

Minutes of the November 5, 2018 Meeting of the ASUCLA Communications Board

Board members present: Parinaz Abiri, Jessica Behmanesh, Jesse Coronado, Addison Dickens, Nilofar Dooerandish, Tim Groeling, Judy Hernandez, Joelle Li, Mona Mosavi, Doria Deen

Board members late: Bek Aliev, Brandon Broukhim, Steve Greim

Board members absent: Henry Jackson, Sylvia Robledo, Alene Tchekmedyian

Guests: Abigail Goldman (Student Media Advisor), Jacob Preal (Daily Bruin Editor in Chief), Lucy Ma (Pacific Ties Editor in Chief)

Agenda

- I. Call to order (Mosavi)**
Mosavi called the meeting to order at 5:43 p.m.
- II. Approval of the agenda (Mosavi)**
Deen asked to amend the agenda to add an action item to request capital expenditure changes. Groeling moved to approve the amended agenda. Abiri seconded the motion. The motion passed by consent.
- III. Approval of October 2018 minutes (Mosavi)**
Abiri moved to approve the October 2018 minutes. Behmanesh seconded the motion. The motion passed by consent.
- IV. Executive Committee Report (Mosavi)**
Mosavi said the committee met on Monday, October 8 and discussed three media grievances.
- V. Operations Committee report (Broukhim)**
Broukhim said the committee met today at 4:00 p.m. just before the main meeting. He said each publication in attendance gave an update on their progress. They also discussed the plans to update the governing documents beginning with the constitution.
- VI. Finance Committee report (Aliev)**
Coronado said the committee met on Thursday, November 1 and discussed the September financial statements. The committee also discussed the transfer of the preapproved Kiosk upgrades capital funding to Furniture and Fixtures to get the cabling project done for UCLA Radio, and to increase the camera upgrades to purchase more cameras for the Daily Bruin from donations they received from the UCLA Fund.

VII. Media Director's report (Deen)

Deen reported on the following:

DB Awards

She said the Daily Bruin had won multiple CMA Pinnacle Awards.

2018 Yearbooks

She said the books had arrived in October, and she passed around copies for everyone to see.

ASUCLA Bruin Family Entities Event

She said she, along with Dickens, attended the event. It was a casual mixer for all four entity boards to get to know each other. She said she learned some things from the student BOD members, and they also learned a lot about Student Media and the Communications Board.

Recruitment

Deen said recruitment numbers were up nine percent overall to last year's numbers.

New Business/Discussion Items

VIII. September Financial Statements (Deen)

Deen said that total income was \$132,393 and budgeted income was \$117,786 leaving us \$14,607 (12%) over budget. The key drivers were Daily Bruin (up 3%) and Web Media (up 14%). Although sales were up to budget, Daily Bruin was down 10% to last year, but Web Media and Outdoor were up 30% and 14% respectively. Total expense was \$89,208 and budgeted expense was \$95,414 leaving us \$6,206 (7%) better than budget. Net revenue was \$43,185, and budgeted net revenue was \$22,372 which was \$20,813 (93%) better than budget. Cash reserves stood at \$276K which exceeded our cash per policy (\$212,000) by \$64,000.

Deen said the October forecast looked great. Estimated sales for Daily Bruin were up 7%, Web 52%, and Outdoor 31%.

New Business/Action Items

IX. Committee Assignments (Mosavi)

A. Executive

B. Finance

Hernandez moved to appoint Jessica Behmanesh to the Executive Committee and Nilofar Doerandish to the Finance Committee. Dickens seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

X. Capital Budget Expenditures (Deen)

Deen asked the board if she could move \$14,000 from the preapproved Kiosk Upgrades capital expenditures to Furniture and Fixtures to complete the UCLA Radio wiring project. She also asked to increase the preapproved Cameras capital expenditures because the Daily Bruin received \$15,000 of unrestricted donations from the donors via the UCLA Fund.

Broukhim moved to reduce the Kiosk Upgrades budget by \$14,000, and increase the Office Upgrades budget by \$14,000 to fund the UCLA Radio cabling project. Aliev seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

Greim moved to approve an additional \$20,000 to the Cameras capital expenditures to purchase cameras for the Daily Bruin. Coronado seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

XI. Adjourn (Mosavi)

Coronado moved to adjourn the meeting at 6:55 p.m. Broukhim seconded the motion. The motion passed by consent.