

UNIVERSITY-STUDENT UNION AT CALIFORNIA STATE UNIVERSITY, LOS ANGELES  
BOARD OF DIRECTORS  
MINUTES  
March 8, 2013  
2:00 p.m.  
Board Room (U-SU 303)

Present: J. Aguirre, A. Alcazar, E. Covarrubias, H. Jacinto, T. Leung, S. Martinez, A. Peterson, S. Pham, T. Ross, A. Sahagun, D. Schaeffer, R. Tran, I. Weser, A. Vaidya, B. Wu

Absent: H. Escobar (excused), S. Odhiambo (excused), T. Ross (excused), D. Saa (excused)

1. Call to Order  
The meeting was called to order by A. Peterson at 2:04 p.m.
2. Approval of Agenda – March 8, 2013  
M/S D. Schaeffer/E. Covarrubias to approve amended agenda for February 8, 2013.

PASSED UNANIMOUSLY

3. Approval of Minutes – February 8, 2013  
M/S B. Wu/E. Covarrubias to approve minutes for February 8, 2013.

PASSED UNANIMOUSLY

4. 6 & 6 Budget Review  
M/S E. Covarrubias/T. Leung to approve 6&6 Budget Review.

PASSED UNANIMOUSLY

5. Retroactive Pay for Rowena Tran  
M/S H. Jacinto/D. Schaeffer to approve retroactive pay for R. Tran for serving as the Interim Executive Director from September 24, 2012 – November 9, 2012 & January 17, 2013 – March 1, 2013.

PASSED UNANIMOUSLY

6. Executive Director's Report  
J. Aguirre announced that the Graphics department won 11 awards at the International ACUI Awards. He told the Board that the plans for the Union Completion Project were passed at CPPC, with exception to the proposed "LA" signage. J. Aguirre passed out the drawings of four monument sign options created by HMC Architects, and reminded the Board that the idea for this sign was to instill a connection of campus pride with the city of Los Angeles. He showed the Board an example of the "C" landmark, constructed on the hillside at UC Berkeley in 1908, which symbolizes both one hundred years of campus pride and their connection to California. The "LA" sign has a similar style and message as the roadside banners, and is similar to the athletics logo used by the university. It can be used as a background for photos during commencement and other various events. This landmark will help our campus connect to the greater Los Angeles community, thereby embracing campus pride and thus helping to establish a positive notoriety city wide. J. Aguirre informed the Board that the idea for the sign stems from a student organization that wanted to put a landmark on the hillside across the street from the University Student Union. The university decided that it was too risky to allow students to build and install a landmark sign on their own. The Union Completion Project allowed this idea for the landmark sign to come to fruition. J. Aguirre noted that President Rosser and Kyle Button have both given their approval and are "on board" for the proposed "LA" sign to move forward. B. Wu suggested that the "CSU" and "LA" be painted different colors to help differentiate between them. T.

Leung proposed that a "CSU" portion of the sign be constructed smaller than the "LA" portion, thereby making "LA" the central focal point of the sign. S. Pham informed the Board that she liked the second option because it represents both Cal State LA and the University Student Union. However, she expressed her confusion regarding J. Aguirre's vision for the "LA" sign. A. Vaidya inquired about the difference in cost between the options, and whether or not cost was an issue at all. J. Aguirre assured A. Vaidya that the cost of building the "LA" signage landmark was within the project budget. A. Peterson remarked that the option with the brick wall appears random and out of place. J. Aguirre said that they will explore all of the ideas presented, and come back next Board meeting with a final proposal. J. Aguirre announced that the Union is in process of developing recruitment material for the Board and committees. The slogan they are thinking about using for the recruitment campaign is "Are U a Ground Breaker?" The ground breaker part ties into the Union Completion Project. B. Wu asked about the problems we might possibly encounter with students applying for committees, including which students can sit on which committees. J. Aguirre informed him that only student Board members are able to sit on certain committees due to the private nature of discussion that occurs within them. B. Wu proposed that the Board create a power point presentation to be utilized by Board members to help recruit students to the Board and committees. J. Aguirre told B. Wu that he had an existing A.S.I power point that could be used as a template for the new recruitment power point. A. Alcazar asked if there is a deadline for the "LA" sign landmark. J. Aguirre responded that they will have to make a final decision by the next Board meeting.

## 7. Discussion

J. Aguirre informed the Board of the "Get to Know Us" cards next to their folders. A. Peterson welcomed J. Aguirre back, R. Tran for filling in as Interim Executive Director in his absence, and the full-time staff for "holding down" the Union as well. Luis, an audience member, told the Board that the new "LA" sign landmark proposed by J. Aguirre is an amazing idea, and that CSULA is representative of a large portion of Los Angeles residents. J. Aguirre said that the focus is in trying to build up our educational institution, and the challenge is trying to instill and build campus pride. A. Peterson asked whether it would be possible to include U-SU Committee members in the Student Leader Awards ceremony. J. Aguirre said that is a definite possibility. Jennifer Celaya Davis announced the

date for the awards will be on Thursday, May 9, 2013 in the evening.

8. Adjournment  
M/S A. Alcazar/D. Schaeffer to adjourn meeting at 2:42 p.m.

PASSED UNANIMOUSLY

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Joseph M. Aguirre, Executive Secretary

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Date

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Joseph Sedlacek, Recording Secretary

\_\_\_\_\_  
Date