B. Master Planning Committee Info – Jim Zavagno

President Dokun yielded the floor to Jim Zavagno, who distributed an agenda of the Master Planning presentation, and then following **President Dokun’s** request, self introductions of VP for Planning & Enrollment Management/Services-Linda Dalton and David Cain, AVP for Facilities Planning & Operations were made to the board. VP Dalton expressed her pleasure being here tonight and at CSUEB for over one year now for which she has worked on a number of projects including the Academic Planning task force (a report just published). AVP David Cain stated that he is in the department of Facilities Management and Planning Design of Construction since November 2007; he comes with experience from three different Universities; with an academic background and a facilities management background. He further stated that the university (CSUEB) is up to a hundred and ten million dollars in construction, that of the Recreation/Wellness and a few of the other developments for future housing projects.

Barbara Maloney, Master Planning Consultant, stated that her firm is the BMS Design Group, who specialize in doing work for colleges and universities doing master plans; and have been at CSUEB for nearly a year now, with an estimation of another year to complete the current master plan being worked on for CSUEB. She looks forward to explaining more of the plan in this presentation.

The following are highlights of the CSU Master Plan presented by VP Linda Dalton:

- ✓ Any campus with enough land is a cause to think about what goes on in that land, not just building by building or space by space, but overall. Therefore,.....
- ✓ The Cal State System has put together a process where a master plan is done for each physical campus, inclusive of both the Hayward and Concord Campus, however tonight presentation is about the Hayward campus.

- ✓ In that process it's looked at the driving force; which is academics and its mission, then enrollment. To understand what to do with our space, there's a need to know how many future students to expect; how many faculty members needed to educate the students; what kind of staffing needed to provide all the services for students; decisions are required to be made about housing-on how much more residential living we want to have on campus; parking is a concern, along with transportation.
- ✓ These are all questions that are asked and answers sought via discussions on campus and meetings with all of the different constituents: students, faculty, staff members, and community members.
- ✓ The university will come up with a recommended master plan that will have a physical map in it, showing the layout of future buildings, parking, housing, open spaces and the like.
- ✓ There will also be a lot of text describing the contents of the plan, the reasons for the recommended number of buildings equivalent to the estimated future student enrollment.
- ✓ The plan first goes to an internal process, then because we are in the state of CA-there's a required environmental review under the state environmental act, which takes another six months; upon completion....
- ✓ The plan and environmental documents goes to the board of trustees in Long Beach for approval.
- ✓ The process will take a minimum of 18 months: last summer started with the engagement of BMS Firm; during the fall the steering committee was put together; spent time learning about the campus background; the academic planning task force met as well, which was on a very rapid timetable with a report submitted to the Provost in December 2007. As soon as the report is posted, will be available for review and comment as early as next week.
- ✓ Can now begin with the physical planning, since we have looked into where we are going as a campus academically, it can translate into the number of students and into the physical questions to be addressed.
- ✓ Throughout this quarter (Winter) will be having meetings which includes meeting with the city of Hayward, with neighbors, with the broader community, with different campus constituents; have met once with the student affairs leadership team before the holidays, and of course with you (the ASI BOD) tonight as the student leaders, with hopes that you-the student leaders will be involved in many of the other meetings, for it is most important that the student voice is heard in a variety of venues.
- ✓ Want to hear the students' ideas and issues; to be able to address the students concerns in the plan as it is developed.
- ✓ In the spring quarter will have a draft plan for campus review before going off into the summer; then heavily on into the environmental review process, which will take the summer and into the fall; to be completed approximately by the end of 2008 to be able to go to the board of trustees with the plan in March 2009.....a rough time table.
- ✓ To guide the plan, a Steering Committee was put together with VP Dalton as chair, along with President **Dokun** as student representative, two Student Affairs representatives-Stan Hebert and Cathy Coultman who represent the administrative side of SA, Shawn Bibb of finance, faculty/staff members, and two community representatives-Susan Delude, Director for community development for the city of Hayward; Michael Mahoney, Chief Executive Officer of St. Rose Hospital.
- ✓ The Steering Committee meets monthly (except Dec.), gives advice and council back to our consultants, plus prepares the outreach meetings to hear what you have to say; thus, this concludes the background overview.

The following are highlights of Barbara Maloney's presentation:

- ✓ There's a specific website under development and expected to be up and running within the next two weeks or so, to provide posted information, notices and materials as prepared, as well as the opportunity to dialogue, to supply comments which will go to consultants and university staff.
- ✓ Barbara Maloney added that her firm is running this operation in preparing this master plan; there's a master plan team and an environmental impact report team which is working together.
- ✓ There's also consultants in several engineering disciplines, transportation consultants, architects, landscape architects; thus, quite a large team.
- ✓ The goal is to really try to address the entire physical aspects of the campus; and to give you an idea of where we are going today.

- ✓ So far, have come to understand what's on the campus now, how it works, what the physical conditions are; for as you all know there are big topographic issues here, with the campus on the hill, separated a distance from BART, a need to understand transportation/shuttles and how they work.
- ✓ Existing buildings: conditions of, most of which are quite old, built in the sixties and are somewhat outdated.
- ✓ In parallel with the academic planning, the basic underlying idea of the master plan is that the campus will grow from enrollment today of about ten thousand, five hundred full time students to a growth of about eighteen thousand students.
- ✓ The master plan is intended to guide us through the campus of this long growth; which means a lot of facilities will be required, such as, how many academic facilities are needed, housing, athletics, all student facilities—dining, bookstore, parking, shuttle routes, etc.
- ✓ Therefore, the master plan is in the concept stage to develop ideas of how to lay out the campus to accommodate this growth.
- ✓ Much of the first three months, was understanding the capacity of the campus; making sure that the campus can accommodate two thousand students here on campus
- ✓ What has been determined is that the growth of the campus can be accommodated with an average building height of four stories; some of which will be lower.
- ✓ Problematically, a very important piece of discussion is student housing and how many students we want to try to house on campus, for it has a lot to do with the quality of the campus environment, student life, how active it is, the number of amenities we can support in terms of food service, coffee, sandwiches, events, activities, a critical mass of having people on campus day and night and things going on. This makes it an attractive place to be.
- ✓ The number being used right now of students being housed on campus is 5000; which would be going from 800 plus or minus of what we have right now to 1200 to 5000; a huge increase.
- ✓ Following Ms Maloney's detailed presentation, Q&A session; and her reiteration for full participation from the campus community in the community-wide PowerPoint and graphic presentations scheduled for the month of February 2008 which expects to be lengthy with feedback opportunities; President **Dokun** expressed thanks to Ms Maloney for her time and most informative presentation.

C. Independent Study: Marketing 4900, Sect. I—Dr. Terri Swartz, recently appointed as Dean of College of Business and Economics introduced the Syllabus-Winter 2008, a course description handout for independent study project, as following are highlights:

- Instructor: Dr. Terri Swartz, Dean & Marketing Professor, College B & E
- Support Instructors: Dr. Mary Fortune, SLLP and E.D. Bob William, ASI/UU
- Office hours are by appointment only
- Student must have at least a 2.0 GPA to participate
- Earns 2 units
- Schedule: begins Jan. 9th with orientation and ends March 19th with final presentation
- Several info documents were provided via Dr. Fortune and E.D. Williams with emphasis placed on academic integrity and ethics.
- The session ended following a Q&A and the invitation to follow up with E.D. Williams and/or Dr. Fortune with further clarification of the course.

D. Jonathan Stoll, Interim Program Coordinator-ASI

- Distributed an event calendar from January 2008 to March 2008

- Noted the “Live at Noon” event every Wednesday, with the exception Feb. 6th and finals Week
- Jan. 15th ever so important “Blood Drive”, 9am-3pm
- Mock tickets for hypnotist
- Quarter schedule for Yoga and Pilates
- Along with intramural sports schedule for basketball, soccer, football
- Events such as movie night, tourneys, battle of the bands, debate(s), homecoming dance, etc.
- IPC Stoll elicits all help in getting the word out and making this quarter event filled and well attended.

VI. Public Discussion: - Mario Castellanos, President of the Student Athlete Advisory Council speaks to the Board regarding the following:

- On behalf of student athletes would like to work with ASI to offer their services and involvement as needed with as honest a voice as possible for all student athletes.
- While this is his first visit to the ASI BOD meeting he’s aware that there has been a feasibility study for Div. II but would like to be involved should there be another future study
- Have general information on the Ad-HOC Pioneer Pride Committee and would like to be the athlete student representative when this committee is formed.
- Finally, would like the board to be aware of the importance of the student athlete’s involvement in student government/campus community; and thanks for your time.

VII. Action Calendar

A. New Business: President **Dokun** informs all that there have been some recent developments regarding the Recreation/Wellness Center, thus, the need to come before the board for approval. Therefore, President Dokun yields the floor to Jim Zavagno, University Planner, CSUEB to provide an update.

1. Recreation/Wellness Committee

Jim Zavagno provided the brief update/refresh information on the two sites for the Recreation/Wellness Center.

- Site A (KPE/Pool Area) with a cost of ~\$26 million, with demolition cost to be borne by the project.
- Site B (Student Services Hub) with a cost of ~\$22 million with a chance of demolition cost defrayed by the Chancellor’s office.

Motion: (Maheshwari) To approve the recommendation per the Rec/Wellness committee for the BOD to select Site B as the BOD’s choice to build the ASI Recreation/Wellness Center.

Motion Carries with 1 Abstention (Dorsett).

2. Ad-HOC Pioneer Pride Committee Code: Director **Dorsett** distributed the Ad-HOC Pioneer Pride Committee Code document for board review as an informational item to return to next board meeting as an informational/action for approval. Director **Dorsett** opens the floor to questions and discussion:

- a. President **Dokun** requests clarification on the BOD’s role in the Ad-Hoc Pioneer Pride Project as to which Director **Dorsett** explains that ideally the Ad-Hoc Pioneer Project committee would become a permanent fixture within ASI geared towards the students; currently, one of it’s intended functions will be to generate a plan for placement, purpose, and function in ASI and CSUEB’s future.

- b. Stan **Hebert** applauds the idea of the Pride Project and highlights the possibilities and opportunities that the committee could bring as for marketing, programming, athletics, student voice, and bridging the gap between ASI and students. He notes that pride is not something that is generated by buying a t-shirt from the bookstore rather; it is encouraged and enticed by groups such as the Pride Project that could create greater enthusiasm as a co-sponsor/partner than just by themselves.
- c. VPF **Maheshwari** questions if the Pride Project is really the responsibilities of the BOD and to where does ASI draw the line in regards to promotions, events, committees and so forth. In addition, he states that this project's motives run the chance of interfering with the foundations activities and ASI cannot do that.
- d. **Dr. Fortune** remarks on the purpose of ASI – it's about being the voice of the students therefore, promoting school pride is a factor in being a voice of the students. She elaborates on the importance of promoting pride and how much good it will do for CSU-East Bay.
- e. **EVP Perez** states his support for the project however questions his confusion about why the project is not a University-wide initiative; to which Director **Dorsett** responds that the project has to be student driven initiative that ASI marketing could really use as a stepping stone to big improvement.
- f. Director **Mudalige** suggests having a representative from the foundation on the committee.
- g. President **Dokun** clarifies the BOD's confusion/concern in regards to what it wants to see out of the Pride Project and what it wants ASI's role to be:
 - i. Research, clarify and define what the project is going to be;
 - ii. Charge the duties of research to the Ad-Hoc Pioneer Pride Project Committee;
 - iii. Delineate ASI's role regarding logistics, financing, marketing, programming, etc;
 - iv. No action will be made until the aforementioned concerns/points are tended to.
- h. President **Dokun** states to the committee that this informational item will come back to the BOD as an I/A item next week (1/16/08) thus, they must be ready and well informed to make a decision.

VIII. Officer Reports:

1. ASI President: President **Dokun**: –verbal report, with emphasis of the following:
 - Winter Retreat: President **Dokun** remarks on the preparation and logistics for the retreat:
 - Scheduled for the weekend of February 1-2, 2008;
 - One day retreat;
 - Bus is leaving at 8:00 am to an unknown location;
 - Extended invitations to committee members which increases the number of participants to a total of 22;
 - Agenda is not ready as of yet but will include a recap of goals and generating the ASI 5-year plan.
 - Bylaw Referendum: The executives met January 9, 2008 and ASI will join the effort to get the bylaw-referendums made. A timeline was set from January 9-23, 2008 to collect changes that will be incorporated into the bylaws therefore, the Bylaw-Referendum meetings are open to all BOD members who would like to provide suggestions/input while bylaw changes are in discussion. The final vote will be on February 6, 2008 after which ~50-60 signatures will have to be collected by each Exec. Member to total 500 signatures that will go to the University President for his consent/signing. Bylaw/Referendum elections will be on March 2-7, 2008.

- Parking Fee: Spoke to Vice President Bibb and ED Bob Williams regarding the issue of parking fee increases. The problem is not necessarily the increase but not giving the students enough notification that there is one.
2. Ex Executive VP: EVP **Perez**: gave a verbal report with the following topics of interest:
- Search Committee: notes that all is well with committee members (Stan Hebert, Director's **Premmanisakul**, **Maheshwari**, De La Torre). The committee will meet Friday at 3:00 pm to discuss the 46 applicants for the Programming Coordinator position and the 15 applicants for the Associate Executive Director position. EVP **Perez** elaborates on the interview process for the applicants.
 - Office Hours: Received office hours from Director **Dorsett** and notes Director **Premmanisakul's** scheduling conflict. Intentions are to post BOD members office hours on the electronic board and reminds the BOD of the mandatory two and a half hours they are to have in the ASI office.
3. VP of Finance: VP **Maheshwari**: verbal report; of the following:
- Apple Meeting: VP **Maheshwari** shared that the meeting with Apple will be on Friday at 2:00 pm with the hopes of forming a co-sponsorship with them.
 - BOD computers: informs the BOD that the computers are ready for set up and use pending the scheduling of IT.
4. Directors Reports:
- **Dorsett**: Director **Dorsett**-no written but a verbal report: Director **Dorsett** states that she is withdrawing from the Homecoming committee because she will be running for Homecoming court.
 - Website: worked with Jonathan Stoll on the components and aesthetics of the website. Should be working with Tom Druley by the end of the quarter.
 - Meeting with John Whitley at 11 am regarding all components of ASI Affairs
 - Spring Concert: looking to work with junior colleges to help fund bringing in a big name artist
 - **Ecclesiastre**: Director **Ecclesiastre** left a bit early, but asked that Director **Toland** express his concerns as well as that of the students who utilize the campus shuttle. (see below).
 - **Premmanisakul**: Director **Premmanisakul**, absent, no report.
 - **Toland**: Director **Toland** present, no report; however asks the BOD to email documents to him in order to decrease paper use and increase sustainability. Director **Toland** speaks on behalf of Director **Ecclesiastre's** concern of problems with the Shuttle services; there are talks of petitioning due to the shuttle not fulfilling the students needs, especially with it not servicing the back side of the campus. A discussion was entertained.
 - **Mudalige**: Director **Mudalige**, present, no report.
 - **Daners**: Director **Daners** – absent, no report.
5. Executive Director: E.D. Bob Williams, submitted a detailed written report; verbally highlighted the following:
- ◆ General: Welcomes the BOD back from Winter Break.
 - ◆ Carpet Project: ED **Bob Williams** states that the carpet project of the Old UU (first and second floors) is complete and completed on time!! The project cost totaled \$109,190. He notes all people involved in the process of the project and thanks them all for their help and unwavering support. The contractor on the project was Quality Construction by VM from Rancho Cordova.

- ◆ Budget/Financial Report: Per ED **Bob Williams**' written report, the budget report should be ready for the next BOD meeting on January 16, 2008. ED **Bob Williams** notes that he will be presenting the report to Dr. Redman, Cathy Coulman and Stan Hebert in a meeting that is scheduled on January 17. The report includes ASI's current financial status up to December 31, 2007 and where ASI might end up as of June 20, 2008.
 - ◆ State Fire Marshall Remediation Issues in the Old UU Game Room Expansion Project: ED **Bob Williams** remarks on the walkthrough he, Mohammad Salman and Chris Wallace had in regards to remediation issues. The main remediation issues include:
 - a. Moving of the window wall to expand the Games Room;
 - b. Removal of wood facia that appears throughout the entire building;
 - c. The separation between the Bookstore building and the old UU.
 - ◆ ED **Bob Williams** notes that the old University Union board did not include this Remediation project in their budget therefore; ASI will have to review the M&R fund for available dollars and generate future M&R plan for the future.
 - ◆ ECEC: The report states that a letter was received from the State Department of Education stating that ECEC/ASI is out of compliance and the contract is in jeopardy. ED **Bob Williams** notes that the hearing is on January 14, 2008 in Sacramento and feels that ASI/ECEC will prevail in extending the State contract.
 - ◆ Staffing: ED **Bob Williams** remarks on the search for Associate Director and Program Coordinator that of which he is working close with EVP **Perez** on.
 - ◆ Recreation and Wellness Center Project: ED **Bob Williams** states that he has received the Program Book as developed by Canon Designs and will be reviewing the book with committee on January 11, 2008.
 - ◆ Taco Bell: ED **Bob Williams** notes that Taco Bell did not want to renew the franchise agreement therefore, there is a new Mexican food service, "Tortilla Express" ran by Aramark that has taken Taco Bell's place. According to Aramark, "Tortilla Express" will be able to provide more options than Taco Bell.
 - ◆ Retreat: The retreat will be on February 2, 2008. ED **Bob Williams** is finalizing the location and agenda with the Executive committee soon.
 - ◆ Out of the Office: Per the written report, ED **Bob Williams** will be out of the office until Thursday, January 17th due to the State meeting in Sacramento and the AOA conference in Monterey.
6. Academic Senate Representative: Professor Reichman, present, verbal report to discuss a few items:
- ◆ University Academic Plan: Professor **Reichman** states that the plan is complete and will be posted online by early next week. Feels very good about the plan regarding it as one of the first documents in his twenty years at CSUEB that puts forward a single coherent vision of what the university is and what it could be academically.
 - ◆ Senate Meeting: will have its first meeting on Tuesday with three main agenda items;
 - a. New degree program proposal from College of Education & Allied Studies, Department of Leadership & Hospitality Services for a new Masters of Science degree in Recreation and a new Bachelor of Science degree in Hospitality Services and Management.
 - b. Budget report from President Qayoumi
 - c. Proposed MBA fee which will be an informational item; invites the BOD members to attend the meeting.

7. CSUEB President or Designee: Associate VP of Student Affairs, Stan Hebert, present with a verbal report highlighting the following:
 - Pioneer Heights Parking lot construction – C-1: **Stan Hebert** reports that there is a delay on the completion of the parking lot due to the rain. Short term resolution for residents of the Pioneer Heights is to continue parking in parking lot B.
 - ◆ Emerald City: the next parking development south of parking lot C-1 will begin after the completion of C-1. The development will be for extra storage for the administration of Pioneer Heights.
 - WASC Report: **Stan Hebert** states that the final WASC report is currently online but the official letter from the WASC committee will not be out until March-April 2008.
 - MLK Breakfast: Reminds the BOD members of their invitation to attend the MLK breakfast on January 16, 2008 and that each table will need to be reserved.

8. **Dr. Mary Fortune:** present, with a verbal report; point of highlight:
 - Presented information earlier on the Independent Study Course Project.
 - Reminds all to please set an appointment with she and Mr. Williams per the informational green sheet handout.

IX. Closing Remarks: None.

X. Adjournment: @ 8:13pm

Minutes Reviewed by:

ASI BOD President
Name: Ola Dokun

01/16/08
Date

Minutes Approved on:

01/16/08
Date