

Thursday, March 24, 2022

3:00 PM to 5:00 PM

Zoom Videoconference: <https://csudh.zoom.us/j/87849835536>

Dial: +1 669 900 6833 Meeting ID: 878 4983 5536

BOARD OF DIRECTORS MEETING MINUTES

Members Present: President Thomas Parham, Tranitra Avery, Nicole Harper Rawlins, Del Huff, Dr. Philip LaPolt, Jonathan Molina Mancio, Dr. Thomas Norman, Dr. Michael Spagna, Dana Ward, Deborah Wallace, and Pat West

Members Absent: Cornelia Brentano, Alan Caldwell, Dr. William Franklin, David Gamboa, Jerry Groomes, and Gilbert Ivey

Guests: Kelvin Blunt (CSUDH Foundation), Brian Bonvechio (Merrill Lynch), Jonathan Canton (CSUDH Foundation), Amanda Dodd (CSUDH Foundation), Jinna Matzen (CSUDH Foundation), Lindsey McAdory, Jr. (CBG Strategies, Inc.), Theresa Morrison (CSUDH Foundation), Nnamdi Okafor (Office of the President), and Dr. Travis Smith (CBG Strategies, Inc.)

I. Call to Order – Del Huff

Meeting called to order at 3:07 P.M.

II. Roll Call

III. Approval of Meeting Agenda

Wallace moved, and Harper Rawlins seconded. Motion carried.

IV. Approval of Previous Meeting Minutes

A) December 16, 2021

LaPolt moved, and Norman seconded. Motion Carried.

V. University President’s Report

Parham thanked everyone for attending today’s meeting. Parham announced that he is called to leave early today, as the University is currently hosting one of CSU’s Board of Trustees. He added that we expect more Trustees will visit this academic school year or in the fall.

Parham acknowledged the brilliance of our new buildings, the perseverance of our students, the commitment and dedication of our staff and faculty, and the willingness of our external stakeholders to engage as we continue to grow, develop, and prosper. Parham announce that he will spend a few minutes today addressing the Foundation and the Foundation Board regarding where the University is going, and his expectation regarding what it will take for us to get there.

Parham reported that we as a campus are generally stabilized, with student enrollment at just below 17,000. He added that we are not experiencing the 3,000 to 4,000 declines in student

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enrollment that some of our sister campuses are experiencing throughout the State, due to COVID-19.

Parham announced that a number of our students continue to struggle in navigating in this space. He added that though we want to create a friendly, vibrant atmosphere to engage students, there are still too many that we are losing, and that number is way too high.

Parham announced that we are adding new initiatives, the biggest being the Strategic Plan, Go far Together, and the ways in which the entire campus is working across the vision boundaries, to be able to do the important work, and to be the model urban university of this nation.

Parham reminded everyone that we secured an investment from the State, on top of our regular budget, of some \$60 million this year. He added that \$20 million is earmarked for re-doing the power grid, and about \$20 million is earmarked to construct a new dining hall. Parham reported that we are about to engage with a new dining partner as we finish up an RFP that includes interest from national companies competing for our business, who want to represent us in this space.

Parham reported that we are in the queue for additional grants from the State, to add more housing to our footprint, which is just a down payment on what he expects us to acquire. Parham added that we are looking to add a health, wellness and recreation center that will satellite physical health, psychological support, and nutritional counseling – that will possibly include a demonstration kitchen.

Parham reported that that we are expanding our curriculum, and that we currently have 79 majors. He added that we currently offer 56 undergrad and 23 graduate degrees, and we have added new programs, including systems engineering, cyber security, Asian-American, and women's studies.

Parham stated that we are growing and the Foundation needs to position itself to be able to keep pace with all the things we have planned.

VI. Public Comment

No one was present to represent the public.

VII. Executive Director Report – Tranitra Avery

Avery reported that we finalized the RFP process for dining services, the RFP committee and the Cabinet assessed vendor proposals, and agreed that Aramark is best fit to provide dining services at California State University, Dominguez Hills. Avery added that our pact with Aramark would be a 10-year agreement, projected to bring in more than \$30 million over the terms of the contract – including commissions, capital improvements into the university, and employment opportunities for our students.

Avery reported that the first two years with Aramark will be a management fee agreement, followed by a profit loss agreement after our dining hall is complete. Avery added that the dining hall is projected to open in spring 2026. Avery announced that we will receive a signing bonus, once the agreement is finalized, along with capital improvements as much as \$5 million within the first two years.

Avery reported that there was an investment that the board agreed to put into Loker Student Union (LSU) to refresh the dining space formerly occupied by CAFÉ 1913, now occupied by Café Toro which opened last month. Avery announced that Café Toro offers fresh food options – for breakfast, lunch and dinner. Avery added that this renovated space encourages

students who stay in the new residence hall to utilize the space to eat in seven days a week. Avery encouraged Board members to visit Café Toro and one of the Grab-N-Go stores on-campus.

Avery reported that the Foundation has hired a human resource strategist to develop a salary classification structure for the Foundation, including a market pricing analysis and development of objectives and a competitive base salary structure, so that the Foundation remains competitive, especially within the CSU structure, avoid losing quality talent to other organizations.

Avery reported that the Foundation's retirement planning committee is working with Benefit Financial Services on an RFP to find a better retirement program for the Foundation staff. Avery added that Voya was selected as the preferred vendor for the Foundation. Avery also announced that we are upgrading our OneSolution software, led by Jonathan Canton, Systems Administrator for the Foundation.

Avery announced that Lindsey McAdory and Dr. Travis Smith, brand strategists from CBG Strategies, will join this meeting momentarily to give the Board an update on Foundation's rebrand project.

VIII. Financial Update

A. Investment Review, as of February 28, 2022

Bonvechio provided a presentation to the Board regarding the current climate of market investments and how the Foundation's portfolio is performing. Items discussed included asset classes and money-weighted rate of return by period.

B. Statement of Operations, as of January 31, 2022

Morrison provided the financial reports in the Board packet, which comprised the Statement of Operations. Morrison reviewed the reports with the Board. The Board held discussion on increased research submissions. Morrison informed the Board that the Amended Reserves Policy is one of the items under consideration for approval at today's Board meeting. The Board accepted this information.

IX. Informational Item

A. Foundation Rebrand: Results of Recent Focus Groups

McAdory and Smith, from CBG Strategies, Inc., provided the Board with results of CBG's research related to the Foundation's rebranding project. Regarding the Foundation's current brand, McAdory and Smith announced results of a campuswide survey and focus groups which included CSUDH students, staff and faculty. McAdory and Smith stated that they will continue to update the Board on their progress in Board members thanked McAdory and Smith for attend the meeting and sharing results of their research. (After this meeting concluded, Blunt sent a PDF version of the above-mentioned research to all Board members.)

X. Action Items

A. Resolution FY2022-02: Approving Amended Reserves Policy

West moved, and Norman seconded. Motion Carried.

B. Resolution FY2022-03: Approving Schedule of Board and Committee Meetings for FY2022-2023

Norman moved, and Walalce seconded. Motion Carried.

XI. Other Items

A. Preview of Board of Directors Retreat

Blunt reminded everyone that the Board Retreat is tomorrow, March 25, 2022, from 9:00 a.m. to 4:00 p.m., in Ballroom B of Loker Student Union (LSU). Blunt encouraged attendees to arrive early to allow time to park and have breakfast before the retreat official starts.

Avery encouraged Board members come prepared to share their thoughts about where we are and where we need to go as an organization. Wallace noted that some of the University's senior leadership team who are also members of Foundation's Board, may not be able to stay for the duration of the retreat.

XII. Adjournment

Molina moved to adjourn and Wallace seconded. Motion Carried.

Meeting adjourned at 4:41 P.M.