

Minutes
Board of Directors Meeting
December 14th, 2016
SU 418

Attendees: Steve Deutsch W. Wayne Brumfield
Michele Halstead Ryan Goodwin
Niza Cardona Kaina Rivera
L. David Eaton
Michael Tierney

Others Present: Melinda Cirillo, Suzanne Stegeman, Tim MacTurk

Recording Secretary: Faathyma Clark

Call to Order: 10:35 a.m.

Unanimous Approval of November Minutes

Steve presented Suzanne Stegeman from College Bookstore Consultants.

Campus Bookstore Consultant (CBC) Presentation:

Suzanne first explained what CBC does and then presented their findings to the Board. Their findings showed that faculty and students are, overall, happy with the service they are receiving at the bookstore. Although prices may not always be the lowest there is a robust rental, used, and digital book program. CBC's recommended business model is to stay with a contractor and secure a 3-year extension with Follett or a 3-year extension with 2- one-year renewal periods. **Dr. Brumfield** asked if CBC had found that in-store sales are equal to online book sales such as Amazon. **Suzanne** explained that Amazon does not release sales however; they do know that Amazon is capturing 20%-30% of the market without being on campus. **Niza** asked if going Hybrid would allow for Amazon prices on our books? **Suzanne** stated most likely not. **Michael** asked if we went self-op would prices be cheaper because we would keep all the profit. **Suzanne** explained that the cost of running the bookstore needs to be considered in pricing. Because of this, they would not be able to be as competitive in pricing. **Steve** clarified that the recommendation is to negotiate with Follett to keep the guarantee and re-sign for three years. We do have the option to RFP if we wanted but the only companies to RFP are Follett and Barnes and Noble. **David** mentioned the need to consider also, the cost to switch. A question to ask Follett is what they plan to guarantee since our current guarantee was part of the Nebraska Bookstore contract. **Melinda** explained that Barnes and Noble was on campus recently and their proposal was very similar. **Steve** explained that we will negotiate with Follett and bring the information to the next meeting. **David** mentioned the student's concern with textbook prices and the used book market. **Steve** asked Suzanne how we rate in used and rental book offerings. **Suzanne** answered our used ratio, 28.9%, is above industry average for the past two

years; consistently though not exceedingly stronger. **Dr. Brumfield** asked what the percent of students who rent textbooks is. **Sean** answered that about 60% rent their textbooks. **Suzanne** stated that 60% is very high. She then explained the constraints of running a 100% rental program. **David** explained that some students choose to keep their books for their professional library. **Sean** explained that Follett has a huge rental and used book program continuing to maximize used book usage. **Steve** explained he and Sean went to an independent bookstore conference, in the beginning of the year, to investigate what it takes to run an independent bookstore. That is where they got the idea to hire CBC. Since then the bookstore has made huge strides to improving overall customer satisfaction; such as the advanced online athletic website. We are currently in a great place and need to keep that going.

Executive Director's Report:

NP Hawks Fullcourt.com:

Steve explained we are now pushing the athletics website. There is a 10% sale going on now through the holidays. **Niza** asked if Greek sorority and fraternities can use the website to print their letters on items. **Sean** explained that currently it is not available; the athletics department would have to approve it first. **David** stated that there would be some limitations on what could be printed for national Greek organizations due to trademark laws, the letters most likely would not be an issue but the crest may be an issue. **Steve** informed Niza to have the Greek organizations get ahold of him.

Shop 24:

Steve explained that taking over Shop 24 ourselves has been a very rough road. Currently we are faced with campus electrical issues. Shop 24 is asking for a \$15,000 payment to keep the shop running, now is a critical time to decide if it will be worth it to keep the machine. He is having a meeting Thursday to discuss a recommendation.

Food Choice Survey:

Kaina presented the findings from a survey SA conducted to find out what meal options the students would like to see and what unit they would replace to have that food option. There were 210 participants; the majority wants Starbucks in the SUB replaced with a Mexican/Caribbean/Indian food option. **Steve** explained that this is a great start and now we need to go further to find out what food options students want and why. **David** explained we should run focus groups for students, faculty/staff to find out what food options they want and why. **Steve** asked Tim if Sodexo could run focus groups. **Tim** said yes. **Michele** asked if sales have gone down since Starbucks at Parker has opened. **Ryan** clarified that yes it has but when Starbucks at Parker is busy they come back to the SUB. There needs to be a way to purchase coffee at the SUB, especially for faculty and staff. **Steve** explained that he and Ryan have met with Tammy Friedman, who is offering a product line of sustainable, local, organic, vegan foods. The owner of Karma Road is not able to provide products for campus. Tammy is coming back in January or February with samples and marketing. If we are impressed, we may roll out her line as a grab and go item in the Spring semester. **Ryan** explained that there are some logistics to figure out first.

Food Insecurity Meeting:

Ryan and Michael presented their findings from the Food Insecurity Meeting. They explained that the food pantry on campus needs help, with food supply and staffing. **Michael** believes CAS could be helpful in this situation. **Ryan** clarified that 795 visits to the food pantry this semester, the majority are people that live off campus. **Ryan** explained he believes much of the help is needed for staffing the pantry. **Tim** explained that Sodexo's #1 initiative is stopping hunger. They have a very strong relationship with the Director, Mark Quant, of the Northeast Food Bank; there are many ways that Sodexo can help with food insecurity on campus.

Steve asked about the reuse of prepared food and cutting back on food waste. **Tim** explained that he and Ryan will be speaking with Lora Petite on how to take usable food, that cannot be reused for on-campus food venues and donate it. Many SUNY campuses do this; some give left over prepared food to local soup kitchen and for catering event students can come and take left over food.

Niza mentioned an idea to have faculty and staff volunteer to sit at the food pantry during their lunch breaks so that the pantry can have more hours of operation. **Rachel** mentioned the idea of having the sociology or human services majors do an internship with the food pantry.

Michael asked if there was a way to possibly open Hasbrouck one day, as a free lunch day for students who need it. **Steve** agreed this could be a great initiative. **David** mentioned that we do not have enough urban population in New Paltz to support a Soup kitchen; we have one religious based food bank. If we give a monetary donation we need to come up with a different model. **Steve** clarified that this soup kitchen would be for the campus community not the outside community. **Ryan** explained that although opening Hasbrouck for a soup kitchen may not be possible, we might be able to open a separate venue.

David said that CAS would not subsidize left over meal plan money for the food pantry. That is unfair for the student who have taken out loans and found their own means to pay for their meal plans. The community needs to get involved to make this happen, it cannot be all of CAS's responsibility. **Steve** mentioned the idea of students donating meals to a good cause and donating left over catering food could work. He also mentioned creating an ad hock committee to address food insecurity on campus. **Rachel** explained the idea to have a community meal for students with food insecurity instead of a soup kitchen may cause for better results. **Ryan** explained that, Diane from the food pantry explained, many students are embarrassed to go to the food pantry so, the students who could benefit from a community meal may not come. **Tim** explained this needs to be a multipronged approach; teaching students about food waste while also helping the hungry.

Steve asked the Board if they would be in favor of creating an ad hock Food Insecurity Committee. There was unanimous approval from the Board. He then asked for volunteers; Steve, Niza, Michael, Melinda and Tim volunteered.

Bottled Water Ban:

Steve explained the need to revisit the bottled water ban. Sparkling water is the number one seller on campus. **Michael** explained that the idea was good but it caused students to make unhealthy choices. **Rachel** mentioned the idea of researching the ramifications of the ban. **Melinda** explained that we do not have access to sales when we were contracted with Pepsi but, we have those numbers with Coke; making it hard to do an exact comparison. **David** explained since the ban has already been put in motion it is going to be very hard to reverse it but, that doesn't mean we can't undo it. **Rachel** explained that one of her students researched the ramifications of a bottled water ban at the University of Vermont and found many of the same issues we are facing. It was determined that if we are to ban plastic water bottles then all plastic bottles should be banned. **David** explained that if we ban all plastic from campus we would face bad ramifications. We need to worry about corporate finances and the fact that we represent the shareholders on campus, which are faculty/staff, and students and these populations would not benefit from such a ban. We should conduct a survey with our shareholders and see which they prefer. **Kaina** asked if putting more self-service fountain machines would help if we were to ban all plastic bottles. **David** explained that this full ban affects night classes, conferences and visitors coming to campus. **Steve** confirmed that it may not be possible to ban all plastic bottles but, it is possible to reverse the current ban. He then asked what the Board thought might be a good next step. **Michael** explained he believes it is necessary for Lisa Mitten to get time during orientation to teach students about the ban. **Melinda** confirmed that students are taught about the ban during orientation, just not during an official session. **Michael** believes that more advertisement around campus about the ban and reusable water bottles with you will help. **Melinda** stated that the athletic center is being most affected by the ban. **David** mentioned the idea to reverse the ban for the Athletic Center only. **Steve** asked the Board how they felt about lifting the ban for the Athletic Center only. **Michael** believed that a selective reduction, specifically for the Athletic Center should be considered. **David** motioned for approval **Rachel** seconded, Unanimous approval to reinstate the sale of water at the Athletic Center.

Meeting adjourned at 11:50am.