

Auxiliary Enterprises Committee Meeting

Minutes – February 8, 2019

ATTENDEES:

Jenny Chhay, Whitney Schultz, Karen Walker, Deborah Ziccone, Ralph Gause, Trey (Canteen), Thomas Nguyen (F&N), Robert Martinez

Robert will be chairing the committee [as Kate Jolley's designee](#)

BOOKSTORE UPDATE:

Will was absent but sent this report

- During the month of January, the bookstores in Petaluma and Santa Rosa were able to rent over 4,000 textbooks to our students – rental is a huge savings for our students, and we are excited when students take advantage of the rental savings.
- Each term the bookstore measures our market share (i.e., students that choose to purchase course materials from the bookstore) – we are proud to announce an overall 4% increase in market share this spring compared to last spring and we anticipate this number to grow before the end of the term.
- This January in partnership with Student Life, Equity & Engagement, and the bookstore we expanded the 10% off textbook CubCard + savings program from one day to four full days. This has been a great partnership and we were happy to be able to help our students save money on their course materials and grow the CubCard+ program.
- Will Crawford (Store Director) met with Jana Cox (Director, Student Financial Services, Financial Aid) to discuss expanding services between our two departments. In the coming months we hope to grow this partnership and improve services for our students.
- The bookstores were able to assist over 500 EOPS students in procuring their textbooks using their funds allocated by our EOPS department on campus.
- The bookstores were able to assist over 100 Piner High School students in procuring their textbooks in the month of January.
- In partnership with Rhonda Findling (Counselor) and Student Equity, the bookstore was able to help 35 students under a Second Chance Grant – this was an exciting opportunity to help some of our BearCubs with a significant need obtain the materials for their courses.
- In partnership with Gateway to College, the Petaluma bookstore was able to assist almost 40 students in procuring their course materials for the spring semester.
- In partnership with the Financial Aid Department, the bookstore was able to assist over 100 students procure their course materials for their courses - these students were awarded funds through the AB19 grant.
- Will Crawford (Store Director), Matt Markovich, and Kate Jolley have successfully launched a brand-new online store to serve the needs of our BearCubs, and our adoring fans

(shopbearcubathletics.com). This is a great way for our fans all over the world to create custom gifts, clothing, and memorabilia from the comfort of their homes.

- Will Crawford and Sarah Laggos (Director, Alumni, Annual Fund & Corporate Relations, and Foundation) meet to develop a closer relationship between the bookstore and the Alumni Association. It is our hope and goal through this new partnership we will see an increase in Alumni and bookstore support.
- The renovation in the Santa Rosa bookstore is nearing completion. In October, the bookstore went through its first major renovation in 40 years!

CANTEEN—VENDING UPDATE

- Commission checks
- \$5312.58, December 2018
- \$3001.69, January 2018
- No break-ins
- Petaluma question: how do we get more vending on the Petaluma Campus?

FOOD SERVICES:

- Jenny and Thomas
- The soda fountain machine is now working
- Working on training to open up Emeritus Kiosk (Starbucks), 8:30am to 2pm, Mon-Thursday
- Converting plastics to paper, no more plastic containers to go
- Install electronic menu boards, in the Servedy and Bear's Den
- Facilities issues in Petaluma, Jenny will follow-up with Gary Watts & Whitney
- Whitney gave Measure H update in Petaluma, bookstore and food service will be offline starting this summer 2019
- Jenny will follow-up with Hank on Doyle outlet in Kiosk

OTHER BUSINESS

- Whitney likes the Alkaline Smart water

Meeting adjourned at 4:01 pm