Board of Directors Meeting Minutes  
Wednesday May 6, 2015 - 12:00 noon; Student Center Reading Room

Directors Present Were:
Richard Bentley, Administration  
Meg O’Sullivan, Administration  
Lorraine Terracina, Administration  
William Gerdes, Admin (Proxy to R Bentley)  
Shirley Eisner, COM Faculty  
Joanne Katz, CHRP Faculty  
Maria Rosario-Sims, CON Faculty  
Julie Rushbrook, GS Faculty  
Mariabelle Abelarde, CON Student  
Erin Andrews, PH Student (Proxy to M. O’Sullivan)  
Samuel Einbinder, COM Student  
Aldean Morris, CHRP Student  
Andrew Truong, COM Student  
Michael Sangobowale, GS Student

Directors Absent Were:
Astra Bain-Dowell, Admin  
Melanie Gehen-Benedict, Admin  

Invited Guests Present Were:
Rodney Venten, FSA Director of Finance  
Marlene Gutierrez, FSA office  
James B. Fuccio, Esq.  
Kenneth Carlton, Bookstore Manager  
Ron Duvall, Principle, The Duvall Group  
Ms. Leah Bane-Miesowitz, The Duvall Group  
Elizabeth Pence, Student Life Intern

1) CALL TO ORDER: Mr. Bentley called the meeting to order at 12:07 p.m. with quorum being present, noting we continue our attempts at “greener” meetings with online documents being projected on-screen, and that this meeting was delayed from its original scheduled date of 4/15/15 for the Duvall Group to complete their evaluation. Roundtable introductions included new Board member Samuel Einbinder, as the new Treasurer of the Med Council, replacing Nicole Jensen, as well as Student Center summer intern Ms. Pence. Mr. Bentley asked that new Board members become familiar with the Board of Directors Handbook, available online (link).

2) PRESENTATION: Mr. Bentley introduced Ron Duvall to present the study/analysis of the University Bookstore, which features recommendations to reach an acceptable revenue model. Gross sales over a three year period are feasible to achieve three times the currently sales. The study suggests that the Manager needs to explore closer partnering with one of the major medical book distributors (such as the store’s current prime vendor, Rittenhouse), who will work with manager to better promote and market book sales. TWO CRITICAL ELEMENTS are lack of Marketing to all facets of DMC, and lack of an up-to-date POS system allowing instantaneous analysis of sales data, inventory turns, etc. versus the current antiquated system. Marketing MUST be made through modern social media, (twitter, Instagram, etc.) as well as traditional methods (cafeteria table tents, hallway monitor system advertising, etc.) Store needs to rebranded as more of a “spirit shop” instead of just a bookstore…with sales, and new product. “what is in the store on 9/1 cannot be the same on 12/15”. Currently, expectations are so low for the store, that any movement towards improvement will be immediately appreciated. Mr. Bentley focused attention on the fourteen bullet points on page 3 of the report (see Attachment 1). Questions raised included:

a) Should/Can a coffee shop/café be included in the bookstore? Initial response: Space is tight to provide a viable lounge or serving area. Some stores do, have success with that format, but not all stores.
b) How will an improved shop service the greater DMC community, not just students in the Res. Halls…but also faculty and commuting students.
c) What’s the best way to make the store a destination? Is there room in the HSEB/BSB buildings? Reallocation and renovating space have loing lead times, but in the meantime, the store should take every opportunity to have main pedestrian traffic kiosk/cart to display broaden campus community awareness; generate sales.
d) Mr. Duvall encouraged follow-up questions as the recommendations are internally discussed and remains available at: Ron@duvallgroup.com.
3) **SECRETARY'S REPORT**: The draft minutes from the prior meeting held January 21st, 2015 had been emailed/posted with submitted minor revisions being made.

**MOTION**: To approve the January 21st, 2015 minutes as presented was moved by Ms. Rosario-Sim and seconded by Ms. Abelarde. **Motion passed unanimously.**

4) **PRESIDENT'S REPORT** – Due to length of Bookstore discussion, Mr. Bentley provided very expedient reviews of the Update reports circulated with the Agenda.

   a) **Bookstore Update**: Mr. Carlton recommended checking the Bookstore update (**see Attachment 2**). Informed all that the bookstore would be open during the annual inventory period this year, allowing students to buy Diploma Frames. Also, a new sign has been ordered to replace the one that was lost in a storm this winter.

   b) **Operations Update**: Director of Finance Rodney Venten reviewed the items in the Operations Report (**see Attachment 3**) with brief discussion. FSA is seeking new software.

5) **NEW BUSINESS**:

   a) **2015/16 FSA Budget**: While tentative due to Foundation negotiations which are ongoing, was presented via link. There is a 20K loss, including an 11K loss for the hiring of Duvall to survey the bookstore. (**see Attachment 4**) after which the following motion was made by Dr. Terracina, and seconded by Ms. O'Sullivan.

      **Motion**: To approve the tentative 2015/16 FSA budget as proposed **Motion passed unanimously.**

   b) **Student Health Insurance**: After a brief discussion, the following Motion was made Dr. Terracina, seconded by Ms. Morris:

      **MOTION**: To accept and implement the **Student Health Advisory Committee** (SHAC) unanimous recommendation for 2015/16 proposed SHI 2015-16 rate and plan that maintains current premium rates (ie: no increase) with a benefit change in the annual out of pocket maximum from $1,000 ind/ $2,000 family to $1,500 ind/ $3,000 family. **Motion passed unanimously.**

6) **ADJOURNMENT**: after all business before the board was concluded, and no other new business introduced, Ms. O'Sullivan moved, and Dr. Katz seconded:

      **MOTION**: To adjourn at 1:15pm. **Motion passed unanimously.**

Respectfully submitted by:

Margaret O'Sullivan, Secretary
Bookstore Update

Board of Directors Meeting on May 6th, 2015

Highlights of Activities include:

1. **Year End Sale** shows a 12% increase from prior year. April 2015 @ $6,100. compared to April 2014 @ $5,200.

2. **Diploma frames** and flyers will be on display for the students when they pick-up their Diplomas. Last year diplomas had been mailed and Bookstore experienced we had a reduction in these sales.

3. **Year end inventory** will be held on May 28th. & 29th. The Bookstore will be open to customers from 10am to 4pm on May 28th. and 10am to 3pm on May 29th. A notice will be posted on the display in the Registrar’s office (where students pick up diplomas).

4. **New sign** has been ordered for the front on the Student Center, the old one disappeared during the winter storms.

5. **Alumni Promotion**: Bookstore has coordinating with the new Director of the Alumni Association, Mr. Eric Shoen and we will be offering free shipping on DMC clothing and novelties that are being placed from a new “Alumni Newsletter” ordering.

6. **CHRP Graduates**: Bookstore coordinated with CHRP Student Council for their funding of 140 graduating students with a hooded sweatshirt, to be delivered next week.

7. **Parking**: Bookstore has serviced over 4,600 customers and handled over $150,000. in parking fees over the past 10 months without any problems known or reported.

8. **P&L**: Bookstore profit/loss as of 3/31/15 is $-42,700 which is a 2% improvement compared to prior year same period $-43,594.

Submitted by,

Kenneth Carlton, Bookstore Manager

Faculty Student Association of Downstate Medical Center, Inc.
Mail Stop 109; 450 Clarkson Avenue; Brooklyn, NY 11203-2098 Telephone:718-270-2486
www.downstate.edu/bookstore
FSA Board of Directors
Operations Report for May 6, 2015

1. The FSA office is current with all of its routine workload including monthly reports and payment invoices that it handles for the FSA, Bookstore, SAF, T&A and HSCB accounts. The Business Office staff continues to review accounts for the FSA, T&A and HSCB organizations to update our users and review the purposes of those funds held in escrow.

2. The FSA office has been busy with the year-end processing of Payment Forms during this normally very busy period of activities for students as well as campus departments, in order to timely close our fiscal year, May 31st, 2015.

3. The FSA office issued updated informational reports and forms for SAF budgets. The office provides continual guidance to the student groups for the preparation of their SAF budgets. These were due as of this past Monday and we continue to be in contact with Councils that have not already submitted their Council-approved 2015/16 Budget until all are submitted.

4. As you know, the accounting software in the FSA Business Office requires replacement. There has been a change in campus direction and the Infor (Lawson) system is not yet ready to be considered for implementation with FSA. As such we are exploring alternative accounting systems for FSA. We are continuing to work with the SUNY IT department to continue forward motion. We continue to review potential backup plans.

5. We worked with the Duvall Group consults, providing financial and other data they requested so that they could provide the Board with a review of the University Bookstore operations.

6. The 2015-2016 proposed FSA budget has been prepared and will be transmitted as soon as possible pending review by the campus and HSCBF leadership. In all likelihood once the Bookstore study is finalized, and recommendations reviewed in more detail, this proposed budget may require additional revisions as the fiscal year is in progress.

Respectfully submitted by,

Rodney M. Venten

Rodney M. Venten
This proposed budget is tentative, subject to review and approval with HSCBF and senior campus leadership that will occur after this FSA Board meeting. Results of that review will be communicated to the FSA Board.

**Payroll:**
- Payroll total includes a “Reserve for Personnel Actions” of $9,500 (represents near 2.6% of total salaries) to provide potential for merit and discretionary increases to staff if approved by the Board. Any specific increases will be proposed to, and approved by, the Board at that time.

**FSA Office:**
- Reflects HSCBF personnel that are either fully reimbursed from the HSCBF to FSA, as well as the 50% Shared Business Office salary recovery to FSA.
- Shared Business Office OTPS (Other than Personnel Services) reflects recovery from HSCBF allocated at 77%, based on actual transaction volume of the Shared Business Office annual activity between all HSCBF and FSA activity. FSA activity includes all Business Office, Bookstore, Subcontracted Services, Trust & Agency and SAF.
- After HSCBF salary and OTPS recovery, remaining Personnel and OTPS are distributed as “overhead” General and Administrative Expenses (G&A) to each FSA entity.
- FSA Admin Fees to SAF entities remain at same 2014/15 level; 0% increase based on the 12 month prior CPI-U index.

**Bookstore**
- Budget reflects a 5% salary recovery from HSCBF to FSA, reflective of Bookstore providing all HSCBF parking lot sales since May 2014.
- One PT position will be phased out during Q2 of FY 2015/16.
- The Bookstore budget in this proposed budget projects a $20K loss, while preliminary financial projection calls for Bookstore loss near $12K. Needs more detail analysis and may require subsequent budget modifications after Bookstore consulting study is finalized.

**FSA Board Programming:**
- FSA Board Programming was reduced to $1,000. The previous 2014/15 budget was $2,190.
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<th>F.S.A.</th>
<th>Campus Store</th>
<th>Gift Shop</th>
<th>Vending Operations</th>
<th>Food Services</th>
<th>Laundry Operations</th>
<th>Chase ATM</th>
<th>Photo Image</th>
<th>Student Hlth Insur.</th>
<th>Trust and Agency A/C</th>
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