

Minutes
Board of Directors Meeting

April 8, 2015

SU 407

| | | |
|-------------------|------------------|----------------------|
| Attendees: | Steve Deutsch | L. David Rooney |
| | Michele Halstead | L. David Eaton |
| | Corinna Caracci | Kevin Saunders |
| | Kristina Virgil | Osatohamwen Okundaye |
| | Jesse Ginsburg | James Auer |
| | Annie Courtens | Brendan Kelly |

| | | |
|------------------------|-------------------|----------------------|
| Others Present: | Melinda Cirillo | Kathy Goulden, Pepsi |
| | Danielle Buchheit | |

Recording Secretary: Janet M. Cosh

Call to Order: 10:38 a.m.

MINUTES:

Steve asked if there were any comments, questions, corrections or additions regarding the Minutes from the March 11, 2015 meeting; there were none. There was no discussion; the Minutes were unanimously accepted.

PUBLIC COMMENT:

There was no public comment.

CAS CONTROLLER:

Steve introduced Melinda as the new CAS Controller, noting that she joined the company on March 16th.

BEVERAGE PROPOSALS:

Steve distributed a handout listing the benefits of each of the proposals, noting that any improvements to the original bids had been highlighted in yellow. He acknowledged the presence of Pepsi representatives in the audience informing them that he would be speaking frankly and asked the Board if there were any objections to their presence; there were none. He noted that Pepsi offered an upfront fee or signing bonus but Coke did not; both companies offered sponsorship monies which could be moved around; Pepsi offered substantially more in scholarships and projected annual rebate monies than Coke; Pepsi offered money towards recycling incentives but Coke did not; Pepsi offered guaranteed commissions while Coke listed only projected commissions; Triple JJJ increased their commission rate on snacks but Pepsi offered higher commission rates on both vending and pouring products; Coke and Triple JJJ offered new or like new machines while Pepsi offered money towards machine upgrades; Pepsi offered money towards the installation of credit card readers while all of Coke's machines would include credit card readers; Pepsi offered monies towards the annual support of the athletic programs and golf tournament

but Coke did not; Coke designated money for annual marketing but Pepsi did not; Pepsi offered substantially more money in product donations than Coke; Pepsi offered money towards scheduled samplings and sideline kits/events but Coke did not; and any monthly equipment fee charged by either company would be a Sodexo expense, not a CAS expense.

Discussion followed with it being ascertained that Pepsi's Spire machine has an easy to use touchscreen similar to the F'real machines on campus; limits the customer to 3 flavor selections per usage which reduces waste and wait time; uses the same bag-in-the-box system as Pepsi's other fountain machines on campus which reduces training time and inventory and is more convenient for the operator, especially if a traditional fountain machine and a Spire machine are located side by side; is currently in use at RPI, Potsdam, Skidmore, Siena College and some movie theatres; would not replace vending machines; the number and location of Spire machines on campus would be dependent on the plan and infrastructure of food service venues; Pepsi is willing to look into a reusable pre-paid cup option; Pepsi currently charges ten cents per credit card transaction on vending sales; and that Sodexo is unhappy with the service they are currently receiving from Pepsi and feel they are being pushed to carry products which meet Pepsi's sales goals but don't address customers needs. Pepsi representatives stated that they were unaware of the service concerns and offered to meet with Sodexo to address the same.

Further discussion followed with it being determined that Coke's projected numbers were based on their belief that the campus is underserved and sales would increase with better product placement and selection; there is no penalty or ramification to Coke for not meeting projected sales figures; Steve asked them for a guaranteed commission amount on several occasions but they continually refused to make a commitment; other campuses have been happy with Coke's service; and the current Freestyle machine uses a cartridge system but Coke's newest models are returning to the bag-in-the-box system due to service and reliability issues.

Steve informed the Board that he was confident the Pepsi proposal was the more financially prudent proposal and that any and all issues or concerns he and the Board had could be addressed. He also noted that what stood out the most for him was the fact that Pepsi guaranteed 5 summer student internships for New Paltz students; Pepsi is offering a guaranteed commission rate; and that CAS would be dealing with two vendors instead of one if the Board choose to go with Coke.

David Eaton made a motion to go into Executive Session; seconded by James.

Kevin made a motion to come out of Executive Session; seconded by David Eaton.

HOUSEKEEPING/PROGRAMMING:

Kevin inquired if any further action was needed regarding the Programming Fund distribution process; Steve replied that the email he recently distributed to Board Members was to keep them informed of the status of the same. He noted that the committee had decided to move forward with the formation of additional block grants and all VP's had been informed of the same; moving forward the Board would no longer be making

decisions regarding funding, and would be reviewing reports regarding the allocation of the monies instead.

ADJOURNMENT:

Dave Rooney made a motion to adjourn the meeting; seconded by Michele. The meeting was adjourned at 12:25 p.m.

Minutes
Board of Directors Meeting

April 29, 2015

SU 401/405

Attendees: Steve Deutsch L. David Rooney
Michele Halstead L. David Eaton
Kevin Saunders Niza Cardona
Kristina Virgil Daniel Brogan
Osatohamwen Okundaye James Auer

Others Present: Melinda Cirillo Kathy Goulden, Pepsi
Danielle Buchheit Greg Chahanovich, Pepsi

Recording Secretary: Janet M. Cosh

Call to Order: 3:06 p.m.

MINUTES:

Steve asked if there were any comments, questions, corrections or additions regarding the Minutes from the April 8, 2015 meeting; there were none. There was no discussion; the Minutes were unanimously accepted. No Agenda was distributed prior to or at the meeting, but Steve noted that the sole purpose of the same was to discuss and vote on the pouring/vending contract.

PUBLIC COMMENT:

There was no public comment.

BEVERAGE PROPOSALS:

Steve directed the Board's attention to vendor representatives in the audience, noting that both vendors had submitted additional information since the last meeting; he asked the Board to consider when they might like to go into Executive Session and when they might like to take advantage of the representatives presence for inquiry purposes.

David Eaton made a motion to go into Executive Session; seconded by Osato. Steve distributed a copy of the financial comparison of the proposals that had been updated by Melinda.

David Eaton made a motion to come out of Executive Session; seconded by James.

Vendor representatives were invited back into the room. Steve stated that the students felt a change was needed, and announced that the Board had decided to change vendors and would be entering into a 5 year Contract with Coke.

ADJOURNMENT:

James made a motion to adjourn the meeting; seconded by Kevin.
The meeting was adjourned at 3:36 p.m.