

SONOMA STATE ENTERPRISES, INC.
Minutes
Friday, May 13, 2005

MEMBERS PRESENT: Dr. Ruben Armiñana, Mr. Yale Abrams,
Mr. Sherrie Anderson, Ms. Letitia Coate,
Mr. Neil Markley, Dr. Eduardo Ochoa,
Mr. James Reilly III, Mr. Floyd Ross,
Ms. Mary Wood

MEMBERS ABSENT: Dr. Carlos Benito, Mr. Chris Fadeff,
Dr. Paul Porter, Mr. Jason Spencer

OTHERS PRESENT: Mr. Laurence Furukawa-Schlereth,
Ms. Lisa Andresen, Mr. Ken Brown,
Ms. Paulette King, Ms. Kathy Mitchell,
Mr. Talmadge Savage, Ms. Patricia Sinclair,
Mr. Tim Tiemens, Jessica Way

04.31 Call to Order

The meeting was called to order at 9:30 a.m.

04.32 Approval of the Minutes of March 11, 2005

The Board unanimously approved the minutes from the March 11, 2005 meeting.

04.33 President's Remarks

The 2005/2006 state budget will be released on May 13, 2005. Dr. Armiñana does not expect negative changes for the CSU.

Commencement is several weeks away and will be a busy period for all the SSE units.

The land acquisition testing for the Tiger Salamander came back negative on three tests.

04.34 Report from VP for Administration and Finance/Chief Financial Officer

Information Security Management has been designated as a top priority by the President and applies to the University and the Auxiliaries.

The Western Association of Schools and Colleges is conducting a standard review of Sonoma State University. The review includes both academic and non-

academic areas. Administration and Finance will engage in a self-assessment study beginning in Fall 2005 commencing with Financial Services and followed by SSE. Nine area assessments will be conducted over a three-year period.

Vice President Schlereth highlighted the University's Strategic Planning process and the SSE One-Card Project; Keyless Housing System (University to follow). The Entrepreneurial activity area represented by Neil Markley, included Green Music Center Hospitality Center; Beaujolais Village II; new Bookstore; University Center; and Faculty, Staff Housing.

04.35 Chief Operating Officer's Report

Bookstore - sales are down slightly this year due primarily to the decline in enrollment. Strong sales in supplies, clothing and computers help offset some of the decline.

Commencement merchandise sales are up close to 10% over the previous year.

The faculty textbook reorder program is going strong with orders up 8% higher than last year.

The textbook reservation program has been renamed T-2-G. Increased visibility with a link on the Admission and Records website will better assist students.

Dining Services - the Blackboard is running in all units. A tremendous amount of credit is due to all staff in Dining, IT and Finance. Special thanks to Dan O'Brien, Paulette King and Kathy Mitchell for their lead on this project.

The *Dining Dollars* program has allowed students dining flexibility while not impacting the bottom line of Zinfandel dining.

Charlie Brown's - is up 40% in the month of April primarily due to Blackboard. Charlie Brown's has had 2,628 transactions since March 25, totaling \$12,689 in direct deposits

Toast - is up 25% due in part to Blackboard and the new wrap line.

Housing – our expected freshman target of 1250 was lowered to 1100. We have been filling the space with students from our waiting list. We anticipate at least 50 vacancies for 2005/2006.

Summer refurbishing continues "around" the summer conference schedule.

Measuring Student Satisfaction - Current campus residents are participating in an on-line survey asking how satisfied they are with their SSU residential experience. This survey was developed by the Association of College & University Housing Officers – International in partnership with Educational Benchmarking, Inc. and will compare Sonoma's results with six other COPLAC institutions as well as several other universities in Sonoma's Carnegie Classification.

Off-Campus Housing – the availability of rental housing in the local area is better than it has been in years. In order to assist students in the process of securing off-campus housing, several workshops were conducted. Local property managers were invited to these workshops to share their perspectives about "rental life in the real world".

Reprographics - is having a challenging year with sale declines across the board. We are working to analyze these issues and develop an action plan to quickly and aggressively reverse the losses.

Conferences, Events, Catering – Conference business is up 30% over last year. This will positively impact housing and dining.

The Eagles will be holding a concert on our campus on August 14, 2005. The 10,000 guests expected will positively impact Dining through concession sales. Many thanks to Jessica Way and Patti Sinclair for getting this business.

Two new programs: *SSU Cookbook* is currently being developed with recipes from faculty and staff. We would like to use this cookbook in a cross promotion with Dining Services. *Room Supply Packages* - this program will offer three separate room packages to support students setting up their living spaces this fall.

04.36 Chief Financial Officer's Report

Ms. Coate informed the Board that after review of SSE's financials, indications are we will be on target.

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04.37 Finance Committee Report

Ms. Coate reported that discussions regarding loan negotiations (Foundation/SSE) are underway with the Foundation Finance Committee.

There was discussion regarding the possibility of an investment opportunity for SSE funds with the University.

04.38 ACTION ITEM: Approval of 6/30/05 Independent Auditor

The Finance Committee recommended the CPA firm, Stonefield Josephsen, as the independent auditors for 2005/06.

MOTION: The Board Unanimously Approved Stonefield Josephsen to be the Independent Auditors for the 2005/2006 fiscal year.

04.39 Faculty, Staff Housing Update

Mr. Markley updated the Board on the status of the Faculty Staff Housing Project. The Biological studies including the California Tiger Salamander (CTS) studies have been completed. All tests have come back with satisfactory results. A meeting is scheduled with Fish and Wildlife at the end of the month to receive final review and sign-off of the California Tiger Salamander studies. Should this be successful, we will begin the process of closing the land purchase before the end of July.

04.40 Other Non-Action Items

None

Letitia Coate
Secretary/Chief Financial Officer

Barbara Danelia
Recording Secretary

