

Minutes of the April 8, 2019 ASUCLA Communications Board Meeting

Board members present: Bek Aliev, Jessica Behmanesh, Brandon Broukhim, Addison Dickens, Steve Greim, Tim Groeling, Joelle Li, Mona Mosavi, Doria Deen

Board members late: Parinaz Abiri, Nilofar Doorandish

Board members leaving early: Nilofar Doorandish

Board members absent: Jesse Coronado, Judy Hernandez, Henry Jackson, Sylvia Robledo, Alene Tchekmedyan

Guests: Rebecca Vorick (FEM Editor in Chief), Jacob Preal (Daily Bruin EIC), Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Advisor), Chiamaka Nwadike (2019-20 FEM EIC), Madeleine Ostergaard (Daily Bruin EIC Applicant), Lucy Ma (Pacific Ties EIC), Amanda Leutmixay (2019-20 Pacific Ties EIC), Justin Nemanpour (Ha'Am EIC), Kristie-Valerie Hoang (Daily Bruin EIC Applicant), Angela Forburger (Daily Bruin EIC Applicant), Jacob Preal (Daily Bruin EIC), Pouria Abbassi (ASUCLA Executive Director), Sandra Gillespie (ASUCLA Affairs & External Affairs Manager)

Agenda

- I. Call to order (Mosavi)**
Mosavi called the meeting to order at 5:40 p.m.
- II. Approval of the agenda (Mosavi)**
Aliev moved to approve the agenda. Dickens seconded the motion. The motion passed by consent.
- III. Approval of March 4, 2019 minutes (Mosavi)**
Broukhim moved to approve the March 4, 2019 minutes. Aliev seconded the motion. The motion passed by consent.
- IV. Executive Committee Report (Mosavi)**
Mosavi said the committee did not meet. Deen said she would confirm with HR if the new review form was finalized and ready for distribution.
- V. Operations Committee report (Broukhim)**
Broukhim said the committee did not meet in March, but would schedule a meeting in April.

VI. Finance Committee report (Aliev)

Aliev said the committee met on Monday, April 1. They discussed the February financials. He said we needed to find someone else to do the kiosk painting and upgrades. Robledo said she knew someone who may be interested in the job.

VII. Media Director's report (Deen)

Deen reported on the following:

Publications Report

Deen said that FEM, Ha'Am, Al-Talib, La Gente, and Nommo had published, and she passed around copies for the board to review.

February Financial Statements

Deen discussed the cash, revenue, expenses, net revenue, and the highlighted Daily Bruin, Web Media, and Outdoor sales.

March Forecast

Deen said the March forecast would be over budget in Daily Bruin print, Online, and Outdoor. Estimated sales for Daily Bruin were up 20%, Web up 41%, and Outdoor up 128% to budget.

New Business/Discussion Items

VIII. February Financial Statements (Deen)

Deen said that total income was \$138,426 and budgeted income was \$121,097 leaving us \$17,329 (14%) over budget. Although overall sales were up to budget, Daily Bruin was down 7% to last year, but Web Media and Outdoor were up 29% and 16% respectively. Total expense was \$127,892 and budgeted expense was \$122,396 leaving us \$5,496 (4%) over budget. Net revenue was \$10,535, and budgeted net revenue was <\$1,299> which was \$11,834 (911%) better than budget. Year-to-date net revenue was \$117,405 and budgeted net revenue was \$10,239 which was \$107,166 (1,047%) better than budget. Cash reserves stood at \$422,000 which exceeded our cash per policy (\$212,000) by \$210,000.

IX. Executive Director's Report (Abbassi)

ASUCLA Executive Director, Pouria Abbassi, said he wanted to enhance and increase the communication channels between all four ASUCLA entities. He said they started the year off with an informal session for the entities to meet each other, give updates and share common interests. That was followed by an entities meeting where each entity provided updates. He said that would continue to make sure when there are opportunities

to collaborate, we are all included. Abbassi said that although ASUCLA's centennial project was not chosen to be funded by the university, he wanted to move forward with the project with representation from all four entities, and S&E would fund the project. As part of the centennial, Abbassi said they were creating banners displayed on and off campus with history and current information on all four entities. Abbassi said on Bruin Day (May 18) there would be an ASUCLA event on the Kerckhoff Patio including music, video games, and pop-up shops. He said they would be more involved in putting on events in the union. Abbassi said he was proud of the work that ASUCLA did in regards to ethical labor, supply chain management and transparency. He said UCLA was number one in the country in this regard. He said he wanted that message carried around the campus. He presented a video that would be available on the Trademark and Licensing website that spoke about ethical labor and supply chain management and transparency.

New Business/Action Items

- X. Daily Bruin Editor in Chief Selection (Deen)**
 - A. Angela Forburger, candidate**
 - B. Kristie-Valerie Hoang, candidate**
 - C. Madeleine Ostergaard, candidate**

Abiri moved to enter executive session at 6:02 p.m. Doorandish seconded the motion. The motion passed by consent.

Aliev moved to exit executive session at 9:40 p.m. Greim seconded the motion. The motion passed by consent.

Broukhim moved to appoint Angela Forburger as the 2019-20 Daily Bruin Editor in Chief. Groeling seconded the motion. The motion passed by a hand vote of 6-3 with no abstentions.

- XI. OutWrite Editor in Chief Selection (Deen)**
 - A. Martha Cabot, candidate**

Broukhim moved to appoint Martha Cabot as the 2019-20 OutWrite Editor in Chief. Behmanesh seconded the motion. The motion passed by a hand vote of 8-0 with one abstention.

- XII. Adjourn (Mosavi)**

Alive moved to adjourn the meeting at 9:45 p.m. Li seconded the motion. The motion passed by consent.