

# COMMITTEE ON BUDGET AND FINANCE

## Senate of the Associated Students

Minutes for Wednesday, April 2<sup>nd</sup>, 2014 at 9:00 A.M.

### PRESIDENT'S CONFERENCE ROOM, 3<sup>RD</sup> FLOOR OF THE JOE CROWLEY STUDENT UNION

#### 1. CALL MEETING TO ORDER

Senator Fabbi called the meeting for the Committee on Budget and Finance to order at 9:12 am on Wednesday, April 2, 2014 in the President's Conference Room on the 3rd floor of the Joe Crowley Student Union. Presiding committee secretary Janice Bautista.

#### 2. ROLL CALL

Senators Bezick, Fabbi, Hutapea, and Jay were present.

Senators Burgett, Sharma and Tarchione were absent excused.

A quorum was present.

#### 3. PUBLIC COMMENT

There were no public comments at this time.

#### 4. MINUTES

##### a. Minutes from March 26<sup>th</sup>, 2014

Senator Bezick moved to approve the minutes from March 26, 2014.

Senator Jay seconded the motion.

Motioned carried.

The minutes from March 26, 2014 was approved.

#### 5. OLD BUSINESS

##### a. Legacy Binder Discussion

The committee will finalize the legacy binder for the Budget and Finance Committee of the 82<sup>nd</sup> Session.

#### 6. NEW BUSINESS

##### a. Financial Reviews

The committee will conduct Financial Reviews on the following ASUN accounts: Unity Commission (1702-105-0131), ASUN Center for Student Engagement (1702-105-0112), Campus Escort (1201-105-1006), Elections (1702-105-0106), Milton D. Glick Academic Initiatives (1702-105-0135) and Undergraduate Research Journal (1702-105-0137). The chair may decide in which order the accounts will be reviewed.

Desirae Acosta gave the review for Unity Commission. She said that most of the things they spent on is not on Cais yet. They have a lot of extra money in their travel budget so she spoke to President Rashdan to move \$1,000 into operating.

Senator Fabbi asked what events they have planned for the rest of the year.

Desirae Acosta said just the Freeze Project.

Jacob Flynn gave the review for Elections. They spent money on food, drinks and supplies from Costco. Aside from this, there was also cost in wages.

Senator Jay – What’s the vendor name “Elections” for \$5,000?

Senator Fabbi said that was a transfer to the account.

Brian Fidelibus gave the financial review for Campus Escort. Their expenditures broke down to student wages and operating costs.

Senator Fabbi asked if they are on track for the fiscal year.

Brian Fidelibus said yes and mentioned that they filed a claim with the oil filter company for an engine that had to be replaced.

Senator Bezick asked if they get a discount for fuel.

Christopher Patridge said yes, the University has an account with a company called Thomas Petroleum. Every University car has card that allows the gas to be about \$3.00/gallon.

Director Rodriguez gave the financial reviews for ASUN Center for Student Engagement. She said that, for next fiscal year, she is going to create a line item called technology because a lot of the budget goes towards technology. There was \$1,700 Legislative Affairs Inaugural Leadership Luncheon mistake, which has already been taken of. She then gave the financial review for Academic Initiatives for the expenses there is tuition support, food pantry, emergency account and the wages tuition and fees. Lastly, she gave the financial report for the Undergraduate Research Journal. She said that the two editors have just been paid once and they have been putting a lot of hours since they have been putting the journal together. There is money coming out of operating: notebooks for marketing and wages.

Senator Fabbi asked what the housing operations line item is for.

Director Rodriguez said she does not know and that budget adjustments will be done to reflect the committee’s budget.

Senator Fabbi asked what general operations would be used for from year to year.

Director Rodriguez said it is for running operations for Undergraduate Research Journal and for supplies.

**b. S.B. 81-An Act Making Appropriations to Create a New ASUN Website**

Matt Lush talked about the S.B. 81-An Act Making Appropriations to Create a New ASUN Website. He said it is going to increase the engagement with the students towards ASUN to get them more to ASUN events. The University just redid their website and it looks great.

Senator Bezick moved to approve S.B. 81-An Act Making Appropriations to Create a New ASUN Website.

Senator Hutapea seconded the motion.

Senator Jay said he has a few problems with spending this amount of money on building a new website. He said it hasn't been 3 years since they did this.

Senator Bezick said that he supports it. He said that the current website is clunky.

Senator Jay said that the last expenditure was about \$14,000 and was done on April 2011. He asked if the website was created at that time.

Director Amy Koeckes said yes, the website launched after Mackay Week.

Senator Jay said that it has only been 2-2.5 years since they got a new website. He also has an issue with Abbi because their website does not show that they specialize on web design. He wants to see proof of competency to do the web design.

Matt Lush explained that he has known Abbi for years. They just merged with a web design firm. They wanted to create a comprehensive full service agency, integrating web design and PR. This is the reason for the cost. He spoke with other vendors (KPS3) and their quote was under \$30,000 not including a PR plan. He feels that the price given is indicative of the merge of the two firms. The price is as low as one can get in comparison to other companies. They just merged in 2013 and this is probably why they do not have a lot of work shown on their website.

Director Amy Koeckes said that the current website was launched April 2011.

Senator Fabbi said that we need to keep up with the times with the ASUN website. He said that in the account there would not be shortage of money.

Senator Jay said he agrees that the website doesn't look great but it is fully functional, but it doesn't make sense to spend this much money when they spent \$14,000 on a new website not too long ago.

Matt Lush said that major companies on their balance sheet have branding in their intangible assets. The reason for this is if you have brand that stands for something that people can recognize and trust and people can give credibility, your efforts will be awarded. ASUN is doing more community outreach and this needs a lot of ethos and this would be established through a new website. He said that a lot of the good things done by clubs and organizations are not seen and this should be done through the website.

Senator Fabbi said that he has been comparing the ASUN website with other Universities and he feels that their websites looks good and they do a pretty good job highlighting certain events and information.

Senator Jay asked if we have website data as far as how many people goes on our website.

Matt Lush said that they do have this data. He said that most people go on the website now for scholarships.

Director Amy Koeckes said that this is true, but overall throughout the years, the most visited website is Clubs and Orgs.

Matt Lush said that students do not see ASUN as providing them value and this is the reason for the rebranding efforts. Students should know what ASUN represents.

Senator Jay said that a new website doesn't drive traffic, it just improves the user experience.

Matt Lush said the PR plan will drive engagement. The website should be the first and foremost place that students go to for information. He said that social medias should not be the first communication channel.

Senator Jay said that it is weird to outsource our PR. It should be a job that student workers can do.

Matt Lush said his PR position might not fulfill strategies they can provide. His position does not have the capacity to drive engagement.

Director Rodriguez asked if the \$22,000 is a one-year commitment.

Matt Lush said it is a one year. Their timeline is much faster than what it was previously.

Senator Hutapea asked how much our last website cost.

Director Amy Koeckes said it cost \$14,100.

Senator Hutapea asked if that was done through an agency.

Director Amy Koeckes said yes, it was done through KPS3.

Matt Lush said that this is the trend – agencies tend to merge together.

Director Rodriguez said that this conversation should be for the larger body. Right now the website has no “associated students.”

Matt Lush said that he agrees and that those are conversations that will happens once/if they legislation is passed.

Senator Jay asked if the majority of the efforts is going to take place in the next session. He said it is ill-timed.

Matt Lush said that this is a conversation that has been going on since October. He has put all the issues that Senators and Executives have given him into the chat that he's had with the agency.

Speaker Byrnes said that it should be continued to the next session because this is a vision that the 81<sup>st</sup> Session has. It is collaborating 2 senate sessions together to make the vision happen.

Senator Jay said that it would be best to put everything they've done in the legacy binder. Director Amy Koeckes said that she agrees that the visuals are important but functionality is also important.

Matt Lush agrees and said that he has meet with Raul and had conversations regarding this.

Director Rodriguez said that there might be an issue with the open meeting laws. This is what concerns her regarding the new website.

Director Amy Koeckes said this a complex organization that they are dealing with.

Senator Jay said that it is a concern for him in the agency they have selected. There may be a relationship with the agency but he does not see their ability to design a website at their caliber.

Seeing no further discussion, a roll call vote was called. Motion to approve S.B. 81-An Act Making Appropriations to Create a New ASUN Website carried.

c. **S.B. 81-An Act Making Appropriations to Purchase Proxy Card Readers for the Center for Student Engagement**

Senator Fabbi explained the in the long term, this would save a lot of money. Rekeying would cost \$1,500-\$3,000. This proposal serves to make ASUN go keyless with three locations for proxy card readers. There is an option to have it down to two.

Senator Bezick moved to approve S.B. 81-An Act Making Appropriations to Purchase Proxy Card Readers for the Center of Student Engagement.

Senator Jay seconded the motion.

Seeing no further discussion, a voice vote was called. Motion to approve S.B. 81-An Act Making Appropriations to Purchase Proxy Card Readers for the Center of Student Engagement carried.

d. **S.B. 81-An Act to Amend the Budget for the Center for Student Engagement Account**

Senator Jay moved to approve S.B.-An Act to Amend the Budget for the Center for Student Engagement Account.

Senator Hutapea seconded the motion.

Senator Jay moved approve the dollar amount on Page 1, Line 10 with \$1,516.44.

Senator Bezick seconded the motion.

Motion carried.

Senator Jay moved to replace the dollar amount on Page 2, Line 2 with \$11,400.00

Senator Bezick seconded the motion.

Motion carried.

Director Rodriguez said that professional staff has been coming and going and they had to hire temporary positions. This is why they have fringe left over. When the incoming body sees the line item for the incoming year, it would have actually been the line item for this fiscal year.

Seeing no further discussion, a voice vote was called. Motion to approve S.B.-An Act to Amend the Budget for the Center for Student Engagement Account carried.

**7. PUBLIC COMMENT**

There were no public comments at this time.

**8. ADJOURNMENT**

Seeing no further business to come before the committee, Senator Fabbi adjourned the meeting at 10:00 a.m.