

## **Minutes of the January 6, 2025 Meeting of the ASUCLA Communications Board**

**Board members present:** Katie Choo, Arpit Gaind, Steve Greim, Catherine Hamilton, Isaiah Little, Sylvia Robledo, Diana Swartz, Dustin Tran, Hillary Tran, Doria Deen

**Board member arriving late:** Georgia Kernell

**Board members absent:** Rosalie Chiang, Robert Faturechi, Arvli Ward

**Guests present:** Lex Wang (Daily Bruin Editor in Chief), Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Adviser), Tommy Correa (La Gente Editor in Chief)

### **Agenda**

**I. Call to order (Little)**

Little called the meeting to order at 5:43 p.m.

**II. Approval of the agenda (Little)**

Little moved to approve the agenda. Gaind seconded the motion. The motion passed by a member vote of 9-0 with no abstentions.

**III. Approval of December 2, 2024 minutes (Little)**

Greim asked Deen to correct the minutes regarding the total income. Little moved to approve the revised minutes. Swartz seconded the motion. The motion passed by a member vote of 9-0 with no abstentions.

**IV. Executive Committee report (Little)**

Little said the committee had not met.

**V. Operations Committee report (Gaind)**

Gaind said the committee had not met due to winter break.

**VI. Finance Committee report (Greim)**

Greim said the committee had not met due to winter break.

**VII. Governing Documents Ad Hoc Committee report (committee chair)**

A new chair has not been selected, so there was no meeting.

**VIII. Media Directors' report (Deen)**

*Newsmagazine Posts (Fall Quarter)*

Deen said all of the magazines exceeded the quarterly quota except for Nommo, who missed the quota by two articles.

*Meeting/agenda items for the rest of the year*

Since we've hit the mid-year mark, Deen shared the rest of the major items that the board would need to cover for the rest of year. She said the board would approve the budget assumptions in March, approve editor in chief applicants in March, April, May, and if necessary, June, and the budget will be approved in May. The final piece would be the media director review, which would happen early summer (June).

**IX. Public Comment (Little)**

Correa said he thought the summer training was helpful, but he would like to spend more time training on visuals.

**New Business/Discussion Items**

**X. November 2024 Financial Statements (Deen)**

Deen said total income was \$151,428, and budgeted income was \$152,752 resulting in a shortfall to budget by <\$1,3214> (<1%>). Outdoor was up to budget by 8%, but Daily Bruin and Web Media were down 20% and 11% respectively.

Total expense was \$179,300, and budgeted expense was \$152,729 resulting in a shortfall to budget of <\$26,571> (17%) to budget. Deen said a large portion was due to timing. Some of the savings from September's summer editor's training was spent on the editor's trip to the ACP Conference in New Orleans.

Net revenue was a loss of <\$27,871> but the budgeted net revenue was \$23 resulting in a shortfall to budget by <\$27,894> (<1,213%>).

Year-to-date net revenue was a loss of <\$101,885>, and budgeted net revenue was a loss of <\$106,304> leaving us \$4,419 (4%) better than budget.

Cash reserves at year end were \$573,000, which was \$212,000 above policy. Total cash as of the meeting date was \$527,000.

**XI. Governing Documents Ad Hoc Committee (Deen)**

Deen said she spoke with Moyer, and after her research, Moyer said that boards have the authority to form ad hoc committees that are not detailed or written in their bylaws to handle specific tasks. But since the Operations Committee is currently tasked with review

and upkeep of the governing documents, there was no need for the governing documents ad hoc committee.

### **New Business/Action Items**

#### **XII. Committee Assignment (Little)**

##### **a. Executive Committee**

Robledo nominated Swartz. Swartz accepted the nomination. Robledo moved to appoint Swartz to the executive committee. Gaind seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

#### **XIII. Executive Session (Little)**

Greim moved to enter executive session at 6:14 p.m. Little seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

Robledo moved to exit executive session at 6:42 p.m. Greim seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

#### **XIV. Adjourn (Little)**

Robledo moved to adjourn the meeting at 6:42 p.m. Gaind seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.