UC Berkeley
Student Union
Home of the ASUC and GA

2465 Bancroft Way
Berkeley, CA 94720

University of California, Berkeley
studentunion.berkeley.edu
(510) 642-4641

UC Berkeley Student Union Board of Directors Agenda & Minutes

Friday, September 18, 2026

***10:30/ Virtual Zoom |* Eshleman Hall 510 (Senate Chambers)**

Community Agreements | Webpage

Public Comment Form

Title	Name	Present
UC Berkeley Student Union Board of Directors Members		
Chair	Clara Hinsdale	Yes
Vice Chair	Kirk Robles	Yes
ASUC President	Margaret Solomon	Yes
ASUC Executive Vice President	Sydnee Thy	Yes
GA President	Chrissy Shively	Yes
GA Internal Vice President	Julio Angel	Yes
Undergraduate Representative	Carter Supple	Yes
Graduate Representative	-	-
University Representative	Marissa Cheng	Yes
University Representative	-	-
Faculty Representative	Greg Aponte	Yes
Faculty Representative	-	-
UC Berkeley Student Union Co-Executive Director	Tiffany Perales	Yes
UC Berkeley Student Union Co-Executive Director	Jaime Santoyo	Yes

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I. Call to Order at 10:40am 1 mins

II. Approval of the Agenda 1 mins

A. Motion to amend today's agenda to add the appointment of Gen Delos Santos as Interim BEST Director and Andy Hang as Interim SUFMO Director as item VIII to the agenda

1. Moved by ASUC EVP Thy
2. Seconded by GA IVP Angel

III. Approval of the June Board Meeting Minutes 1 mins

A. Motioned by GA IVP Angel

B. Seconded by Undergraduate Representative Supple

C. Approved by unanimous consent

IV. Public Comment

A. No public comment

V. Parliamentary Procedures Overview & Introductions 10 mins

VI. Subcommittee Appointments 5 mins

A. Overview of the three subcommittees; Operations and Planning, Business Development and Organization and Governance

B. Committee structure

1. 2 Members from the SU Board, one who serves as the chair
2. Minimum of 5 students
3. Majority of students on the subcommittee

4. General members from the community will be invited to join

C. ASUC EVP Thy appointed to serve as the Operations, Facilities and Planning Subcommittee by SU Board Chair Hinsdale

D. University Rep. Robles appointed to serve as the Business Development and Finance Subcommittee by SU Board Chair Hinsdale

E. GA IVP Angel appointed to serve as the Organization and Governance Subcommittee by SU Board Chair Hinsdale

VII. Executive Director Updates 10 mins

A. No questions from the board

VIII. Appointment of Gen Delos Santos to serve as the Interim Event Services Director for up to an 8 month period

A. Motioned to approve by University Representative Robles

B. Seconded by GA IVP Angel

C. Approved by unanimous consent

IX. Appointment of Andy Hang to serve as the Interim Student Union Facilities, Maintenance and Operations for up to a 2 year period

A. Motioned to approve by University Representative Robles

B. Seconded by EVP Thy

X. Board Chair Updates 10 mins

XI. Presentation from the Food Resource Group 15 mins

A. Faculty Rep. Aponte - Food Resource group has a really important job, and wasn't aware of the policies re: healthy food choices. Is there a way for students to provide direct feedback or input?

1. Response from Food Resource Group - feedback form on their website and they work with Berkeley Dining, vending machines can help solve the quick grab nutritious options. They are open to new ideas from the students

B. Undergrad Rep Supple - Thanks for keeping us healthy and safe, where does the SU fall under the 40% or 60% healthy food offerings?
    1. Response from Food Resource Group - completes the vending audit every spring, snack and beverage machines in the SU are in compliance as of right now, loves the idea of having more fresh fruits, make sure that we are not creating any food waste
C. Undergrad Rep Supple - Do we need a food permit for this event right now
    1. Response - No cause it is a private event
D. Faculty Rep Aponte - Initiatives that the Food Resource Group needs support from the SU Board?
    1. Response from Food Resource Group - we can always use more help.
E. SU Board Chair - What does the process look like for including you in our commercial activities with our vendors?
    1. Response from Food Resource Group - follow the plan check process with EH&S. Zero waste can do an inventory review and push for reusable programs. UHS - make sure there is enough nutritious options

2. Jaime - SUFMO can help guide conversations in partnership with the Food Resource Group

F. Faculty Rep Aponte - Is there a link for an on campus guide for all the food and beverage choices?

1. Response from Food Resource Group - there is a Google map on their website but not specifics of the menu options just the general options provided

XII. Presentation from native Media 60 mins

A. Overview: native Media is the Multimedia assets partner for 3rd party marketing and commercial activity

B. ASUC President Solomon - What is the process for looking at companies and businesses that are brought on?

1. Response from native - We establish a list of acceptable advertising policies including categories that are not permissible for each company. We get to know each university partner. Final call is on our SU partners weekly vendor review

C. GA President Shively - We come to UC Berkeley because of Berkeley we do not want it to look like other institutions. Fearful of partnering with international businesses, universities are a place to learn and not have companies and corporations have product placements. Not focus on consumerism but instead on building on community

1. Response from native - works closely with leadership of the SU to have a minimum of local and national companies and vendors.

Not replace the education of students. 95% of vendors from Iowa State University were not for profit vendors. At UC Berkeley DormDash we had vendors that were local and in alignment with community goals.

D. ASUC EVP Thy - You all have partnered with prestigious universities, but at UC Berkeley our culture is very different, our RSO culture is much more vast, we provide our similar services without using companies free of charge and we look at history and activism
    1. Response from native Media - We realize you all do have RSO's there are guardrails in our agreement to ensure we do not cut into the space of RSO's
E. University Rep Cheng - Sympathetic of the financial situation of the SU and freeing up Ryan's time, does not agree to commercializing the campus.
F. Faculty Rep Aponte - Understand the benefits of their platform, confirming that you are acting as an agent. Do you go through the vetting process with companies in terms of protection and privacy for student data?
    1. Response from native Media - all partners go through rigorous validation. Yes - we do maintain data and privacy
    2. Follow up from Faculty Rep. Aponte - so this lessens the numbers of companies you all partner with?
    3. Response from Director Adelman Sessler - data can be voluntarily provided but the company cannot sell that data

G. ASUC President Solomon - Most of the things you presented on have been things that are already done on campus, so what would be the difference?
    1. Response from native Media - We have a sales team that works to find companies, this lessens Ryan's administrative workload for this, more content for every event through native.
    2. Follow up from ASUC President Solomon - I am still not seeing the difference between what native provides and the RSO's.
    3. Response from Director Adelman Sessler - I am a one person team, this partnership can help us generate more revenue through one-off activations. There is an appetite for more events like DormDash but only have capacity for one big event a year.
    4. Response from native Media - we bring value to small businesses and help expand their footprint for other events
    5. Response from GA President Shively - failure to read the room regarding UC Berkeley's values
H. SU Board Chair Hinsdale - Part of our mission of the board is to improve and protect the finances of the Student Union
I. Undergraduate Rep Supple - We still rely heavily on you, but this seems like this would also be more work for you
    1. Response from Director Adleman Sessler - Bit of a gray area, it would depend on the situation
J. University Rep Robles - a lot of the discussion items we have should be in

exec session, Ryan and I are the only people on campus for Business Development. Native can help alleviate a lot of the logistics and operational work for us and also frees our time to support other items.

K. SU Board Chair - Ryan can you share more metrics on the difference of time looks like with and then without native?
    1. Response from Director Adelman Sessler - Starts planning in January for the August DormDash event. This year with the native trial run, started planning two months before since native took the rest on, removing 40ish hours from his time. No complaints from students.

XIII. Executive Session

A. SU Board Chair - Motioned to enter executive session by ASUC President Solomon including the SU Directors
    1. Seconded by GA IVP
B. SU Board Chair - recognizes all of the SU leadership
C. ASUC EVP Thy motioned to exit exec session
    1. Undergrad Rep Supple seconds

XIV. Adjournment

A. Meeting adjourned at 12:35pm
    1. Motioned be University Rep Robles
        a) Seconded by ASUC EVP Thy