



# Board of Directors Meeting

## Minutes

Date: Thursday, May 15, 2025  
 Location: Board Room N/S- USU Room 303/303A  
 Type of Meeting: General

Time: 2:00- 3:30 PM  
 Attendees: Board Members, General Public

### I. Organizational Items:

**A. Land Acknowledgment:** With Great respect, Cal State LA acknowledges the Tongva people as the traditional caretaker of Tovaangar (TOE-van-gar) - the Tongva world, including the Los Angeles Basin, South Channel Islands, Sand Gabriel and Pomona Valleys, and portions of Orange, San Bernardino, and Riverside Counties. Cal State LA is located within these lands. As an institution located on unceded Tongva land, we pay our respects to the ancestors, elders, and our relatives/relations, past, present, and Emerging. Consistent with our values of community and diversity, we have a responsibility to acknowledge and make visible the university's relationship to Native peoples. By offering this land Acknowledgment, we affirm Indigenous sovereignty and will work to hold Cal State LA more accountable to the needs of American Indian Peoples.

**B. Call to order by: Yahir Flores, ASI President @ 2:06 pm**

### C. Roll Call

|                           |  |                         |
|---------------------------|--|-------------------------|
| Yahir Flores              | President  | Present, left @ 3:00 pm |
| Leslie Vega               | Vice President for Community Engagement                              | Excused Absence         |
| Alonso Villanueva Serrano | Vice President for Finance   | Excused Tardy @ 2:15 pm |
| Arwa Mohamed Hammad       | Vice President for External Affairs                                  | Present                 |
| Daniel Ruiz               | Vice President for University Affairs                                | Present                 |
| Cindy Nguyen              | Chief of Staff   | Excused Absence         |
| VACANT                    | College of Health and Human Services Rep.                            | N/A                     |
| Valerie Urrutia           | College of Business & Economics Rep.                                 | Excused Absence         |
| Victoria Gragasín Montoya | College of Arts and Letters Rep.                                     | Present                 |
| VACANT                    | College of Engineering, Comp. Science & Technology Rep.              | N/A                     |
| Ananya Sharma             | College of Natural & Social Sciences Rep.                            | Present                 |
| VACANT                    | College of Education Rep.  | N/A                     |
| Diana Rangel              | College of Ethnic Studies Rep.                                       | Excused Absence         |
| VACANT                    | Civic Engagement Officer   | N/A                     |
| Briana Goytizolo          | Diversity and Inclusion Officer                                      | Present                 |
| Blanca Martínez-Navarro   | AVP for Student Affairs & Enrollment Management and Dean of Students | Present                 |
| Barnaby Peake             | ASI Executive Director   | Present                 |
| Dena Florez               | Associate Executive Director   | Present                 |
| Gus Salazar               | Director of Graphics and Marketing                                   | Present                 |
| Amanda Maldonado          | Administrative Coordinator   | Excused Absence         |
| Ashley Foskey             | Program Coordinator  | Present                 |
| Guests of the Gallery     |  |                         |

### D. Adoption of the Agenda

|   |                  |              |             |           |   |                |
|---|------------------|--------------|-------------|-----------|---|----------------|
| Offered By:   | Briana Goytizolo | Seconded by: | Arwa Hammad |           |   |                |
| Motion to approve Agenda for Thursday, May 15, 2025.<br>Consensus reached |                  |              |             |           |   |                |
| All in Favor  | All              | Opposed      | 0           | Abstained | 0 | Motion: Passed |

**E. Approval of the [Minutes](#)**

|  |                  |              |             |           |   |                |
|--|------------------|--------------|-------------|-----------|---|----------------|
| Offered By:  | Victoria Montoya | Seconded by: | Daniel Ruiz |           |   |                |
| Motion to approve the Minutes for Thursday, May 8, 2025, with the stipulation to fix the following changes:<br>Roll Call - Ananya unexcused absence to present<br>Fixing spelling errors pg. 2 - Daniel and Diana Rangel name's<br>Consensus Reached |                  |              |             |           |   |                |
| All in Favor   | All              | Opposed      | 0           | Abstained | 0 | Motion: Passed |

**II. Public Comment:** We will now move on to Public Comment. This time is allotted for the public to bring up comments or concerns of interest to the board. Please be advised that due to a set agenda, the board will not address the items brought up at this time but will note them down for the Executive Committee's review and action. If members of the public would like to be followed up with directly, please provide your contact information through the QR code on the door or through the form provided on the ASI website meeting agenda. We will now call on members of the public in order of registration before moving on to the public.

**III. Informational Items**

**A. President Eanes**

**President Eanes:** Shared updates about the Governors May revise and the advocacy efforts made by her and Yahir for more funding for higher education at Hill Week in DC and Advocacy Day in Sacramento with legislators and it did make a difference, we are still in a deficit, but the budget cut is now less because of the budget revise. Additionally, mentioned about the upcoming graduation ceremonies and the CCC cultural graduations. In the fall, the campus will start the strategic planning process, and it will be collaborative effort but first the facilities master plan and enrollment plan will need to be completed to give direction. Gave updates about the work completed in King Hall and the finishing work that is getting completed in Simpson Tower. Gave an update on the campus beautification - Lighting Project: lighting has been improved, at night there is more light around campus and it will continue to improve, more lighting will be added. The Student Health Center/CAPS did have an assessment completed and there will be changes on how they deliver their services. Basic Needs - there were 600 students in the Altadena area affected by the fire and 130 lost their home or had to be displaced and many were given an emergency grant. Finally, mentioned that Cal State LA has lost some federal grant programs.

**Arwa:** Asked a question/clarification about the 3-5-year priority list with the Academic Senate Chair.

**President Eanes:** Clarified that is the campus strategic plan and everyone will be involved and collaborate. We don't know if it will be a 3-year strategic plan or 5 years. There will be surveys, focus groups, meetings with everyone to set the priorities.

**Dena:** Talked about homecoming, past homecoming events and is excited about the collaborative effort for next Spring's homecoming event(s).

**President Eanes and Anh:** Mentioned the different community parades Cal State LA has participated in to build connections with the surrounding communities.

**Arwa:** Shared a specific student concern about the budget cuts and the lack of transparency in what is getting cut and not is not and the possible miscommunication.

**President Eanes:** Answered, there has been open forums, the budget transparency website, budget emails and all college deans and chairs are aware and have been talking to the faculty. There was 2 types of cuts, the one that comes from the state and the one that happens semesterly - not enough students taking a course and the college deans have to determine. Clarified that the campus has not cut any programs, the Provost did have an open forum with the faculty earlier this week and hoping that clears up any miscommunication and provides clarity to them.

**Arwa:** Clarified for course recalculations/reductions, should we be talking with the College Deans and Chairs and making sure that information is getting sent to the students?

**President Eanes:** Answered, they will, and they are adjusting over the next few days and will be ongoing. Grateful for the May revise and the additional funding but we have to keep advocating as next year is projected to be worse.

**Arwa:** Asked a question about the Student Health Center assessment and if that will be made public before implementation.

**President Eanes:** Answered, she doesn't see why it wouldn't, and they will consult before any implementation. She will be checking in with VP for the timeline.

**Gus:** Talked about the ASI fee and how it has not increased for the last 30 years, and advocacy needs to come from everyone, and everyone should have the opportunity to participate in advocacy efforts.

**President Eanes:** Mentioned that we have a lot of work to do to build connections with our legislators and invite them on campus and/or visit them in their district offices. There will be a lot of planning and preparing for the Fall and next academic year this summer.

## **B. Presentation of [ASI's Impact Report, Spring 2025](#)**

**Yahir:** Reads the Spring 2025 Impact Report.

*Student Representation & Cabinet of College Representatives* focused on the collective efforts each college representative made with their respective college to build community, address student concerns, and fostering engagement (i.e. Meet the Deans - A&L, Spring Business Career Fair, Deloitte Roadshow, Meet the Chairs, Book Giveaways - Ethnic Studies, NSS Honors Graduation Ceremony).

*Civic Engagement, Inclusion, and Cultural Empowerment* focused on the events that increased civic awareness, fostered cultural pride, and built meaningful community spaces (i.e. Floreciendo Juntas, You Belong Resource Fair, Eddie Fest, Gold & Iron Grad, Spill Tea Get Tea).

*Financial Impact and Student Organization Support* focused on the support ASI provided to the recognized student organizations. With the strategic allocation of over \$85,000, the committee empowered students to host academic conferences, cultural showcases, professional development workshops, and advocacy events. For RSO Banking, ASI is currently overseeing \$140,000 in funds. These changes have improved the student/RSO experience in accessing and managing funds.

*Legislative Advocacy and University Committee Engagement* focused on the academic senators and their presence in the university's policy-making process ensured that student concerns were not only heard but actively addressed.

*Marketing, Outreach, and Student Engagement* focused on ASI's marketing team, Studio47, significantly expanded the organization's visibility and reach (i.e. 27 days of tabling, over 1,200 direct student engagements, and the distribution of thousands of flyers and QR-enabled materials. These efforts Diego, Outreach assistant, led to record-breaking student leadership application numbers (74 for ASI and 27 for the U-SU Board) and the highest-ever ASI election turnout of 1,893 votes).

*Operational Enhancements and Strategic Planning* focused on the transition to independent payroll processing using ADP, increased locker rental revenue, and created a dedicated TIAA retirement account for full-time staff, launched a leadership development framework in collaboration with CSI. ASI prioritized service continuity by drawing from reserves and exploring new revenue opportunities. In the fall, ASI will begin the campus-wide strategic analysis project with Brailsford & Dunlavey to guide long-term planning.

*Concluded with Leading with Purpose* and ASI proved that authentic, student-led leadership can transform the campus. Through programs that empower identity, advocacy, and funding that allows for opportunity, ASI has helped make Cal State LA a place where students not only belong but also lead, grow, and thrive.

At 3:00 pm, Chair - ASI President, Yahir Flores exited the meeting. Arwa Hammad assumed the role of chair for the remainder of the meeting.

## **IV. Action Items**

### **A. Approval of the [Student Experiences and Fees Analysis with allocation of reserves](#)**

**Barnaby:** Shared this is the formal request that goes along with the presentation that Brailsford & Dunlavey (B&D) did at the last board meeting, and this is a joint effort with the U-SU. The cost of the study will be split in half between us and the U-SU. ASI is struggling financially because of declining enrollment and with no student fee increase for the last 30 years. The study is a strategic planning process for ASI and the U-SU. The scope of work will begin next month (June) and going through December. In Fall, we will start engaging with the campus (focus groups, surveys). We are requesting \$82,205 from our reserves; we have unallocated reserves of \$347,000. If this proposal is approved there would be a remaining \$264,000 of unallocated reserves. This comes at a critical point and is in the best interest for ASI and to ensure we last and grow as an organization. Following our reserves policy, we need a 2/3 vote to approve.

**Megan:** Mentioned this proposal was presented at the U-SU Board of Directors and was supported by them. The discussion at the board was how are we going to ensure the student body is engaged and students here at Cal State LA are being heard. Additionally, we can't propose a student fee increase without this information and for ASI there must be a referendum - an increase in the ASI fee must go to the student body for a vote.

**Arwa:** Asked a question about the reimbursable expenses and what that entails.

**Barnaby:** Answers, this could include buying materials, transportation (to & from campus), incidentals, etc.

**Arwa:** Asked a question about the \$12,500 reserve in the B&D fee.

**Barnaby:** Answered and clarified, we are asking for \$82,205 (approval amount) but it will sit in the reserves and will be there in case we need it (an additional expense comes up). Instead of coming back to the board for another approval, B&D includes it in the initial proposal as a recommendation to set aside that amount. If B&D does need to tap into these funds, they will have to come to both boards (U-SU & ASI) and present the proposal. It is anticipated that we will not use that amount.

|  |                           |         |              |                  |   |                |
|--|---------------------------|---------|--------------|------------------|---|----------------|
| Offered By:  | Alonso Villanueva Serrano |         | Seconded by: | Briana Goytizolo |   |                |
| Motion to approve the Student Experiences and Fees Analysis with allocation of reserves<br>Consensus reached |                           |         |              |                  |   |                |
| All in Favor   | All                       | Opposed | 0            | Abstained        | 0 | Motion: Passed |

**B. Approval of [ASI Hospitality Policy](#)**

**Arwa:** Asked if the board had any questions, this was discussed at the last board meeting.  
*There were no questions from the board*

|   |                  |         |              |             |   |                |
|---|------------------|---------|--------------|-------------|---|----------------|
| Offered By:   | Victoria Montoya |         | Seconded by: | Daniel Ruiz |   |                |
| Motion to approve the ASI Hospitality Policy<br>Consensus reached |                  |         |              |             |   |                |
| All in Favor  | All              | Opposed | 0            | Abstained   | 0 | Motion: Passed |

**Barnaby:** Mentioned how much this policy will help with our programming and approval timelines.

**C. Approval of [Proposed Year-End Purchases](#)**

**Barnaby:** Shared as we wrap by the fiscal year, we take a look at total of unused funds and the staff identifies if any items need to be purchase for the organization. In this year's budget, there were some areas that had savings - GIA, Student Gov. Training, Programming, Committee Incentives in total of \$54,000. There were some items that were identified and align with these categories. The staff is asking for approval for these year-end purchases - Exec retreat, new programming carts, merch & giveaways, iMac, projector for conference room, student leader merch, Owl labs for hybrid meetings, ACUI I-Lead Conference, Eddie mascot suit. The total cost is just under \$31,000.

**Gus:** Elaborated on the iMac purchase - ASI has hired another student graphic designer (this position has been vacant all year) and there is no workstation/computer for that position. Having other student assistant will allow ASI to do work for the community/businesses and other campus departments - this will allow for a revenue stream for ASI. 2 other Macs we have are not in compliance with the university because we can no longer get Apple Care for them.

**Ananya:** Asked a question about the Eddie mascot sizing and reusability.

**Barnaby:** Answered, we would need to verify with the company, and we would use it for every event, and it would last for years.

**Arwa:** Talked about the student leader merch, a survey will be sent out to the new student leaders to see what type of merch they would wear more (ex. polo, sweater, t-shirt, etc.). We want to ensure they are wearing their ASI merch.

**Ananya:** Shared that the merch given to the ASI student leaders, there should be one item that is a bright color and that it stands out so students can recognize us on the main walkway and know that is ASI.

**Gus:** Mentioned that the Fall marketing campaign will be bright and have a lot of bright colors.

**Briana:** Asked a question, for the merch & giveaways will that include the customized stickers that correspond with that event.

**Gus:** Answered, the stickers will come from next year’s programming budget. This is for bulk items (t-shirts, lanyards, water bottles, etc.).

**Briana:** Asked a question about the exec retreat and if there will be an all-team retreat,

**Barnaby:** Answered, since majority of the execs are new student leaders and are new to ASI, this will allow the staff to orient the new execs (Robert Rules, accountability, supervision, etc.). Confirmed, that there will be an all-ASI retreat in August.

|   |                  |              |               |           |   |                |
|---|------------------|--------------|---------------|-----------|---|----------------|
| Offered By:   | Victoria Montoya | Seconded by: | Ananya Sharma |           |   |                |
| Motion to extend the meeting for 5 minutes<br>Consensus reached |                  |              |               |           |   |                |
| All in Favor  | All              | Opposed      | 0             | Abstained | 0 | Motion: Passed |

|  |                           |              |               |           |   |                |
|--|---------------------------|--------------|---------------|-----------|---|----------------|
| Offered By:  | Alonso Villanueva Serrano | Seconded by: | Ananya Sharma |           |   |                |
| Motion to approve the Proposed Year-End Purchases<br>Consensus reached |                           |              |               |           |   |                |
| All in Favor   | All                       | Opposed      | 0             | Abstained | 0 | Motion: Passed |

**V. Discussion Items**

**VI. Reports**

**VII. Adjournment**

|  |                  |              |               |           |   |                |
|--|------------------|--------------|---------------|-----------|---|----------------|
| Offered By:  | Briana Goytizolo | Seconded by: | Ananya Sharma |           |   |                |
| Motion to adjourn the meeting @ 3:34 PM.<br>Consensus reached. |                  |              |               |           |   |                |
| All in Favor   | All              | Opposed      | 0             | Abstained | 0 | Motion: Passed |

CERTIFICATION

Official Minutes taken for the ASI Board of Directors Meeting of the Associated Students, Inc., Cal State Los Angeles held on May 15, 2025, in Board Room N/S- USU Room 303/303A, University Student Union Building and were approved by consensus by the ASI Board of Directors on Monday, June 2, 2025.

Prepared by:

\_\_\_\_\_  
Amanda Maldonado - Recording Secretary

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Gabriel De La Rosa - Chief of Staff