

MINUTES

BEACH SHOPS

BOARD OF DIRECTORS MEETING

Friday, April 25, 2025 – Anna Ngai Alumni Center, D'Reams Boardroom

Members Present:

Scott Apel	Dr. Beth Lesen	Milton Ordoñez	James Ahumada
Dr. Nancy Dayne	Dr. Virginia Gray	John Barcelona	Nikki Majidi
Matt Melendrez	Andre Achacon		

Staff Present:

Dr. Miles Nevin, Executive Director	Cyndi Farrington, Chief Business Officer
Marianne Russo, Board Administrator	Arnecia Bryant, Dir of Facilities & Sustainability
Jordan Eres, Chief of Staff	Alfredo Macias, Dir of Res Dining Services
Andrew Kerr, Chief Financial Officer	Margie Ramirez, Director of Retail Dining
Sylvana Cicero, Chief Operating Officer	Patrick Joyce, Director of Operation
Idris Aydin, Director of Finance, ASI	Kristin Bonetati, Dir of Retail Services & Licensing

Guest(s): Sonny Ciampa, incoming ASI Student President for 2025-2026
Shelton King, Jr., incoming ASI Student Executive Vice-President for 2025-2026
Kim Nguyen, incoming ASI Vice President of Finance for 2025-2026

A. Call to Order:

The meeting was called to order at 9:37 a.m. by Mr. Scott Apel, Chair.

B. Approval of the Agenda: April 25, 2025

- Mr. Apel would like to modify the “Closed Session” to a “Legal Counsel Update”

Motion to accept the Agenda as amended.

M/S Mr. Ordoñez / Dr. Lesen

C. Approval of Minutes: March 14, 2025

Motion to accept the Minutes as presented

M/S Mr. Ordoñez / Dr. Lesen

By acclamation the minutes of March 14, 2025, were approved as presented.

D. Public Comment:

- There was no public comment given.

E. Legal Counsel Update

- Dr. Nevin introduced our legal counsel, who discussed recent petitions from the National Relations Board regarding unionization efforts by non-student and non-management staff at the Beach Shops, noting that there is no resolution at this time.

F. F & I Committee Report

- Mr. Kerr reported positive financial performance for the 3rd Quarter and year-to-date, with revenue exceeding budget by 8% and resulting in strong net income
 - Cost of goods were well-managed, leading to favorable gross profit, while operating expenses were favorable overall despite some unfavorable repairs and maintenance.
 - Investment gains in January were erased by declines in March.
 - Capital spending included the Bookstore remodel and elevator upgrade.
 - Year-to-date, all divisions exceeded budgeted revenue, with operating income more than double the budget.
- Budget Status:
 - Mr. Kerr discussed that the Shops' budget looks to be in good shape for the next fiscal year with a positive revenue growth, but noted that looming tariffs make it difficult to gauge the impact on the cost of goods.

Motion to accept the 3rd Quarter 2024-2025 Financial Review as recommended by the F&I Committee

M/S Mr. Ordoñez / Mr. Achacon

By acclamation, 3rd Quarter 2024-2025 Financial Review was hereby approved.

G. Operational Updates

- The Shops' leadership team and management staff provided current and future plans for the different divisions of the Beach Shops: Bookstore, Retail Dining and Residential Dining.
 - Cyndi Farrington provided a review of the Bookstore's DITA program which debuted in Fall 2024 and has saved students over \$6 million dollars over both semesters.
 - Students appreciated the program's convenience, immediate access to books, flexible textbook options, and overall affordability of their course materials.
 - Margie Ramirez discussed the Retail Dining division including new leadership strategies, vital new hires who will be helping to re-shape and diversify their current menus along with catering efforts and a potential new coffee location by the College of Business.
 - Alfredo Macias reviewed plans for the updated Hillside Dining Hall renovation which will support Housing's new La Playa Hillside building construction.
 - Sylvana Cicero presented about the plans for Beach Shops' locations once the new Student Union has been built as part of the Future U program.

H. Adjournment

There being no further business, the meeting was adjourned at 12:26 p.m.