

**SONOMA STATE ENTERPRISES, INC.**  
**Minutes**  
**Friday, March 21, 2003**

**MEMBERS PRESENT:** Dr. Armiñana, Mr. Abrams, Dr. Carlos Benito,  
Ms. Letitia Coate, Mr. Robert Coe,  
Dr. Victor Daniels, Dr. Bernie Goldstein,  
Ms. Jamie Holian, Mr. Neil Markley,  
Mr. Alan Murray, Dr. Robert Plantz

**MEMBERS ABSENT:** Dr. Jan Heffron, Ms. Jen Minnich,  
Mr. Floyd Ross

**OTHERS PRESENT:** Ms. Lisa Andresen, Mr. Ken Brown,  
Mr. Mark Dierkhising, Ms. Stephanie Fickes,  
Ms. Linda Norris, Mr. Dan O'Brien,  
Mr. Talmadge Savage, Ms. Patricia Sinclair,  
Mr. Tim Tiemens

**02.21 Call to Order**

Dr. Armiñana called the meeting to order at 9:05 a.m.

**02.22 Approval of the Minutes**

The December 13, 2002 minutes were unanimously accepted.

**02.23 Seating of New Board Member**

Dr. Armiñana announced the appointment of Mr. Neil Markley to the Board of Directors. Mr. Markley replaced Ms. Mary Wood who retired after 35 years of service to SSU and SSE.

**02.24 President's Remarks**

Dr. Armiñana commented on the state budget. He noted that the Governor's revised budget would be published in mid-May. It could be Fall 2003 or possibly later before the budget will be final.

Dr. Armiñana was pleased to report that the Beaujolais housing project, phase one, will be completed in time for fall 2003 occupancy.

### **02.25 Chief Operation Officer's Report**

In *Retail Services* the used textbook sales at the Bookstore were up 24% over spring 2002. This represents a \$34,000 savings for students. For the entire year, students have saved \$720,000. Next year's goal is \$800,000 in savings for students.

The Commencement 2003 promotion kicked off on February 18-21 and generated over \$7,000 in sales of customized announcements.

Web orders for spring were \$25,000 for textbooks and \$3,000 for merchandise.

In *General Services* Koda will be running a .03-cent per copy sale to capture business that seems to be going off campus. During the last few days we have seen an immediate response by the campus community.

*Reprographics* is soliciting off campus non-profit organizations to offset business that may decline because of business concerns. We have made two connections; one is Sonoma Mann Fair and the other is the American Poultry Association (APA). We have already completed a \$7,000 project for APA.

*Housing Services* received over 1300 applications from current residents who wish to return next year; the highest number on record. Fortunately, it appears that several of the new Beaujolais apartment buildings will be completed a year early and will be available for fall 2003 occupancy.

*Off Campus Housing* hosted the first of three off campus housing workshops. Over 100 students and several local landlords attended. These workshops cover how to locate and secure rental housing in the local area.

In *Dining Services*, Charlie Brown's Café is in its fourth menu cycle for the spring semester. This cycle features Malaysian Chicken Sandwiches, Spinach and Feta Burgers, Moroccan Couscous Salad, and CBC Zeppelin. The café has also added a line of organic yogurts and organic soy yogurts. The café also switched to Annie's Dressings, which are all natural and organic.

The *Pub* now highlights a special weekly sandwich. One of the most popular ones has been the Turkey Bacon Ranch Sandwich.

The *University Club* continues to remain strong in sales. We are noticing the average check amounts climbing into the \$8.00 range. Customers are enjoying the fresh fish and the Sonoma Duck offerings on the menu.

In *Catering* we are gearing up for the summer with 9 weddings already in place. Commencement and Senior Send-off are just around the corner.

*Amezi's* has launched an aggressive advertising program and created goals to increase their efficiency this semester. The advertising program consists of running an advertised weekly special.

*Zinfandel Dining* held their annual Soul Food dinner in February. Over 700 guests were served.

Zinfandel has brought back a hot offering to our Grab-n-Go program. On a weekly basis, students may now select hot dogs and hot chicken sandwiches.

#### **02.26 Chief Financial Officer's Report**

Ms. Coate presented the December 31, 2002 internal financial reports. The reports included the Statement of Activity, Balance Sheet and Changes in Fund Balance and the Statement of Activity for Retail and Dining. Please refer to attachment 02.26. It was noted that the percent of the budget for total revenue from operations on the Statement of Activity was incorrect. Three hundred-one percent should be forty-nine percent. This error will be corrected.

#### **02.27 Other Non-Action Items**

None

The meeting adjourned at 10:50 a.m.

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Letitia Coate  
Secretary/CFO

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Barbara Danelia  
Recording Secretary

