

Minutes of the June 3, 2013 Meeting of the UCLA Communications Board

Board members present: Eric Agar, Lauren Ball, Nancy Calderon, Steve Greim, Sofia Haq, Josh Levine, Erik Peña, Tammy Rubin, Arvli Ward

Board members arriving late: Jennifer Frehn

Board members absent: Elizabeth Choong, Michael Sondheimer, George White

Board members leaving early: Eric Agar, Sofia Haq

Guests: Kamilah Moore (ASU Chair), Tanesha Walker (ASU Public Relations Coordinator), Jacqueline Espinoza (La Gente EIC applicant), Michael Reyes (La Gente EIC applicant), Chad Bertrand (Nommo EIC applicant), Jessica Rayside (Nommo EIC applicant), Christina Trieu (Pacific Ties EIC applicant), Colleen Casabal (Al-Talib EIC applicant), Helen Alonzo (La Gente EIC), Helga Salinas (former La Gente EIC), Jillian Beck (Daily Bruin EIC)

I. Call to order (Peña)

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

II. Approval of the agenda (Peña)

Ball moved to approve the agenda. Calderon seconded. The motion passed by unanimous consent.

III. Approval of April and May minutes (Peña)

Levine moved to approve April and May minutes. Agar seconded. The motion passed by unanimous consent.

IV. Executive Committee Report (Peña)

Peña thanked the board members for submitting their media director reviews. He said he would meet with Ward next week to discuss the review and would update the board via email. Peña also thanked the students who attended the Chancellor's Leadership Reception.

V. Operations Committee Report (Frehn)

Calderon reported that the Operations committee did not meet.

VI. Finance Committee Report (Agar)

Agar said the committee met with Ward multiple times to discuss the 2013-14 budget revisions, which Ward would discuss later in the meeting.

VII. Media Director's Report (Ward)

Ward said he would discuss the department's financial situation as his report during his presentation of the April financial statements.

Discussion Items

VIII. April 2013 Communications Board Financial Statements (Ward)

Ward said that the Finance Committee did not yet have a chance to review the statements but that he would present a summary so that the board would be informed about the current financial situation.

Ward said actual April revenue was \$166,000, which was \$21,000 or 11 percent less than planned. Ward said there were positive variances in yearbook sales (\$3,300), Field Marketing (\$2,300), Kiosk revenue (\$1,300), Insert Income (\$2,700), and Student Fee Income (\$1,500). There were negative variances to Digital Display Income <\$4,000> and Color Income <\$5,000>. Negative variances in print advertising included Local Display w<\$13,000>, National Display <\$10,000>, and Classified <\$2,500>. April expense was \$149,000 while budgeted expense was about \$162,000 for a savings of \$13,000, which was about eight percent. There was a savings to Advertising Production Wages of about \$6,000 due to the layoff of the Advertising Production Manager. Printing expense was \$5,100 better than budgeted. Benefits were \$2,500 better than plan. Editorial wages were \$4,600 over budget. April net revenue was about \$17,000 while budgeted net revenue was about \$25,000. April net revenue from the previous year was \$24,000. Year-to-date net revenue for the current fiscal year was a negative <\$132,000> while budgeted net revenue was \$33,000 for a negative variance of <\$165,000>. Last year's April year-to-date net revenue was a negative <\$29,000>.

Cash reserves stood at \$84,000, which was in deficit to policy by \$289,000. The cash balance as of the meeting date was \$85,365.

May Forecast

Ward said estimated revenue for May was \$172,000, while budgeted revenue was \$181,000.

IX. Communications Board Vision Proposal (Ward)

Ball moved to enter executive session at 5:55 p.m. Rubin seconded. The motion passed by unanimous consent.

New Business/Action Items

X. Amended 2013-14 Communications Board Budget and Five-Year Plan (Agar)

Ball moved to exit executive session at 7:17 p.m. Calderon seconded the motion. The motion passed by unanimous consent.

Agar moved to approve the amended 2013-14 Communications Board Budget. Calderon seconded the motion. The motion passed by a hand vote of 7-0 with no abstentions.

XI. Al-Talib editor in chief selection (Ward)

Colleen Casabal, candidate

Frehn moved to enter executive session at 7:20 p.m. Calderon seconded. The motion passed by unanimous consent.

Levine moved to exit executive session at 9:01 p.m. Rubin seconded. The motion passed by unanimous consent.

Ball moved to appoint Colleen Casabal as the 2013-14 Al-Talib editor in chief. Frehn seconded the motion. The motion passed by a hand vote of 8-0 with no abstentions.

XII. La Gente editor in chief selection (Ward)

Jacqueline Espinoza, candidate

Michael Reyes, candidate

Ball moved to approve Michael Reyes as the 2013-14 La Gente editor in chief. Calderon seconded. The motion passed by a hand vote of 8-0 with no abstentions.

XIII. Nommo editor in chief selection (Ward)

Chad Bertrand, candidate

Jessica Rayside, candidate

Ball moved to approve Jessica Rayside as the 2013-14 Nommo editor in chief. Levine seconded. The motion passed by a hand vote of 6-0 with no abstentions.

XIV. Pacific Ties editor in chief selection (Ward)

Christina Trieu, candidate

Ball moved to approve Christina Trieu as the 2013-14 Pacific Ties editor in chief. Rubin seconded. The motion passed by a hand vote of 7-0 with no abstentions.

XV. Good and Welfare (Ward)

Ward thanked the board for their commitment and support. He presented an engraved gavel to Eric Peña in recognition of his service to the Communications Board.

XVI. Adjourn (Peña)

Levine moved to adjourn the meeting. Ball seconded. The motion passed by unanimous consent. The meeting adjourned at 9:05 p.m.

Submitted by Doria Deen