SONOMA STATE ENTERPRISES, INC.
Minutes
March 27, 2015

MEMBERS PRESENT:
Dr. Ruben Armiñana
Mr. Yale Abrams
Dr. Michael Cohen
Dr. Stephanie Dyer
Ms. Nicole Hendry
Mr. Neil Markley
Dr. Andrew Rogerson
Mr. Adam Rosenkranz
Dr. John Urbanski
Ms. Amanda Visser

MEMBERS ABSENT:
Mr. Kevin Boner
Mr. Anthony Gallino
Mr. Michael Ogg

OTHER PRESENT:
Mr. Laurence Furukawa-Schlereth
Mr. Ian Hannah
Mr. Tyson Hill
Ms. Megan Konieczka
Chef Alex Purroy
Ms. Anna Reynolds-Smith

14.21 Call to Order
The meeting was called to order at 9:35 by Dr. Armiñana.

14.22 Approval of the December 5, 2014 Minutes
The minutes were provided to the committee via email in advance of the meeting. The minutes were approved with no changes.

Mr. Markley took this time to introduce the new executive chef Alex Purroy. Chef Purroy has over 20 years of culturally advanced culinary experience. He has experience in owning his own restaurant in Sonoma County and also working in hotel restaurants throughout the world. Chef Purroy expressed his gratitude and excitement to begin working at Sonoma State University.

14.23 President’s Report
Dr. Armiñana discussed the admissions cycle and indicated that it was similar to this time last year. He announced that Sonoma State University is showing a healthy level of enrollment and
is growing at 1% or approximately 75 FTE students. Dr. Armiñana feels this growth number is below what is in demand but is in-line with the Governor’s budget proposal.

Dr. Armiñana reported that there have been significant appeals for additional funding for the CSU. More will be known following the release of the May Revise, however, Dr. Armiñana is not anticipating that the CSU budget allocation will change.

14.24 Report from SSU Vice President for Administration and Finance/Chief Financial Officer
Mr. Schlereth reported on two items:
1) Mr. Schlereth followed up on an item that he reported on at the previous board meeting relating to contracting with a consultant for the GMC. Mr. Schlereth announced that after discussion and consideration, it was deemed more appropriate for the Academic Foundation to contract with the consultant.

2) Mr. Schlereth introduced a concept that will be reviewed and considered in further detail at both the CSU and local level regarding the current fund structure that exists within the CSU, which places parameters around how funds can be utilized. Given that the CSU is more reliant on tuition fees and receives less state support, reviewing the various funds and analyzing their uses could provide opportunity for changing this structure for the future and possibly create more flexibility in spending. Mr. Schlereth noted that an analysis will be done to look at this in more detail, but could result in some operations/funds not currently operated within SSE, moving to SSE. Mr. Schlereth noted that this concept is similar to how private Universities operate.

14.25 Chief Operating Officer’s Report
Mr. Markley noted that Operations are doing well, but this will be reflected more in the financial report to follow by Ms. Visser.

He reported that the operations are currently prepping for the GMC Summer season noting that the summer season will be announced next week. He anticipates this season to be just as good as last year.

Mr. Markley also reported on the beverage sponsorship legislation that SSU has been working on related to the GMC. New legislation was introduced and will be discussed in the second week of April. If passed, this legislation will allow the GMC to accept donations/sponsorship money from beverage and alcohol companies.

Mr. Markley introduced the new changes to the Catering Menu (handouts provided). The goal of this catering menu is to make it more affordable and less confusing for the entities on campus to use. Instead of different levels, the menu has been cut down to three divisions: the Main Menu, Value First, and Pack and Dine. The menu was aimed to hit the low end of the local costs.

Since this is the first full year of occupying the Student Center the data will be analyzed and used to make changes to menus and hours at the current dining venues if necessary.
There has been new art installed in the Student Center over spring break. Positioned over the stairs is a kinetic art piece with suspended rods that will move in a wave fashion. This art piece has not been named yet. The second piece of art that was installed is ‘Arora II’. This art piece is visible from the second floor and was created by a former student. In addition, student pieces will be placed in the building. These will be done through a selection process.

14.26 Chief Financial Officer’s Report
Ms. Visser reported that the Finance Committee met earlier in the week and discussed the Schedule of Net Position as of February 28, 2015 and the Statement of Activity through February 28, 2015 in great detail. Handouts were provided. In Ms. Visser’s report on the Schedule of Net Position, she clarified that the large increase in accounts receivable was due to a timing issue of payment from the University the offset to this is partly in the sales number along with the deferred revenue line.

Ms. Visser also reviewed the Statement of Activity. She noted that the percent should be at 67% which is congruent with where we are in the fiscal year. The sales are above budget at 74% mainly due to ‘non-traditional freshmen’ purchasing meal plans.

14.27 Other Non-Action Items
None.

Amanda Visser
Chief Financial Officer/Secretary

Megan Konieczka
Recording Secretary