

SONOMA STATE ENTERPRISES, INC.

Minutes

December 13, 2002

MEMBERS PRESENT: Dr. Armiñana, Dr. Carlos Benito, Mr. Robert Coe,
Dr. Victor Daniels, Dr. Bernie Goldstein,
Ms. Jamie Holian, Ms. Jen Minnich, Mr. Alan Murray,
Dr. Robert Plantz, Ms. Mary Wood

MEMBERS ABSENT: Mr. Abrams, Ms. Letitia Coate, Dr. Jan Heffron

OTHERS PRESENT: VP Schlereth, Ms. Lisa Andresen, Ms. Barbara Danelia,
Mr. Mark Dierkhising, Ms. Linda Kachiu,
Ms. Kathy Mitchell, Ms. Linda Norris, Mr. Dan O'Brien,
Ms. Patricia Sinclair

02.11 Call to Order

Dr. Armiñana called the meeting to order at 9:06 a.m.

02.12 Approval of Minutes

The September 20, 2002 minutes were unanimously accepted.

02.13 Welcome Faculty Representative

Dr. Armiñana welcomed Dr. Carlos Benito, Professor of Economics to the Board of Directors.

02.14 ACTION ITEM: Presentation of the 2001/02 Audit

Ms. Linda Norris introduced Ms. Linda Kachiu, independent auditor from Zainer, Rinehart, Clarke. Ms. Kachiu provided an overview of the significant changes in the audit report due to GASB 34/35 implementation (refer to handout). SSE received an unqualified audit opinion for the fiscal year 2001/02. Ms. Kachiu suggested that next year's audit include a comparative statement (2001/02 to 2002/03).

MOTION: Mr. Ross motioned, Mr. Murray seconded, and the board unanimously accepted the 2001/02 Audit Report.

02.15 President's Remarks

Dr. Armiñana praised the university for successfully completing five GAAP audits at the same time PeopleSoft was implemented for five entities.

Dr. Armiñana discussed the states budget in light of the Governor's announced ten billion dollar state deficit. The impact on the CSU is uncertain.

Next year's budget will be announced on January 10, 2003. With the potential for increased budget cuts, the university can only speculate at present regarding the impact on SSU.

02.16 Chief Operation Officer's Report

In *General Services*, in an attempt to capture the printing and copying that is being taken to off-campus vendors, Reprographics will be launching an aggressive promotional blitz. This will include flyers, posters, handouts and person-to-person meetings.

Charlie Brown's Café will again serve as the 24-hour study area for our students during finals. Beginning Sunday, December 15th, Charlie Brown's will open at 9:00 a.m. and remain open until Friday, December 20, at 5:00 p.m. Complimentary coffee will be available between the hours of midnight and 6:00 a.m.

Charlie Brown's Café reintroduced the Panini sandwiches. The most popular classics are back by popular demand, and sales indicate that the customers are pleased.

The *University Club* sales have been amazing. This past month, the UC hit a \$611 day.

The alcohol advertising from the Pub venue has been removed. This action was taken in response to the CSU's heightened sensitivity and awareness toward alcohol and alcohol use on campus. However, the Pub will continue selling a variety of draft beers, eliminating the bottles.

The *Commons* continues to remain strong, primarily due to the Tech High School students. The daily grill specials are a "hit" with this group.

Ameci's Pizza and Pasta has been well received by the campus community as the menu offers an excellent product at a great value. Pizza samples were available for sampling.

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Zinfandel Dining hosted two special dinners in November, the Thanksgiving Dinner had the largest attendance for a meal session. The customer count exceeded 750 guests.

The *Off Campus Housing* program hosted a reception for local property managers and a staff representative from the City of Rohnert Park in order to share the latest landlord-tenant information and to provide a forum for networking and mutual problem solving. Given the successful outcomes of the interaction, the group decided to convene again this spring. The ultimate goal is to increase the number of apartment complexes that rent to SSU students.

Along with 200 other college universities, SSU has been participating in a campus living survey conducted by the Association of College and University Housing Officers, International in partnership with Educational Benchmarking, Inc. This survey has been tracking resident student satisfaction levels with 15 different factors for campus living. For this past spring, our residents reported higher over-all satisfaction with their campus living experience than the residents of most of the other schools. Our residents' satisfaction with mail and computing services was also very high.

The housing brochure utilized in the recruitment process for prospective students has been updated for the 2003-04 academic year. Reprographics and Housing Services collaborated on the design. The Admissions and Outreach recruiting staff will distribute over 50,000 copies of this brochure to prospective SSU students over the next few months. Refer to handout.

Bookstore sales for the fall semester were strong and are currently gearing up for the spring. Another successful semester is anticipated.

02.17 ACTION ITEM Transfer GMC Asset to SSU

Mr. Murray presented the resolution to the board for action. Refer to handout.

MOTION: Dr. Goldstein moved, Ms. Wood seconded, and the board unanimously voted to donate the design and working drawings of the Donald and Maureen Green Music Center to the Board of Trustees of the California

State University for their use in the construction of the Donald and Maureen Green Music Center.

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02.18 ACTION ITEM Transaction Processing System

Mr. Murray presented the proposal to the board for action. Refer to handout.

MOTION: Mr. Ross moved, Dr. Goldstein seconded, and the board unanimously voted to authorize its Chief Operating Officer to execute an agreement with Blackboard, Inc. permitting Sonoma State Enterprises to obtain the Blackboard Transaction System.

02.19 Recognition of Retiring Board Member

Dr. Armiñana thanked and presented Ms. Wood with a plaque for her twenty plus years of service to the SSE Board of Directors; and thirty-five years of service to the University. The members also presented Ms. Wood with a beautiful vase with flowers, and a luggage set for all her upcoming travels.

02.20 Other Non-Action Items:

None

The meeting adjourned at 10:25 a.m.

Secretary/CFO
Letitia Coate

Barbara Danelia
Recording Secretary