Minutes
Board of Directors Meeting
February 10th, 2016
SU 62/63

Attendees:  
Steve Deutsch  
Alana Slatky  
Niza Cardona  
Corinna Caracci  
Kevin Saunders  
Maria Iskaros  
L. David Eaton  

Ariana Carbonaro  
Jennifer Lischer  
Yaranny Reynoso  
Kelsey Ryan  
Raven Harris  
Michele Halstead  
Joan West

Others Present:  
Melinda Cirillo, Ryan Goodwin

Recording Secretary: Faathyma Clark

Call to Order: 10:36 a.m.

Steve: introduced our new Board member, Raven Harris. Asked for approval of agenda, everyone approved. Asked if there were any open comments, there were none.

Steve called for an Executive Session. Executive Session ended at 10:43.

Rookie: Asked for Zipcar to be added to the agenda.

Steve: said Zipcar could be added to the end of the agenda. Asked for approval of December minutes; there was unanimous approval of minutes. Handed the floor over to Melinda to review the Financial Report.

Financial Report:

Melinda: explained food service revenue, actual vs. budget. We over budgeted meal plans, unsure of why that is. Contacted Resident Life to try and figure out why. Current year compared to prior year is still favorable even though we did not meet budget. Commission sales have increased due to retail sales generated by the increase in Flex $.

David Rooney: explained that we have over budgeted meal plans due to the amount of international students that are anticipated to stay on campus for that semester. A number of international students have been accepted for the semester, which is what we budget for. Though the students have been accepted, there are still other requirements they must complete before being able to come. This semester we budgeted for 70 international students to come and only 20 were able to.
Melinda: for bookstore and vending net affect of P&L is zero, basic guaranteed commission and sign on bonuses are the only revenue. Central services is actually 314 and budgeted for 495 a difference of 181, majority is unrealized loss on Schwab portfolio. Office of Auxiliary Support revenue is below budget due to smaller Upward Bound summer conference group. Central Services expense has a small difference due to legal fees for personnel issues. Food service, Current Year to Prior Year revenue more students on meal plans but did not meet budget. The contract services expense line is higher for the following reasons; more meal plans were sold this year from last and due to the change in meal plans and the availability of the ultimate flex plan, cost are higher from Sodexo to CAS.

Steve: explained the biggest item that is affecting the ultimate bottom line, 88,000 in net revenue vs. 325,000 budgeted, is the portfolio. Central Services is down 115,000; the difference is a complete result of the stock market. CAS has 3.9 million in investments. Stocks have dropped since around September.

Melinda: explained CAS will start to see some gains coming back because December was dividend month.

David Eaton: asked if Coke’s revenue is as budgeted.

Steve: explained he will discuss that in his Executive Director’s report.

Raven: asked what the difference in cost is between the ultimate flex meal plan and the other meal plans.

Melinda: explained all meal plans cost $1,930.

Raven: wanted to know why students switching meal plans is costing CAS more money.

Melinda: explained it is because Sodexo charges CAS according to board plans vs. ultimate flex plan. With the full flex plans, CAS makes money on retail sales. With the board plans, Sodexo charges an amount based on a sliding scale.

Steve: explained if you ordered the meal plans from least expensive for CAS and Sodexo to most expensive; Carte Blanche would be least expensive, because all meals are at Hasbrouck and the Ultimate Flex would be most expensive, because it is all retail. Retail is more expensive to produce which is why the Ultimate Flex Plan costs CAS and Sodexo more.

Raven: asked if CAS knows how much in dining dollars were rolled over from last semester.
Melinda: said there were about $100,000 rolled over.

Raven: was curious to know if that number is high or low.

Steve: explained that number is actually less than expected. $100,000 is not far from the norm. The concern is what the number is going to be at the end of this semester. If the final number is between $20,000 and $100,000, we are on the right track.

Raven: asked if we believe if this trend will continue when Wooster opens.

Steve: explained he believes when Wooster and Starbucks open there will be less remaining dining dollars overall.

David Rooney: explained it is a matter of proximity for many students. The other reasoning is that the flex plan is still new and students are still learning how to spend the money properly. Students should get better at spending the money.

Raven: explained she has heard of students complaining that their aren’t enough options and options are limited. She believes Wooster opening will help with that issue.

Steve: agreed that Wooster opening will have a big impact.

Dave Rooney: explained that SUNY New Paltz has many more options than they did five years ago and it continues to improve. He also agrees Wooster opening will add more options. He also explained that the new eatery in Wooster is named Element 93 because element 93 on the periodic table of elements is NP, Neptunian.

Executive Director's Report:

Steve: explained so far the library café is doing great, getting great reviews. Very close to naming it. Because it is not a fully licensed store it cannot be called Peet's.

Raven: asked why is not a fully licensed store?

Steve: explained licensure is very expensive and not necessary in this situation. There is very strict protocol to what you can offer. In this case it was just not worth it.

Construction in progress:

Steve: explained there is a little delay. Starbucks is still on time and should be done by the end of the semester. Wooster is still up in the air on when the whole building will be done, Element 93 area should be done by May.
Ryan: said it is progressing very well.

Steve: explained the bakery is moving forward slowly, about to sign the contract with Kitchens To Go. Looking at about $3-$3.5 million for the entire project with a delivery date of November/December.

David Eaton: asked where the old bakery employees are.

Steve and Ryan: explained they are baking in Hasbrouck on the overnight shift.

Steve: explained we are very impressed with Coke sales. Right now sales are over $200,000. Last year this time we were only at $115,000. We are also very pleased with Triple J.

David Rooney: explained that Triple J supplies all non-beverage items to our vending machine. Pepsi used to supply both snacks and beverages. Coke contracts with a local vendor for non-beverage items. He also explained there was a concern at the beginning about the idea of losing control due to dealing with two separate vending partners but, it has worked out very well. He asked for Steve to tell the Board the difference in revenue from Shop 24 CY to PY.

Steve: explained we have made $100,000 more in revenue than last year. There are many factors affecting the increase. For one, students are now able to use their flex dollars at the machine.

David Rooney: explained he met with a group of student athletes and asked them what they find are the best changes that have been made from last year. Two of the students said that Shop 24 is actually useful. They can go there whenever and find what they need.

Steve: explained that the success is also due to great management. JP has been the Shop 24 manager for about two years now. It took him a year to learn all the technical and marketing aspects of the machine. Now he runs the machine very well.

David Rooney: said UPD has also commented that the amount of students walking in potentially dangerous situations, in the middle of the night, to Convenient Deli has dropped dramatically. A concern for students’ safety when walking to the store in the middle of the night was an important deciding factor for installing Shop 24.

Committee Updates:

Steve: explained there are currently three committees that meet monthly. Water Fountain Committee met in December with Stuart Robinson. The purpose of the committee is to promote water fountain use in lieu of the bottled water ban. Our biggest concern is people visiting campus for events in the Athletic and Wellness center and not having access to water. The water fountains in Elting and the Athletic
center are not in good condition. To fix this issue CAS worked with athletics and created a water bottle that can be sold at events for people to then fill up. CAS has made it a priority to renovate and refurbishing the fountains in Elting and the athletic center first. Students can also use the Coke freestyle machine for free water.

**Kevin:** explained he is at the wellness center every night and the fountains that have been renovated are being used frequently, as is the one in the lecture center hallway.

**Raven:** asked if information about the bottled water ban is being told to students during orientation.

**Steve:** said he doesn’t believe it is but it can be done.

**Kevin:** believes Athletics have already started selling similar water bottles during events. A community member told him that they loved the bottle and were happy about the bottled water ban.

**Rookie:** asked if CAS was responsible for hanging the posters that tell students not to forget their water bottles.

**Steve:** explained CAS is not directly, that would most likely be Lisa Mitten.

**Steve: Service Evaluation Committee** met; two main issues were addressed, one being meal plans, the other being sustainable practices. We discussed finding things from local food aggregators, using the real food calculator to gauge how well we are doing as well as working with the office of sustainably on creating a committee that would deal with Sodexo directly on sustainable food practices. Still unsure which of these will show the best results.

**Ryan:** explained Sodexo is using Red Barn for shell eggs and produce. Hasbrouck will be hosting local dinners using local ingredients. Currently doing many different things to get the students more involved and aware.

**Zipcar:**

**Rookie:** asked if we know the total number of students on campus who are signed up for Zipcar.

**Steve:** said he believes it to be around 150 students.

**Rookie:** stated the fact that students are complaining about the schedule always being very packed and not much room to rent the car. Students are hoping for a third car. She also stated that after hearing the number of students who are signed up for Zipcar, she realized it might not be feasible to get another car.
Steve: explained that Zipcar would provide more cars if necessary but there is not enough business for them to do so.

Raven: asked how long we've had Zipcar and what advertisement is there for it on campus?

Steve: stated there was advertisement over the summer during orientation. We started with Hertz about 3 or 4 years ago and switched to Zipcar about a year and a half ago.

Melinda: explained that Zipcar sent posters that have been put up in Hasbrouck. Whenever they send new posters we make sure to put them up as soon as possible.

David Rooney: explained during orientation Zipcar is a big deal.

Melinda: told Rookie she will like into the Zipcar numbers and see if they have increased at all. *Numbers were emailed to Rookie at a later date*

Rookie: explained her concern about the option of merchandise sold in the bookstore.

Steve: explained the switch from Neebo to Follett is the cause of this issue. Understands that Follett's product options are not the best. Complaints have gone to Follett; they are just not the best at responding. Currently researching the idea of running the bookstore self-op.

David Rooney: explained that the discussion of going self-op will be brought up to the Board when the time comes. There are many components that go into running the store ourselves.

Rookie: asked about to-go coffee mugs not being sold in the bookstore.

Melinda: asked if she had spoken to Sean the store manager.

Rookie: said no she hasn't but she had asked an employee who said they should be coming soon but has not seen them yet.

Raven: asked if there was a possibility to go self-op with food service

David Rooney: explained that yes it is a possibility but it is unlikely. Many schools are steering away from self-op food service because of the regulations food service must follow.

Steve: explained the Board had just recently went through the RFP process. There were originally 8 candidates, Bon Appétit being one of them, by the time bidding came around there were only three; Chartwells, Sodexo and Aramark.
Raven: believed that being in the area we are in it should be possible to run self-op.

David Rooney: explained there are many other factors to consider when running self-op, like food safety regulations.

Steve: explained that we also have to take food cost into consideration. Larger corporations have a lower food cost because they buy such large amounts.

Motion was seconded to adjourn meeting at 11:22.