

BUSINESS INNOVATION COMMITTEE MEETING

Thursday, June 1, 2023

3:00 to 4:00 p.m.

Join via Zoom: <https://csudh.zoom.us/j/89052054658>

Or Dial-in: (669) 444-9171 Meeting ID: 890 5205 4658

MEETING MINUTES

Members Present: Pat West, Dr. Thomas Norman, Fran Fulton, Edgar Mejia-Alezano

Staff Present: Tranitra Avery, Isabel Ramirez, Eric Oum, Ed Fimbres

Guest Present: Emily Oliver, Urban Mosaic

- I. Call to Order – Chair Pat West
 - The meeting was called to order at 3PM
- II. Approval of Meeting Agenda
 - The agenda for the meeting was approved following a motion by Fran Fulton, seconded by Dr. Thomas Norman. The vote was unanimously approved with all in favor, none opposed, and no abstentions.
- III. Approval of Previous Meeting Minutes - November 8, 2022
 - The minutes from the November 8, 2022 meeting was approved with a motion from Dr. Thomas Norman and a second from Fran Fulton. The vote was unanimously approved with all in favor, none opposed, and no abstentions.
- IV. Public Comment
 - There were no public comments during this meeting.
- V. Informational Items
 - A. Dining Commons Update and Filming on Campus – Ed Fimbres
 - The discussion focuses on updates regarding the Phase 4 dining commons at a university campus. Eduardo Fimbres provides details about the design and layout of the new dining facility, including food stations, seating arrangements, and production areas. The dining hall will seat 388 people with both indoor and outdoor seating options and will feature stations like a salad bar, deli, and grill. The project is being built alongside new residential halls, with construction set to finish by spring 2026. The dining hall is located near existing buildings and is part of a larger effort to provide on-campus dining for residential students. Tranitra Avery clarifies that the dining commons is being developed in conjunction with the new residential towers, and it is the university's first dining facility. A meal plan program will be implemented, and the space will cater to both students living on campus and visitors. Pat West and Fran Fulton ask questions to gain a better understanding of the project's significance and location.
 - Eduardo Fimbres provides an update on commercial filming at the university, highlighting that filming activities are seasonal and generally occur outside of student-populated areas to prioritize education. The campus has seen an increase in filming inquiries, thanks to the efforts of Eric Oum, the campus filming coordinator, and collaboration with film brokers. Recent inquiries include companies like Reebok, Kohls, and Suzuki, with filming taking place in areas like the theater, athletics facilities, and the Innovation and Instruction building. Fimbres notes the significant coordination required between various campus departments, including parking and police, to secure approvals for filming locations. A recent success includes securing a Buick photoshoot, set to use the university theater and other buildings. Other projects include an independent film and a commercial for a medical scrub company. The campus is working to accommodate a range of media budgets, from major feature films to smaller media productions, with a goal of generating more revenue through these opportunities.

1000 E. Victoria Street, Cain Library Ste 3002, Carson, CA 90747 (310) 243-3306

B. CSUDH Urban Mosaic Catering Update

1. Voice of Consumer (VOC) survey
2. Marketing Update
3. Dining Operation Plan for Fall 2023

- Emily Oliver and Michael Burnett from Aramark presented a comprehensive overview of their Spring 2023 initiatives at CSUDH, highlighting key achievements, areas of improvement, and future plans. They discussed financial performance, customer feedback, and the successful introduction of new concepts like Taco Tuesday, which increased campus engagement. Addressing feedback about pricing and healthy options, Aramark introduced cost-conscious specials and committed to expanding nutritious offerings through initiatives like C-store reviews and partnerships with local vendors, including Compton Vegan. They also emphasized their focus on inclusivity by catering to the diverse student body, engaging with international students, and reducing processed food options. Social media followership and engagement increased, supported by pop-up events, complimentary treats, and promotional activities. Looking ahead to Summer and Fall 2023, Aramark plans to enhance meal plan offerings, refine digital platforms like GrubHub, and continue strengthening customer satisfaction through service excellence, sustainability events, and health-focused programming. Their vision is to deliver high-quality dining services while fostering community involvement and addressing student needs on campus.

C. Business Services Agreements Update - Tranitra Avery

- Tranitra Avery provided an update on the renegotiation of business service agreements between Toro Auxiliary Partners (TAP) and various campus partners, including the Philanthropic Foundation, Loker Student Union (LSU), and Associated Students, Inc. (ASI). TAP has been managing accounts payable, receivables, HR, and other business services for these entities, but has not been fully recouping the costs of these services, leading to a potential loss of over \$1.5 million. To address this, TAP is meeting with each partner individually to reassess services and ensure costs are aligned, while avoiding overcharging. Negotiations with the Office of Sponsored Research and Programs (OSRP) are particularly challenging, but progress is being made. TAP is also exploring in-kind exchanges, particularly with the Philanthropic Foundation, to address unpaid fees. Additionally, TAP has been addressing customer service concerns, including issues with responsiveness and delays, and has taken steps to improve service delivery. Through this process, TAP is working to better communicate the value of their services to campus partners and ensure agreements are structured to cover costs and support their operations.

VI. Other Items

- Tranitra Avery provided an update on upcoming organizational efforts, mentioning plans for an internal staff retreat aimed at restructuring and identifying new opportunities for growth. She also shared that she will be attending the National Association for Collegiate Auxiliary Services West Region Convention in Seattle, where she serves as a board member, to explore potential opportunities for the campus, particularly in vending services. Avery noted that although entering the CSU system can be challenging due to contract requirements, she is actively seeking ways to bring new services to campus. Additionally, she discussed a potential new cell tower partnership with Verizon, emphasizing the desire to go beyond a simple ground lease and create a more meaningful, long-term investment in the campus, similar to other existing agreements. The goal is to ensure that Verizon's involvement benefits the university community over the long term.

VII. Adjournment

The meeting was adjourned following a motion by Fran Fulton, seconded by Edgar Mejia-Alezano
Meeting end time: 3:52pm.