

Minutes of the February 6, 2012 Meeting of the UCLA Communications Board

Board members present: Thomas Atkins, John Bollard, Nancy Calderon, Jennifer Frehn, Brent Gaisford, Lys Mendez, Erik Peña, George Pierce, Raiyaan Serang, Michael Sondheimer, Arvli Ward

Board members arriving late: George White

Board members absent: Jodi Levinson

Guests: Melissa Van Gelder (Fem Editor in chief), Juston Sedor (OutWrite Editor in chief)

I. Call to order (Serang)

Serang called the meeting to order at 5:41 p.m.

II. Approval of the agenda (Serang)

Sondheimer moved to approve the agenda. Mendez seconded the motion. The motion passed by unanimous consent.

III. Approval of January minutes (Serang)

Gaisford moved to approve the minutes. Mendez seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee Report (Serang)

Serang did not have anything to report.

V. Operations Committee Report (Gaisford)

Gaisford said was scheduling a meeting for Thursday, February 9 at 6:00 p.m. to discuss involving the publications in the Local Research strategy.

VI. Finance Committee Report (Peña)

Peña said the committee met Wednesday, Feb. 1. Peña said that ASUCLA Services and Enterprises was interested in obtaining an app for their BenefitsU program. Ward said that he received the inquiry on Tuesday about the application service and that the staff was able to produce a prototype of the application in time for a Wednesday demonstration. Ward showed the prototype.

Peña said the committee also discussed development expense. He said the committee requested Ward prepare a monthly report. Ward reported that for the month of February he anticipated a 30 percent decrease in development expense. Peña said there was a some discussion about ASUCLA's pledge made during the last budget cycle to reduce accounting costs.

VII. Media Director's Report (Ward)

Ward said Arizona State agreed to use Local Research.

Ward said that the first client app, which was created for Volcano Tea, was released. Ward said the app had 45 downloads in the first week, despite the lack of marketing. Ward said dozens of apps will be in production in the coming weeks. He said the number of apps planned was part of the plan to build a network of applications capable of delivering advertising. Ward said that he hoped that 50 apps would average 215 downloads. Gaisford asked how Ward came up with those figures. Ward said they were “guesses.” Ward said if the plan was successful, the reach of the app network would rival the Daily Bruin’s print circulation.

Sondheimer asked Ward if he needed to get permission from the university to gather information about the campus in order to create content. Ward said he did not believe Student Media needed permission, especially in those cases where we were producing apps for groups or other campus entities.

Pierce asked Ward for his prediction for when revenue would surpass development spending. Ward said he thought some time during the next spring. Ward said next year’s budget would call for some revenues.

Discussion Items

VIII. December Communications Board Financial Statements (Ward)

Ward said December income was \$84,470 while budgeted income was \$86,958, which meant that Incomes was \$2,488 less than plan. December Expense was \$137,503 while budgeted expense was \$122,465. Expense was over budget by \$15,038. Ward said \$10,946 of that was in the area of Professional Services. December net income was a loss of \$53,033 while budget was a loss of \$35,507. Net income was off plan by \$17,526.

Year-to-date Net Revenue was \$2,673 while budgeted year to date net revenue was \$24,996. Year-to-date Net Revenue was \$22,323 less than plan.

Cash reserves stood at \$229,000. Estimated January cash was \$221,000.

Sondheimer asked why the accounting expense was \$2,629 over budget. Ward said it was due to merit and benefit increases. Bollard expressed concern that five percent of the operational budget was accounting expense. Gaisford asked if the board voted to change the accounting structure could it be taken to ASUCLA Services and Enterprises. Ward said that it was not possible for the board to make changes to accounting without the cooperation of ASUCLA.

January Estimates

Ward said estimated January income was \$160,000 while budgeted January income was \$186,000. Local Display was \$14,332 under budget, and the yearbook was also under sold because of changes made to the scheduling of the book. Some of the marketing programs had been pushed to later in the year.

IX. Adjourn (Serang)

Bollard moved to adjourn the meeting. White seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 6:43 p.m.

Submitted by Doria Deen