



Meeting Agenda

Regular Meeting
Friday, October 30th, 2009
3:00pm

Arizona Students' Association Central Office

I. Call to Order

3:06 pm by Chair Brad Busse

II. Roll Call of Members & Welcome of Guests

- a. Northern District
 - i. Brad Busse – present
 - ii. Christian Kolesar - present
 - iii. Kathleen Templin – not present, proxy to Lauren
 - iv. Lauren Talkington – present
 - v. Tony Peña – present
 - vi. Troy Campbell – present

- b. Central District
 - i. Tania Mendes – present
 - ii. Christina Rocks – present
 - iii. Matt McCoy – present
 - iv. Larry Jones – present
 - v. Justin Boren – not present, proxy to Kelley Stewart
 - vi. Kelley Stewart – present via conference call
 - vii. Brendan O'Kelly – present
 - viii. Ben Henderson – present
 - ix. Rudi O'Keefe-Zelman – present
 - x. Andrew Clark – present
 - xi. Daniel Hatch – present

- c. Southern District
 - i. Chris Nagata – present
 - ii. Nicole Pasteur – present
 - iii. Elma Delic – present
 - iv. Billy Holmes – not present, proxy to Chris Nagata
 - v. Bryan Korth – present via conference call

- d. Guests
 - i. Levi Wolfe – ASA Intern at ASU Tempe

III. Call to the Audience

IV. Approval of the September 23rd minutes

- a. Moved by Brendan O'Kelly
- b. Seconded by Elma Delic
- c. Motion to approve the September 23rd minutes passes unanimously

V. Guest Speaker

- a. Nicole Magnuson, *Expect More Arizona*
- b. Action: Chair creates an ad-hoc committee to explore ASA's involvement with Expect More Arizona.

VI. Officer Reports

- a. Chair - working with ASA officers and the contact person for the request for proposal for the Ballot Feasibility Committee.
- b. Vice Chair - all the committees are meeting and thanks to Lauren Talkington for ensuring the ad-hoc committees have been meeting.
- c. Secretary - much of the updates with minutes and resolutions have been sent to the Internal Affairs committee and will be discussed later in the agenda.
- d. Treasurer - quarterly report to be presented during the Finance Committee later in the agenda.

VII. Staff Reports

- a. Report on the ASA fellowship. There's been a lot of success with the fellowship thus far; it's allowed ASA to set up a lot of in-district meetings with legislators. It's really serving as the research and policy arm of ASA.
- b. Athena Salman is doing research on parking and transportation research. Feels privileged that she gets to help lay the foundation for next semester's legislative session.
- c. Abby Wischnia is working on researching legislation to present to the Legislative Affairs committee.
- d. Daniel Hernandez has been working with the other fellows on researching and setting up these meetings as well as making sure there is a uniform way of tracking our legislators.

VIII. Committee Reports

- a. Standing Committees
 - i. Executive – Staying in constant contact with each other and working with all of the other committees.
 - ii. Finance – have been discussing the multi-year audit, a discussion of the reserves account, and the quarterly financial report.
 - 1. The quarterly finances are on target with where we should be. We expect the amount of money spent on issue campaigns to go up in the next months.

2. We need to increase the amount of money in the Legal Fees budget line item from \$10,000 to \$15,000.
 - a. Moved by Ben Henderson
 - b. Seconded by Christina Rocks
 - c. Motion passes unanimously.
3. We had a discussion about the reserves and their purpose: according to our financial policies, we are to put a portion of our income into the reserves until we reach 100% of the current year's annual operating budget. This is to help us have financial security for the future.
 - a. Ben Henderson moves to add a discussion of the reserves as Item C in Discussion Items.
 - b. Christina Rocks seconds
 - c. Motion to add Discussion of the Reserves to discussion items passes.

iii. Internal Affairs

1. The resolutions have already been discussed and went through the Executive Committee and the Internal Affairs Committee.
2. Executive Director hiring update
 - a. We're currently in week 3 of the hiring timeline and are accepting applications for the Executive Director position.
 - b. Our goals have so far been met. We've had a call with the ASA Alumni Advisory Council and with the ASA attorney. We've also constructed a list of necessities and nice to haves for our next Executive Director.
 - c. The position has been advertised through many places, including our website, our lists, Facebook and Twitter, the *Chronicle for Higher Education*, the *Arizona Capitol Times*, Top Higher Education jobs, idealist.org, and the National Organizing Institute, among others.
3. Communications Director –
 - a. Responsibilities would include developing ASA's messaging, branding on all issues, and writing press releases and advisories, developing materials, updating the website, and preparing talking points for campaigns.
 - b. If we wanted to have a Communications Director, we would need to find the funding because we are already spending what we are bringing in and we would need what the position would look like to.
 - c. The Internal Affairs Committee will go back and look at other options besides the full-time staff position.

iv. Legislative Committee – met today and discussed bills that we might wish to pursue during the legislative session. The list will be sent out when it is finalized.

b. Ad-hoc Committees

- i. Textbooks – working to set up committee calls and get the ball rolling for next semester.
 - ii. DREAM Act – currently on hold at the federal level.
 - iii. Shared Governance – working to get the ball rolling for next semester.
 - iv. Ballot Feasibility – will cover during discussion items.
 - v. Graduate Student Workgroup – it’s been hard getting more than one campus together for a call, despite sending out a number of meeting requests. It appears that Wednesday will be the best day. We’ll figure out one area we want to focus on and work on it on all three campuses.
- c. ABOR Tuition Workgroup
 - i. Lauren Talkington – the workgroup has continued to review tuition policies, including last year’s financial aid report. By November 6, preliminary proposals for revisions to the tuition and financial aid policies are due.
 - ii. Brendan O’Kelly – we’re working on redefining financial aid. Right now ABOR’s definition of financial aid includes loans and student employment. We’re also looking into using median family income as the guideline for setting tuition.

IX. USSA Report

- a. Report from USSA Board meeting
- b. USSA Board Member reports

X. Executive Session

- a. No agenda items

XI. Discussion Items

- a. FY08 Audit Report
 - i. The audit was done for the year ending June 30, 2008, so many of the new policies and procedures had yet to be implemented.
 - ii. Gave a clean finding of the financial records.
 - iii. Many steps have been taken to improve upon the findings.
- b. Ballot Initiative – Feasibility Study Proposals
 - i. Go over the 4 proposals submitted
 - 1. Riester – taken out of consideration because they don’t recommend doing anything before 2012.
 - 2. Mario Diaz and Associates – taken out of consideration because it was so brief.
 - 3. Ziemba Waid – very professional and detailed.
 - 4. FirstStrategic – very professional and detailed as well. Recognized where our funding was coming from and will provide a discount.

ii. Having had discussions with Regent DuVal there are steps that have already been taken and are being done to possibly impact our decision. Could go with the work that has already been started so that we don't have to reinvent the wheel.

iii. Discussion

1. Andrew – is what Regent DuVal working on regarding the 2020 plan?
2. Chris – it's with Jaime Molera, leading with the *Solutions* campaign?
3. Brendan – Have they started work yet?
4. Chris – There's groundwork that has been done in certain levels.
5. Brendan – Is it done? If not, when is it being conducted?
6. Chris – They have done some work; they have a lot of interesting information. We'll work to set up a call with Jamie Molera next week.
7. Lauren – would like to see what *Solutions* already has. Doesn't want to spend all this money and have the same information offered. Have call with *Solutions* before committing to spending the money.
8. Chris – We should be strategic in using any resources. *Solutions* will also need resources. It'll be our campaign if we invest in that campaign too. We want to get this issue as far as we can get it.
9. Elma – Can we approve a company today?
10. Brendan – We should have a meeting next week following the call with Jaime Molera.
11. Andrew – Can we approve a company, then email vote approving the funds?
12. Chris – Let's identify a company in the event that we go that route. We'll hold off on contacting the company until after the call.
13. Daniel – I've had discussions with people and they highly recommend Ziemba Wade.
14. Brendan O'Kelly moves to approve FirstStrategic.
15. Chris Nagata seconds.
16. Andrew – they have a much more impressive client list for Ziemba Waid
17. Christian – agrees
18. Daniel – fundraising angle makes Ziemba Waid more attractive.
19. Brendan – thought both were good, but I would use FirstStrategic because of the discount.
20. Nicole – in looking through them, Ziemba Waid looked at both 2010 and 2012 and the fundraising aspect, but we should be aware of cost and was impressed with FirstStrategic.
21. Serena – there was a *Business Journal* article addressing the firm' track record in 2008; FirstStrategic was named as one of the winners and Ziemba Waid was named as one of the losers.
22. Lauren – FirstStrategic only considered 2010? Was 2012 addressed at all?

23. Chris – we would be the clients, so we would address that.
24. Daniel – I still have to go with Ziemba Waid.
25. Brendan O’Kelly calls the question.
26. Troy Campbell seconds.
27. Voting to end discussion
 - a. Motion passes to vote.
28. Voting on the motion on the table to approve First Strategic.
 - a. Motion fails.
29. Brendan – what’s making you vote for Ziemba Waid?
30. Lauren – we should be aware of the pricing differences between Ziemba Waid and FirstStrategic.
31. Tania – we should spend money the right way, results would be better for students and the future of AZ. more professional and work with ASU
32. Christian – attracted to the Ziemba Waid RFP
33. Tony – not really for doing it in 2010, but would want the best chances of winning; it seemed more professional.
34. Brendan – could they collect enough signatures?
35. Christian – not sure if they were for 2010, and a lot of time would be needed.
36. Tony – if they only give us 2010, I won’t vote for it.
37. Elma – can have them propose for 2012
38. Tony Peña – moves to revote
 - a. Motion to revote passes
39. Revote on approving First Strategic
 - a. Motion fails
40. Daniel Hatch moves to approve Ziemba Waid
41. Matt McCoy seconds
 - a. Motion fails
42. Daniel – talking with people who’ve worked with them makes me unable to change my vote.
43. Brendan – First Strategic has a better track record. Just pretend they’re not giving the discount to compare rates.
44. Troy – what experience does FirstStrategic have in working with higher ed?
45. Serena – they have a former regent and former VP of public affairs from NAU as well as a former ASA board member on staff. They have familiarity with ASA and the university system.
46. Chris – has contacts too that have recommended FirstStrategic. We should strongly consider FirstStrategic.
47. Tania Mendes moves to reconsider her vote for the motion for FirstStrategic.
48. Troy Campbell seconds
49. Motion to use FirstStrategic after having a phone call with Solutions passes.

c. Reserves

- i. Background – In order to have some flexibility and assurance, our financial policies designate a certain

amount of income to be put towards a “reserve” until we accumulate a full year’s full operating budget. Currently we have several accounts and they aren’t labeled in a way which makes sense. Only one account is currently labeled as the reserves.

- ii. Lauren moves to combine all our savings accounts as the “reserves.” They will stay in separate accounts due to the FDIC limits, but they will be labeled as reserves.
- iii. Elma seconds
- iv. Discussion
 1. Troy – we want to keep it under FDIC limits
 2. Ben – we’ll keep it in separate accounts
 3. Lauren – keep it in the 3 accounts so we’re never over the limits
 4. Andrew – believe that we have a sacred trust to spend the money.
 5. Ben – it’s our responsibility to the students if something does happen, we use money we take in wisely and maintain what we are doing. It doesn’t mean we don’t use it. There are procedures to use the money; that’s why it’s there too
 6. Christina – free up the amount of money we are spending on it, to use for other things.
- v. Troy Campbell calls the question
- vi. Brendan O’Kelly seconds
- vii. Motion to vote passes
- viii. Motion to combine the 4 savings accounts excluding the Chase checking account into 3 savings accounts to be designated as reserves passes

XII. New Business

- a. Bylaw Change – ASA Meeting Minutes
 - i. Was already discussed at the September 23rd meeting and went through the Internal Affairs committee.
 - ii. Brendan O’Kelly moves to pass the bylaw change
 - iii. Motion passes
- b. Bylaw Change – ASA Meeting Resolutions
 - i. Andrew – the resolution requires committees to approve resolutions before going to the whole Board which is why I won’t vote for it
 - ii. Tony – make it more efficient
 - iii. Daniel – committees should be making a recommendation to the whole Board
 - iv. Brendan – creates bureaucracy, wouldn’t want to be held up in committee
 - v. Christina – willing to accept an amendment to just go through committee without having to be approved by committee.
 - vi. Matt – details can be hashed out in committee first, and thinks it’s a good idea as long as the board is fully aware and all districts.
 - vii. Andrew Clark – motion to table

- viii. Matt McCoy Seconds
 - ix. Discussion – Christina prefers that an amendment be made rather than tabling the resolution as it's the second time this has come before the Board.
 - x. Motion to table and send back the Internal Affairs committee for revision passes.
- c. Issue Campaign Funds disbursement
 - i. A Finance Committee proposal for a method of dispersing issue campaign funds among the campuses
 - ii. Ben Henderson moves
 - iii. Elma Delic Seconds
 - iv. Motion passes
 - d. Multi-Year Audit Contract
 - i. To help us get our audits scheduled more in advance and keep it timely. Heinfeld Meech currently does our audits, gave us the best quote and they are familiar with us.
 - ii. Ben Henderson moves to go forward with the three-year audit contract.
 - iii. Andrew Clark seconds
 - iv. Motion passes

XIII. Campus, Student Regent Reports

- a. Northern District
 - i. NAU – Currently working on the ASNAU fee. NAU homecoming went well.
 - ii. NAU Yuma
- b. Central District
 - i. ASU Downtown
 - ii. ASU Polytechnic – public affairs to get legislators out there. Working with ASA. Working with Michael. ASASUP supports up to \$150 for the facilities fee.
 - iii. ASU Tempe
 - 1. GPSA – nothing to report
 - 2. USG- 2 hour parking production, 158% more parking. Established a December 1st deadline to have an ASU tuition proposal. Internship is going well, Senator Cahill presented to the Lobby Corps. Senate tabled discussion on facilities fee in order to see what it would pay for.
 - 3. ASU West – support up to \$400 for facilities fee. One open Senate spot.
- c. Southern District
 - i. UA – Good things are happening with textbooks, including a Faculty Senate resolution that passed. The internship program is going well, as is the Student Regent selection process. Regent Calderon came to campus and is planning on going to other campuses
 - ii. UA South

- d. Student Regents (Jennifer Ginther)
 - i. It has been a light week for ABOR committee meetings
 - ii. Thanks to UA for meeting. I am moving around the campuses to talk about things and hopefully set up more meeting dates.

XIV. Announcements

- a. ASA polo shirts are in

XV. Adjournment

- a. Andrew Clark moves to adjourn
- b. Tony Peña seconds