

University Centers Advisory Board
Meeting Minutes November 5, 2013
Warren College Room

Call to Order

- Meeting called to order at 2:01 pm
- Present: Sammy Chang (President), Elyssa Droge, Emily Marx, Daniel Jacobsen, Colin King, Ernesto Reyes, Hugh Hagues, Hue Tran, Liza, Ellen, Jehoan, Hugh Hagues (for Sharon Van Bruggen)
- Absent: Sharon VanBruggen

Icebreaker: Halloween costumes

- Daniel Jacobsen: Move to table approval of minutes to next week
- Seconded by Jehoan

Public Input

Proposal to create Mural (with help of general store co-op), Andrew Noda

- Powerpoint presentation
- Purpose: new icon for student center
- Not a lot of students know what old student center is since UCSD is a non-smoking campus now so by creating mural, bring people to old student center and generate interest in student activities
- Hallway next to g store on 360x90 wall
- Focusing on calming design
- Lettering: the G's(g store and guardian)
- Spray paint but high quality materials so will not deteriorate
- Cost: <\$300
- 1 day to create mural

- Question/Answer
- Hue: would g store be in charge of maintaining mural?
- AN-Most likely. Spray paint doesn't deteriorate. No maintenance issue
- Daniel: Who is funding the mural?
- AN-G store, but UCAB chair said this is an issue because UCSD has to fund for legality so UCAB must approve first
- Liza: Close to graffiti hall, what about tagging?
- AN-Taggers don't tag if mural is there. Won't go over it so it's not an issue.

- Emily: “Before you die” wall in same place?
- AN- Chair said there were plans but no progress on it, so Andrew wants to “steal” position
- Ellen: Why can’t g store pay?
- AN-Seen as property of g store, and if space is needed later, mural is part of community not just g store’s.
- Jehoan: Sketch of what it might look like?
- AN-No sketch yet. Wanted approval first and will present later.

The Treble Singers at UCSD: Holiday Show

- All female acappella group
- \$325 for tech free for fall concert
- Flyers, budget, and tech form provided
- Sing jazz, classical, pop
- 5 accapella groups
- 1.5 hr show
- Alumni will perform also
- Liza: Where?
- Porters Pub
- Sammy: Any additional funding?
- No
- Colin: actively publicized in SD community?
- Yes through FB group, and at SDSU
- Predicted hrs?
- 5-7 pm. Tech set up from 3-5. 7-8:30 is the performance
- Attendance?
- 100 people last year. This year predicted ~120.
- Ellen: If no funding from UCAB, how will you pay?
- We must also pay for security and flyers and programs by fundraiser, so will fundraise for tech fee also.
- Jehoan: AS Funding is the only place you have asked?
- Yes

Chair Report, Samuel Chang

- At Large member interviews-Results by next Tuesday
- Current master space agreement/ current default notice-sent previous to meeting so you have in records. If any questions, you can refer to it.
- Current notices-see above

- Budget committee-Sent out already. To look at past trends (what has changed what needs to be changed). Define every term in budget. Glossary or appendix of terms and create budget for next year.

Vice Chair Report, Elyssa Droge

- Charter/Bylaw committee-for availability, start next week
- Watch out for emails

Hugh Hagues, Assistant Director of Retail Operations

Coffee Presentations Schedule

- Potential coffee vendor candidates: Starbucks, Java City, Coffee Bean and Tea Leaf
- License agreements-University may purchase license to operate its own coffeeshop
- Starbucks-public company, stock price high 80s
- Coffee Bean and Tea Leaf and Java City are private-Harder to get info
- High sales-so Starbucks is number 91 for global brands, but 37 on global green brands
- Starbucks-highest revenues and most branched out
- Java City-Used to own 30 stores but sold them...still supply to over 3000 locations(no company owned stores)
- UCSD would own the store, not Starbucks
- Starbucks License fee: 30,000+9% ongoing
- Starbucks already present on 2 UC campuses
- Irvine 1.45 mil in sales/year
- Davis 1.2 mil in sales/year
- Coffee bean and Tea Leaf in UCR
- Java City supplies to UCR
- Colin: Should we wait to hear until more info from Java City and Coffee Bean and Tea Leaf? Well, amount of info is relative and subjective. Starbucks has more info on internet
- Sustainability: Starbucks (8.1% FT Certified, 84% Café practices), Coffee Bean and Tea Leaf(top 1% of leaves in locations less than 6000 in elevation...Direct Trade Coffee house[may be superior because pay more money to farmer but can never be 3rd party certified, thus cannot be present on campus fair trade]) Java City(majority of beans are uncertified)
- Java City-eco grounds(could sell at coffee shop on UCSD using Java City beans) but only 6/30 would qualify under our fair trade policy
- Jehoan: For Starbucks only 8% of what they have can be sold because of fair trade? No because café practices (other 84%) is similar to fair trade but more robust, so it is approved. The Policy currently only accepts fair trade and café practices.

Question/Answer

- Jehoan: Revenue or profit?
- HH-Revenue. 1.5 million gross/ year
- Hue: One license per location or can we expand?
- HH-Don't know, probably only one location
- Colin: Why is café practices allowed but rainforest alliance is not?
- HH-Dependent on fair trade committee, nothing we can do for now
- Louis: Since it's our license, would dining dollars be accepted?
- HH-No you can only use triton cash since we are not HDH
- Louis: We already have Starbucks coffee served in markets, why would they buy Starbucks in store?
- HH-It's a different model and University Centers receives revenue
- Ellen: Can use gift cards
- Liza: Targets people that cannot use dining dollars or professors and has meal items and other things. Plus, the coffee tastes different.
- Sammy: Peets and Perks also doing well, adding Starbucks would not affect because of location
- Hugh: This campus is big enough for all these coffee shops
- Liza: Are Davis and Irvine also licensed?
- HH-Will check
- Liza: Java City-Since they don't have stores what products sold there?
- HH briefly displayed Java City powerpoint presentation
- HH-Average check(average transaction) of Java City is ~\$3.95 compared to Starbucks ~\$6
- Jason: Is there a time limit on license for Java City?
- HH-Will check
- Emily: What type of support would Starbucks offer?
- A lot, highly recommend to take advantage of it. Same sustainable materials that Java City has.
- Ellen: When is Starbucks presentation?
- HH-Willing to come in next week
- Ernesto: In terms of sustainability, what is the possibility of expanding to rainforest alliance and others because coffee bean has no chance as of now?
- HH-Getting the votes is what matters. Corporations abuse green words (greenwashing), so unless third party certified and verified, the committee would be unlikely to vote to expand the scope. Those are the key factors to expanding scope
- Jehoan: Would Java City be able to come present?
- HH-Yes they were here last week, but willing to come down again
- RFP
- Café Roma- continue with it

- Jehoan: Will the price be lower (than Starbucks) for students if Java City is chosen?
- HH-Will check
- Sammy: Want both Starbucks and Java City presentations next week?
- Daniel: Starbucks next week
- Liza: Will students be considered for preferential hiring?
- HH-UCSD has the control so we can hire students
- Hue: Can we invite others to Starbucks meeting?
- Sammy: You should be the one to bring in feedback but yes you can invite them.
- Liza: Only invite people who have legitimate questions should come to meeting
- Jehoan: Java city has no licensing fee so we can still hire students?
- HH-Yes

Che Café update-Hugh Hagues read prepared email

- Vandalized doors repaired ready for use
- Emergency light added
- Fire extinguisher cabinet and fire e added this Friday
- Max occupancy: 49 people outside sign will be installed Friday
- No smoking signs will be installed Friday
- Bathroom signs repaired
- Modern and safer signage
- Liza: Kitchen hood problem? Will check.
- Elyssa: Can't do hood until approval from fire marshal.
- Sammy: statement of IRS update sent out. Sharon will update
- Jehoan: Grant info?
- Jehoan: Can't remodel hood because in default, lax in terms of space, could we do same with kitchen remodeling? No because legality issue.
- Liza: have we signed for chicken yet?
- Not yet we need to confirm that there is enough space for mechanical requirements
- UCEN must be aware costs involved, The PC East Expansion changed air exhaust/ supply routes
- Jehoan: Will whole Café Roma space be remodeled?
- Yes with UCSD money
- Jehoan: Will bookstore Space be put on hold also?
- No

New Business

- Tech Fee Balance: 9506.25
- Criteria for Tech fee approval:

1. No
2. No
3. Yes
4. Yes
5. Yes
6. Yes
7. Yes
8. Yes
9. No
10. Yes

- Daniel: Motion to approve funding for \$180
- Seconded by Liza
- Daniel: Move to table mural for 3 weeks
- Seconded by Liza and Ellen
- Bring back Mural talk next week
- Liza: could we do a mural contest for students, people could judge and pick best design? More about having a mural in the coming weeks

Old Business

- Clarification of Che coop default
- Elyssa and Sammy drafting letter
- Sharon sent info about status, Sammy and Elyssa will compile so we can have full idea

Member Reports

HUE

- Recommendations warren college about updates/suggestions
- Will send to Sharon

ELLEN

- Results of Marshall College Council coffee shop straw poll
- 10 Starbucks
- 1 Coffee Bean and Tea Leaf
- 4 Java City
- 5 abs

COLIN

- Pizza and sports: buffalo wild wings and wing stop majority but must consider vegetarian options

HUE

- UC doesn't offer any salad options or healthier options in PC, becoming a concern

Announcements

- Emily: Student Veterans resource center opening this week. Attend on Thursday 11-11:30 am
- Dedication ceremony on hump patio by SRTV.
- Tours of resource center

Open Forum

Adjournment

Meeting adjourned at 3:26 pm