

**CAL POLY POMONA ENTERPRISES**  
**PROGRAM COMMITTEE**  
**Tuesday, December 2, 2025**  
**2:30 p.m.-4:00 p.m.**  
 Zoom Meeting  
<https://cpp.zoom.us/j/82368912925?from=addon>  
 Meeting ID: 823 6891 2925

**AGENDA**

**Committee Chair:** April Jimenez-Valadez

**Members:** Amiyah Ellsworth, Craig LaMunyon, Madison Navarro, Monique Robles, Dr. David Speak, Sherwin Weerakoon, Kris Zoleta

**Staff:** Clint Aase, Shari Benson, Claudia Burciaga-Ramos, Lisa Coats, David Corral, Suzanne Donnelly, Juan Hernandez, Tariq Marji, Thomas Sekayan

**I. ACKNOWLEDGEMENT OF MEMBERS OF THE PUBLIC**

Who may or may not be commenting on a specific item or making a general comment

**II. CONSENT ACTION ITEMS**

*Items in this section are routine and acted on in one motion. Each item of the Consent agenda approved by the committee to have been considered in full and adopted as recommended. Any committee member may request that a consent item be considered as a separate action item. If no additional information is requested, the approval is without discussion. An "A" distinguishes items requiring approval.*

A. Approval of Minutes Program Committee Meeting – February 18, 2025	April Jimenez-Valadez, Chair	Page 2 - 4
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**III. GENERAL UPDATES**

B. CEO's Report	Thomas Sekayan, Interim CEO	5
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**IV. ACTION ITEMS**

C. Mid-year Additional Capital Budget Requests (Attachment) A	Juan Hernandez, CFO	6 - 7
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**V. INFORMATION & DISCUSSION ITEMS**

D. Dining Refresh Update (Attachment) I	David Corral, Director, Dining Services	8 - 13
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E. Kellogg West Hotel Remodel (Attachment) I	Bill Nazur, General Manager, Kellogg West	14 - 15
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F. Instant Access Complete Program Fall Report (Attachment) I	Clint Aase, Director, Bronco Bookstore	16 - 18
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G. AHC Teaching Horse Update	Thomas Sekayan	
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**VI. OPEN FORUM** April Jimenez-Valadez

**VII. ADJOURNMENT**

**CAL POLY POMONA ENTERPRISES**  
**Program Committee**  
**Tuesday, February 18, 2025, 1:00 p.m.**  
**Minutes**



Notice is hereby given that a regular meeting of the Personnel Committee was held by video conference/teleconference on Tuesday, February 18, 2025, at 1:00 pm to discuss matters on the posted agenda. The meeting notice in its entirety was posted on the internet at: [https://cppenterprises.org/wp-content/uploads/Program-Committee-packet\\_2-18-25-1.pdf](https://cppenterprises.org/wp-content/uploads/Program-Committee-packet_2-18-25-1.pdf)

**Committee Chair:** Christina Gonzales

**Members:** Mayra Brown, Dr. Rita Kumar, Dr. Craig LaMunyon, Dr. Phyllis Nelson, Dr. Maryann Tolano-Leveque, Kris Zoleta

**Absent:** Erica Frausto-Aguado

**Staff:** Claudia Burciaga-Ramos, Jared Ceja, Lisa Coats, David Corral, Juan Hernandez, Thomas Sekayan, Randy Wallace Jr

**Guests:** Natalie Sanders – PepsiCo

Chair Christina Gonzales called the meeting to order at 1:00 PM.

**CONSENT ACTION ITEMS**

**A. Approval of minutes for December 9, 2024**

There was a motion made by Dr. Rita Kumar and seconded by Kris Zoleta to approve the minutes; the minutes were approved unanimously.

**GENERAL UPDATES**

**B. CEO Report**

Jared Ceja began his report by highlighting several key staff changes, including the hiring of Tariq Marji as Sr. Director of Organizational Effectiveness and Strategy. This new role combines oversight of post-award grant administration, project management, contracts, business development, and process improvement. Jared noted the growing complexity of grant management given the university's R2 research status and emphasized the strategic importance of this position. He also announced the departure of Brian Fetterman, Assistant Director of the Bronco Bookstore, who accepted a promotion at Long Beach's Beach Shops. Jared also celebrated the grand opening of TaKorean, a Korean-Mexican fusion restaurant and the brand's first higher education location. The restaurant had a soft launch last semester, and its popularity was solidified by a strong showing at its official opening, where over 200 food samples were distributed. Jared also praised the team's quick support during the "Become by Doing" campus branding event, noting how Enterprises was able to deliver more than 240 shirts and 50 hats within 30 minutes. The report continued with recognition of recent successful events, including the annual Black History Month luncheon and the Valentine's Day "Love Day" promotion, which offered Instagram-worthy experiences and campus-wide engagement. Jared also shared exciting news that the Bronco Bookstore led the CSU system in average course material savings per full-time equivalent (FTE) student for the first time—outperforming longtime leader San Diego State. He attributed this achievement to the collaborative efforts of faculty, student affairs, and retail services.

On the federal grants front, Jared described a period of significant uncertainty, citing administrative changes, suspended funding initiatives, and shifting guidance around diversity, equity, and inclusion (DEI)-related grants. He explained the potential financial risks and mitigation efforts, such as increased drawdowns to avoid reimbursement issues. Craig shared that while no CPP grants had been rescinded, the risk remained high, as evidenced by a recent \$6 million loss at CSU Monterey Bay. The team continues to closely monitor developments in collaboration with the Chancellor's Office and other CSU partners.

Jared concluded with an update on a new classroom collaboration with Collins College. Students in the HRT 3950 Restaurant Property Development course are working on a live project to conceptualize new "CPP-grown" food brands. These concepts could potentially be incorporated into CPP Enterprises' future dining portfolio. He wrapped up the report with a brief tour of the newly launched CPP Enterprises website, now aligned with the updated branding and offering streamlined access to governance documents, committee materials, and organizational values.

**C. Introduction of Chief Financial Officer**

Thomas Sekayan introduced Juan Hernandez as the new CFO of Cal Poly Pomona Enterprises. Juan brings over 13 years of experience in finance, accounting, and auditing within higher education and nonprofits, most recently serving at the Claremont Colleges. Juan shared his enthusiasm for the role and connection to the local community, and the committee warmly welcomed him to the team.

**ACTION ITEMS**

**D. Capital Budget FY25/26**

Jared Ceja and Thomas Sekayan presented the proposed Capital Budget for fiscal year 2025–2026, highlighting both strategic priorities and necessary infrastructure investments across CPP Enterprises' diverse operations. The total budget reflects a more conservative stance than in

previous years, emphasizing critical maintenance, student experience enhancements, and health and safety improvements, while also incorporating flexibility for unanticipated needs.

Significant allocations include a combined total of \$375,000 for potential refreshes of Fresh Escapes and Hibachi-San, two dining locations being evaluated for concept and menu updates. These refreshes are contingent on further committee and stakeholder input and are intended to revitalize underperforming areas with new branding or culinary direction. In the Bronco Bookstore, \$60,000 is budgeted for ADA-compliant restroom upgrades, and funds are also designated to renovate the former cash room into workstations to accommodate space constraints for staff.

At Kellogg West, multiple upgrades are proposed to enhance guest experience and safety. These include converting the keycard system to RFID technology, updating audio-visual equipment in conference spaces, and modernizing the elevator. A proposed \$790,000 Crestview renovation was ultimately removed from the capital budget following feedback from the Finance and Investment Committee, representing the largest adjustment to the preliminary request list. However, a \$300,000 investment remains allocated for a comprehensive refresh of the main conference room.

In University Village, a combination of deferred maintenance and regulatory compliance projects are proposed. These include replacements of aging boilers and HVAC units, enhanced exterior lighting and fencing to improve security, and the procurement of furniture that complies with updated safety standards related to loft beds and window proximity.

At Innovation Village and CTTI, over \$290,000 is allocated for roof and HVAC system replacements, supporting long-term facility sustainability. Additionally, a \$557,500 budget line is included to explore relocating the marketing department into underutilized space within the bookstore building, a move aimed at consolidating teams and improving operational efficiency. A separate \$550,000 emergency contingency reserve is included to allow flexibility in addressing unforeseen capital needs throughout the year.

Other smaller allocations include \$100,000 for the College of Professional and Global Education (CPGE) for roof resurfacing and signage enhancements, and funds to address roof damage at the Farm Store, caused by age and weather-related wear.

Overall, the FY25/26 Capital Budget reflects a balanced investment in both immediate needs and long-term improvements. It aligns with CPP Enterprises' commitment to safety, sustainability, operational excellence, and student engagement, while maintaining flexibility and fiscal discipline in a volatile economic climate.

A motion was made by Dr. Phyllis Nelson and seconded by Kris Zoleta that the members of the Program Committee have reviewed the Capital Budget FY25/26 and that it be presented to the Board of Directors at their next regularly scheduled meeting. There was no opposition, the motion was approved unanimously.

## **INFORMATION & DISCUSSION ITEMS**

### **E. Update on the Current**

Jared Ceja and Randy Wallace Jr. presented an update on The Current, a 636-bed student housing facility located 1.5 miles from campus. Operating at full capacity since opening, it's already 74% leased for next fall, reflecting strong demand and a broader student housing shortage confirmed by a recent study. The property features modern amenities and has been well received by residents, though issues such as limited parking, security concerns, and trash management were noted—some of which have been addressed. Plans include enhancing security and maintaining stable pricing, with modest annual increases and priority housing for CPP students. Negotiations with the developer are ongoing. The current asking price is \$140 million, while CPP has offered \$110 million. A draft appraisal values the property at \$120 million—enough to secure support from the Chancellor's Office. If negotiations proceed smoothly, the acquisition could close by June 2025, with Foundation assuming operations by fall. Once acquired, The Current will serve as a premium housing option under Foundation management, complementing University Village as the more affordable, closer-to-campus choice. First-year students will continue to be housed by University Housing Services.

### **F. Budget Assumptions FY25/26**

Jared Ceja discussed the underlying assumptions guiding the FY25/26 capital budget. He noted that the proposed budget reflects a conservative and prudent approach, shaped by economic uncertainty, inflationary pressures, and instability in federal grant funding. Compared to the previous year, capital requests are reduced, with a clear emphasis on essential needs. Priority was given to projects addressing deferred maintenance, health and safety, and initiatives that generate future revenue or support student experience. Jared highlighted that \$550,000 is being set aside for emergencies and unanticipated needs—a slight increase from previous years—to allow flexibility in responding to urgent infrastructure failures or unforeseen opportunities. A notable adjustment to this cycle was the removal of a \$790,000 request related to the Crestview renovation at Kellogg West. This change was made after discussions during the earlier Finance and Investment Committee meeting. Jared also mentioned that capital items were categorized clearly—such as dining, housing, administration, and agricultural operations—to aid transparency and ensure that investments align with long-term strategic goals.

### **G. Update on Pepsi Partnerships**

Natalie Sanders, Senior Manager for Colleges and Universities in the West Region at PepsiCo, joined the meeting in place of Vivian Rodriguez to provide an in-depth presentation on beverage trends, student preferences, and macroeconomic factors shaping purchasing behavior on college campuses. She began by acknowledging current economic conditions acting student spending—such as inflation, disposable income shifts, and rising credit card debt—and discussed how PepsiCo uses this data to inform product development and campus strategies.

Natalie outlined several emerging trends in the college and university sector, including the increasing importance of technology-enabled service (such as kiosks and mobile ordering), the shift from carbonated soft drinks toward non-carbonated options (like Gatorade, water, and teas), and the growing student demand for health-conscious and brand-recognizable options. She highlighted PepsiCo's innovation pipeline, including lower-calorie and sugar-conscious beverages such as Starbucks' Frappuccino Light and Iced Energy products, which have tested well with CPP students. Natalie also emphasized the significance of trusted national brands for today's students and noted how PepsiCo's diverse brand portfolio is being aligned with on-campus needs to enhance student satisfaction.

Following the presentation, Thomas Sekayan added that CPP Enterprises uses data from PepsiCo to validate insights gathered through their own campus dining surveys. He shared that recent improvements, including updated product assortments in C-stores and the rollout of self-service kiosks, directly reflect this collaborative research. These efforts are designed to meet evolving student expectations while improving operational efficiency and speed of service. Additionally, Thomas announced that PepsiCo would be supporting increased on-campus engagement through activations and brand presence at events such as the upcoming Bronco Open House.

A brief Q&A followed, during which the committee discussed the Pepsi pouring rights agreement. It was clarified that the contract is reviewed regularly, typically every five years, and includes opportunities for RFPs. In the most recent cycle, PepsiCo offered a more competitive package than available CSU system-wide contracts, factoring in scholarship support, product variety, and sustainability initiatives. Committee members expressed appreciation for PepsiCo's partnership and their responsiveness to campus needs.

#### H. Commercial Operations Dashboard (Q2)

Thomas Sekayan presented highlights from the Q2 Commercial Operations Dashboard, emphasizing data-driven adjustments in services and marketing to better meet student needs. Dining services experienced notable growth in transactions across several locations: Bric Break (90%), ENV Café (53%), Lollicup (48%), and The Patio (39%), driven by menu updates, branding refreshes, and value offerings. Centerpointe hosted 10 additional events compared to last year, resulting in an 18% increase in participation. The vending program expanded to improve food access outside normal hours. Notable engagement included handing out 13,000 hot dogs at Hot Dog Caper and over 4,000 burritos at New Student Convocation. Social media campaigns featuring student influencers and sample-based promotions helped boost visibility and sales at lesser-known locations. Bookstore transactions increased 5.75%, with an overall sales uptick of nearly 8%. Best-selling items included test forms, lanyards, and sweatshirts. Continued success was attributed to student feedback, targeted inventory updates, and events like hosting the California Association of College Stores Expo. The team remains committed to responsive, student-centered service delivery.

#### I. Update on Retail Dining Program (AY 25/26)

Thomas Sekayan and David Corral opened the update by reaffirming their commitment to understanding and meeting student preferences, using survey feedback and online input, including Reddit, to guide their decisions. A recent survey conducted with Envision Strategies drew over 2,550 responses, mostly from upper-division undergraduates and graduate students. Key findings indicated students prioritize affordability, speed, and convenience. Over half felt on-campus food prices were too high, and 40% found it easier to bring food from home. Additionally, 80% cited pricing and 81% cited mobile ordering capabilities as important factors. The top five most requested food genres were Mexican, Mediterranean, sushi, Korean, and smoothie/boba drinks. Students associated these genres with recognizable brands like Taco Bell, Chipotle, Cava, and Halal Guys. Given the non-traditional nature of campus dining (with fluctuating demand), Thomas noted the importance of choosing flexible, resilient vendors. To respond to student feedback, two potential vendors are under consideration: Halal Shack, a fast-casual concept offering Mediterranean-Middle Eastern fare with halal and vegan options; and Choolaah Indian BBQ, a rapidly growing Indian fusion brand offering bowls and wraps with similar dietary flexibility. Both emphasize quick service, affordability, and cultural inclusivity. Final decisions will be made by ongoing engagement with ASI, UHS, and the Campus Dining Advisory Group, with potential proposals expected in Q4.

### **OPEN FORUM**

None

### **ADJOURNMENT**

A motion to adjourn the meeting was made by Dr. Phyllis Nelson and seconded by Kris Zoleta. Meeting was adjourned at 2:26 p.m.

Respectfully submitted,

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Christina Gonzales  
Program Committee, Chair



Cal Poly Pomona  
**ENTERPRISES**

# CEO's Report

December 02, 2025

Program Committee



# Memorandum

Date: December 2, 2025  
To: Program Committee  
From: Thomas Sekayan, Interim Chief Executive Officer  
Juan Hernandez, Chief Financial Officer  
Attached: FY 25-26 Mid-Year Capital Requests

**Subject: Mid-Year Capital Budget Requests 2025-2026**

As we continue to move within the current fiscal year, Management has encountered mid-year capital needs essential to sustain operation efficiency, effectiveness, compliance, and safety. These capital expenditures were not anticipated when the 2025-2026 capital budget was proposed. Management is requesting this additional capital to maintain programmatic continuity.

- **\$60,000** Replacement of two failing boilers above the Kellog West Conference center. Boiler failures have caused maintenance on multiple occasions, costing thousands to keep them operational.
- **\$1,000,000** Up to \$1M needed to install fire sprinklers throughout the Kellog West hotel rooms (as low as \$600k if only Crestview rooms are required). Pending determination of requirements by the Campus Facilities Department.

**RECOMMENDED ACTION:**

Following review by the Finance & Investment Committee, Management requests that the Program Committee approve the listed mid-year capital budget increase for 2025/2026 and advance the resolution to the full Board for consideration at its next meeting.

**BE IT RESOLVED**, that the members of the Program Committee have reviewed and approve the presented 2025-2026 mid-year capital budget items.

**BE IT FURTHER RESOLVED**, that the Program Committee hereby forwards this resolution to the full Board for consideration at their next scheduled meetings.

**PASSED AND ADOPTED THIS 2nd DAY OF DECEMBER 2025.**

By: \_\_\_\_\_  
April Jimenez-Valadez, Chair  
Program Committee

# CPP Enterprises

FY2025-26 Capital Budget  
MID-YEAR REQUESTS

Project	Approved Captial	Mid Year Request	Purpose	Category
<b>KELLOGG WEST</b>				
KELLOGG West	-	60,000	Replacement of two failing boilers for the conference center	Deferred Maintenance
KELLOGG West	-	1,000,000	Fire sprinkler system for Crestview and potentially all rooms (range \$600k - \$1M based on room requirements)	Health & Safety
<b>KELLOGG WEST Total</b>	-	<b>1,060,000</b>		
<b>Grand Total</b>	<b>0</b>	<b>1,060,000</b>		

# Cal Poly Pomona Dining Program Refresh Executive Summary

- **Key Findings**

- Top desired food types: Mexican, Mediterranean, Sushi/Japanese, Korean, Smoothie/Boba, Thai.
- Dining priorities: Convenience, speed, fair pricing, variety, customization.
- Pain points: Long lines, limited seating, aging facilities, lack of late-night options.

- **Next Steps**

- Implement concept mix improvements and brand strategy.
- Monitor new openings (e.g., TaKorean) for performance and satisfaction.
- Align marketing and communication to drive awareness and engagement

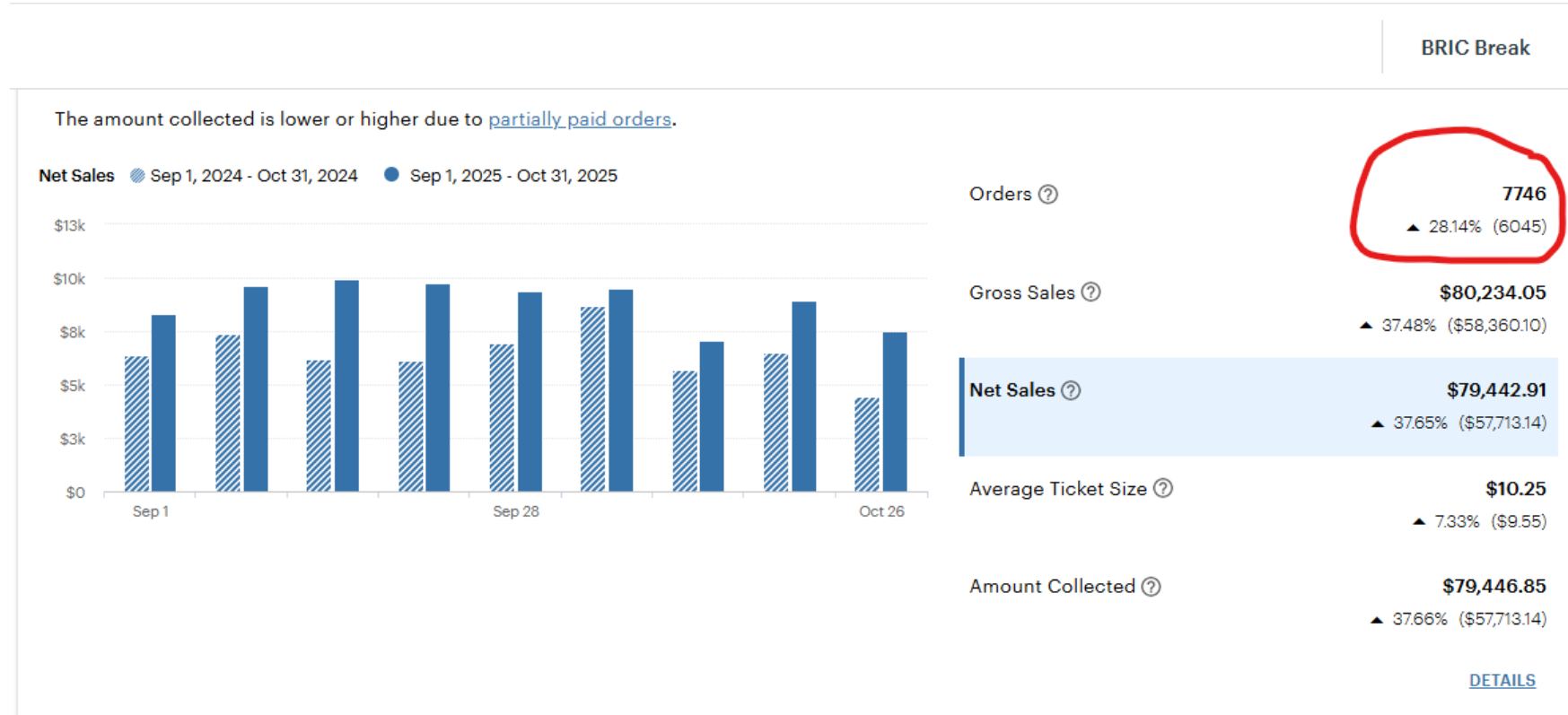
## Update-Value

- Energy drinks half off during finals week (provide examples)
- \$2 tacos
- Smoothies developed by students for student



# Update-Successful trends

- Bric Break Sales
  - Healthy Value Option



# Update-Successful trends

- Patio Sales



# Update-Spring

- Choolah-Process
  - Fire Marshall
  - Sourcing equipment
  - Design contracts
  - It will be a great opening!
- Starship Robot Delivery-<https://www.starship.xyz/>
  - Has been a wish list for campus IT
  - Fall-Starship will be the sole mobile ordering app (eliminate grub-hub)
    - Reduced ordering charge from .59 Cents to .10 Cents

# Update-Fall

- Hibachi- Halal Shack
  - Contract negotiations with Hibachi still on- going
    - Request from ASI student representatives increase halal selections on campus
- Exploring a value burger and chicken tenders Concept
  - Carl's sales decreasing
  - Up tick in sales in other areas with value
  - Increase speed of service with a simple menu (Patio/Bric Break type)
  - Contract for Carl's is in a gap year (currently not under an agreement)

If a picture tells a thousand words.....



The room of the future....is here NOW.....

KING GUEST ROOM



# Brand new guest rooms...from top to bottom.....



**KELLOGG WEST HOTEL  
AND CONFERENCE CENTER**  
3801 W. Temple Ave, Bldg 76  
Pomona, CA 91768

**SCOPE**

Guestrooms Renovation packet  
Includes all new:

**Casegoods**

Headboards, combo units, desks,  
nightstands, luggage bench, C-table,  
window cornice, TV panels, vanity units.

**Seating**

Desk chair, lounge chair.

**Lighting**

Headboard sconce, nightstand lamp, desk  
lamp, LED vanity mirror.

**Art & Accessories**

Artwork, full length mirror, decorative mirror.  
Drapery.

**Appliances**

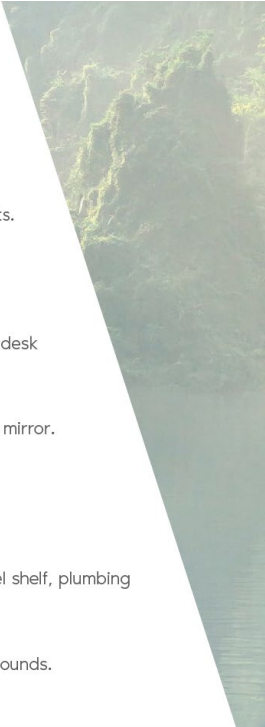
Mini fridge, microwave, TVs.

**Bathroom Accessories**

Towel bar, robe hook, TP holder, towel shelf, plumbing  
fixtures, shower pan.

**Finishes**

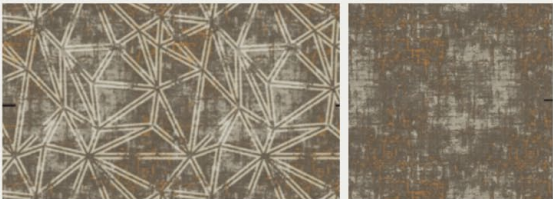
Paint, flooring, base, and shower surrounds.



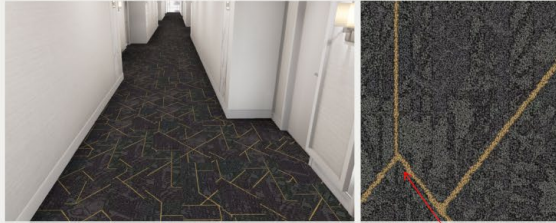
## Conference Center Selections



MEETING ROOM - CARPET TILE (24"X24")  
SMALL ROOMS



LARGE DINING ROOM - BROADLOOM CARPET WITH  
BORDER



CORRIDOR / HALLWAY - CARPET TILE (12"X36")

ADD GREEN TO  
REPLACE THE  
GOLD



LOBBY / RECEPTION -  
INLAY CARPET TILE  
(20"X20")

MAIN FLOOR TILE  
12"x24" or 24"x48"

## Kellogg West Hotel and Conference Center

## Fall 2025 Instant Access Complete Program Updates

	Fall 2024	Fall 2025	Growth
Total # of students	27796	27935	
Opted in	22235	23993	8%
Participation %	80.0%	85.9%	
Total # of materials provided	114849	130974	14%

### Student savings compared to buying new print: \$3.5M

	Fall 2024	Fall 2025	Diff	
IAC Revenue	\$ 5,369,550.00	\$ 5,619,504.00	\$ 249,954.00	5%
Cost of Sales	\$ 4,225,494.00	\$ 5,041,535.00	\$ 816,041.00	19%

### Cost breakdown by college:

College	Opted in%	Opted In Enrollments	Ext Cost	Share of Ext Cost	Per Enrollment Cost	Over/Under Avg Aggregate
College of Science	92.5%	33,450	<b>\$1,544,402.99</b>	27.52%	\$46.17	7.7%
College of Letters, Arts	92.0%	39,443	\$1,178,564.38	21.00%	\$29.88	-30.3%
College of Business	97.0%	16,295	\$1,077,544.90	19.20%	<b>\$66.13</b>	<b>54.3%</b>
College of Engineering	86.7%	17,576	\$928,140.13	16.54%	<b>\$52.81</b>	<b>23.2%</b>
ENV	89.7%	9,582	\$321,123.28	5.72%	\$33.51	-21.8%
EDU	90.2%	7,354	\$272,357.08	4.85%	\$37.04	-13.6%
College of AG	91.6%	5,858	\$222,137.26	3.96%	\$37.92	-11.5%
Collins	95.2%	1,417	\$68,534.21	1.22%	\$48.37	12.9%
Average aggregate cost per opted in student					<b>\$42.85</b>	

- IAC continues to successfully ensure the vast majority of students have their materials when classes start
- IAC continues to save students money compared to purchasing new print books on their own
- The costs of providing this service to the campus are rising, and the rate may need to be adjusted to keep the program sustainable



