

## **Minutes of the April 8, 2014 Meeting of the UCLA Communications Board**

Board members present: Hossain Albgal, Nancy Calderon, Asha Choudhury, Jesse Coronado, Steve Greim, Mojde Mirarefin, Cuauhtémoc Ortega, Arvli Ward

Board members late: Erik Peña, Lauren Ball, Sofia Haq, Kimberly Horn

Board members absent: Mohammad Ahmad, Josh Levine, George White

Guests: Jillian Beck (Daily Bruin EIC), Neil Bedi (Daily Bruin Editor in Chief applicant), Sedina Alicic (Daily Bruin Editor in Chief applicant), Andrew Erickson (Daily Bruin Editor in Chief applicant)

I. Call to order (Calderon)

Calderon called the meeting to order at 5:53 p.m.

II. Approval of the agenda (Calderon)

Ortega moved to approve the agenda. Choudhury seconded the motion. The motion passed by unanimous consent.

III. Approval of March minutes (Calderon)

Coronado moved to approve the minutes with the necessary corrections. Hossain seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee Report (Peña)

Peña said there would be a meeting between ASUCLA and Communications Board Finance Committees on April 18. He said he would like for members of the Finance Committee members to attend, and invited any member to attend. Greim asked if that meeting was satisfying any parts of the Advance Agreement to which Peña said he didn't believe so.

V. Operations Committee Report (Ball)

There was no report.

VI. Finance Committee Report (Haq)

Haq was not present at the time of this report so Ward presented the February financial statements.

Ward said total income was \$129,498, and budget income was \$128,437 for a positive variance of \$1,061. The key categories that were ahead were Daily Bruin (\$1,500) and Bruin Life was more than 100 percent over budget (\$6,887). February expense was \$141,671 and budgeted expense was \$125,816. We were overspent in the Daily Bruin \$6,253. Ward said the printing of Prime, the Daily Bruin magazine, was one reason for the extra expense. This was a timing issue because year-to-date printing expense was under budget. Year-to-date revenue was about \$848,799, and year-to-date budgeted revenue

was \$843,612 for a positive variance of \$5,187. Last year-to-date revenue was \$914,711. Although we were exceeding budget this year, revenues were down 7.7 percent from the previous year. Actual year-to-date expense was \$888,252 against budgeted expense of \$908,867. Ward said the organization was saving almost \$20,000 in addition to savings that resulted from staff reductions. He said last year the board spent over one million dollars to support all the department and its programs. Overall expense was down 16 percent. Cash reserves stood at \$132,000 (as of the February statements). The board is in deficit to policy by about \$102,000. Ward said that cash was an issue because the department had aging equipment that needed to be replaced. He said a computer was purchased recently for the photo department, but new equipment was needed in the design and copy departments. Ward said he would like to see cash rise to a certain level then commit funds to purchasing replacement equipment. Mirarefin asked how much cash would need to be added each month to reach our financial goals. Ward said it depended on what the department goals were. Ward said if we are just trying to purchase new equipment, maybe about \$10,000. If the goal was to pay back the principal to ASUCLA for the advance we would need much more cash. If we were paying interest only for a while until our cash could recover, then our reserves being at about \$150,000 would be sufficient. Greim asked if the cash reserves would be lower next month because we used all of the credit line. Ward said yes because we would now be on a regular payment schedule for the A&SS payments.

Calderon asked if Student Media tried contacting professors in an effort to do any contract communications work for them. Ward said no but Bruin Mobile had created a number of new relationships with campus entities, which was similar to Calderon's idea. Calderon said she believed that we should target the Ronald Regan hospital because it was an untapped resource.

### **Action Items**

- VII. Daily Bruin Editor-in-chief appointment (Peña)
- a. Neil Bedi, Daily Bruin Photo Editor, candidate
  - b. Andrew Erickson, Senior Sports Staff, candidate
  - c. Sedina Alicic, Assistant Copy Chief, candidate

Coronado moved to enter executive session at 6:28 p.m. Calderon seconded the motion. The motion passed by unanimous consent.

Calderon moved to exit executive session at 9:11 p.m. Ball seconded the motion. The motion passed by unanimous consent.

Ball moved to appoint Andrew Erickson as the 2014-15 Daily Bruin Editor in Chief. Coronado seconded the motion. The motion passed by a hand vote of 10-0 with 1 abstention.

- VIII. Adjourn (Peña)

Calderon moved to adjourn the meeting at 9:23 p.m. Horn seconded the motion. The motion passed by unanimous consent.

Submitted by Doria Deen