

**SONOMA STATE ENTERPRISES, INC.**

**Minutes**

**December 10, 2004**

**MEMBERS PRESENT:** Dr. Ruben Armiñana, Mr. Yale Abrams,  
Ms. Sherrie Anderson, Dr. Carlos Benito,  
Ms. Letitia Coate, Mr. Chris Fadeff,  
Mr. Neil Markley, Mr. Alan Murray,  
Dr. Eduardo Ochoa, Porter, Mr. Floyd Ross,  
Mr. Jason Spencer

**MEMBERS ABSENT:** Ms. Mary Wood

**OTHERS PRESENT:** Mr. Laurence Furukawa-Schlereth, Ms. Lisa Andresen,  
Mr. Mark Dierkhising, Ms. Kathy Mitchell,  
Dr. Tomas Morales, Dan O'Brien, Ms. Patricia Sinclair

**04.12 Call to order**

Dr. Armiñana called the meeting to order at 9:35 a.m.

**04.13 Approval of the October 10<sup>th</sup> Minutes**

The Board unanimously approved the minutes of October 10, 2004

**04.14 President's Remarks**

Dr. Armiñana introduced Dr. Tomas Morales, Interim Provost and Vice President for Academic Affairs from Cal Poly Pomona.

Dr. Carlos Benito will serve on the Executive Committee.

Spring enrollment is on target. Long-range enrollment planning is a high priority at this time. Enrollment takes time to correct at the system level. The enrollment growth allocation may change and not be evenly distributed among campuses. If approved SSU could have a 2.5% to 5-6% increase in target.

The Governor's compact will stand for next year, which is good given the State deficit of seven billion dollars.

**04.15 Report from SSU Vice President for Administration and Finance and Chief Financial Officer**

The finalist for the Senior Director for Entrepreneurial Activities position should be announced on the 15<sup>th</sup> or 16<sup>th</sup> of December.

The Associate Vice President position is mid-way; currently there are three finalists. People are encouraged to attend the open forums.

The GMC is moving forward. The project will likely be presented to the Board of Trustees for approval in January. The schematic design should be presented to the Board at the next meeting.

The Provost and Vice President for Administration and Finance are co-chairing the University Strategic Planning process. The Senior Director for Entrepreneurial Activities and the Associate Vice President for Administration and Finance also sit on the committee.

**04.16 Chief Operating Officer's Report**

In the *Bookstore*, faculty orders for the spring 2005 were 10% ahead of last year. Textbook buyback for the spring semester started Wednesday, 12/8 and finish on Friday, 12/17. We anticipate purchasing over \$250k from our students during this period.

Our Insignia clothing products have had a very positive increase over 2003. Since the beginning of the fiscal year we have seen a 14.4% increase.

The Bookstore Online Internet sales site is doing a very good business; averaging 5 to 6 orders a day. SSU hooded sweatshirts and various Alumni items are the leading product categories.

In *General Services* Reprographics is in the RFP process to secure state of the art digital printer/copiers for the Koda Copy Center and the Reprographics area.

We will be replacing our 12-year-old analog equipment with high-speed digital copier/printers. We anticipate that this will reduce our existing monthly lease payments by approximately \$1,000.

In *Dining Services* Ameci's Pizza and Pasta continues to experience record sales (breaking the \$2,000 mark) due to students having the Dining Card and the addition of the Ameci's Party Menu.

The *Commons'* sales are still weak but we hope through advertising and gearing up this location to accept the Dining Card in spring 2005, sales will show an improvement.

Since the *University Club* continues to be popular with all segments of the campus, we will be opening this location during intersession for lunch beginning in January.

The *Pub* now offers burritos and will be looking at a menu update for the spring 2005 term.

*Catering* is in high gear for one of their busiest and favorite times of the year. This month two of our banquet captains will graduate from Sonoma State. The Dining Service staff would like to acknowledge the continued commitment and contributions of Ian Hannah and Tyson Hill. Both individuals have been great to work with and have added much to the catering program over the years.

*Zinfandel Dining* hosted three special dinners The Halloween Dinner, the Thanksgiving Dinner and the Holiday Dinner.

Last spring *Housing* opened at 92% occupancy, this year we should be closer to 95%

**04.17 Land Purchase Update.**

The parcel with the stoplight has pesticide contamination and we are conducting further studies to determine the extent of the contamination. We are contracting with a biological firm to proceed with tests to determine the presence (or not) of tiger salamander on the parcels. This should be complete in May. We would like to begin master planning of the parcels in the spring so we may be complete shortly after acquisition of the parcels. We will only close on the land if the tiger salamander is not present.

**04.18 Chief Financial Officer's Report**

Ms. Coate presented the new Sonoma State Enterprises Reserve Policy. The policy supersedes the May 21, 1993 policy and is recommended by the Finance committee. A copy of the policy was distributed to the Board for discussion.

**04.19 ACTION ITEM: Reserve Policy**

**MOTION: Mr. Murray moved, Mr. Ross seconded and the Board unanimously approved the Reserve Policy. Please refer to handout.**

**04.20 Other Non-Action Items**

None

The meeting adjourned at 11: 19 a.m.



Letitia Coate  
Secretary/Chief Financial Officer



Barbara Danelia  
Recording Secretary