

Minutes of the February 3, 2025 Meeting of the ASUCLA Communications Board

Board members present: Rosalie Chiang, Katie Choo, Robert Faturechi, Arpit Gaind, Steve Greim, Catherine Hamilton, Georgia Kernell, Isaiah Little, Penny Rosenberg, Diana Swartz, Dustin Tran, Hillary Tran, Arvli Ward Doria Deen

Board members absent: Sylvia Robledo

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), Mia Tavares (Daily Bruin Digital Managing Editor), Sanjana Chadive (Daily Bruin Managing Editor)

Agenda

I. Call to order (Little)

Little called the meeting to order at 5:38 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 13-0 with no abstentions.

III. Approval of January 6, 2025 minutes (Little)

Greim asked Deen to correct a typo in the minutes. Little moved to approve the revised minutes. Swartz seconded the motion. The motion passed by a member vote of 13-0 with no abstentions.

IV. Executive Committee report (Little)

Little said the committee had not met.

V. Operations Committee report (Gaind)

Gaind said the committee met on January 31. There were general publication updates, and most things were going well. The fires affected many of their operations so some requested flexibility with their publishing schedules. He also said there was an agenda item to update Constitution Article VI, Section A regarding quorum, to address ongoing quorum issues, but the item was tabled. Gaind said the committee had a larger discussion around internal recruitment and putting forth our best efforts to fill seats before changing the governing documents. The board agreed to do earlier outreach for the non-student seats, including having the outgoing Operations Committee vote for the following year's professional members.

VI. Finance Committee report (Greim)

Greim said the committee met on January 31 and discussed the December 2024 financials statements. Net revenue was better than budget. Year to date net loss was \$105,000 but budgeted net loss was \$138,000. Greim said even though net loss exceeded budget, we were still operating at a loss. He said, while the board does not deal with the day-to-day operations, they could set benchmarks and financial goals. Ward expressed concerns with high aged balances. Deen said she shared some of the concern. There were some clients who late pay, there was some university invoices that had been submitted but still not paid, and there were some sales that would likely be written off if not collected by the end of the year.

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

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

VIII. Media Directors' report (Deen)

Recruitment

Deen shared winter quarter recruitment numbers. Overall, there was a 2% increase in applications.

Editor in Chief Recruitment

Deen said the recruitment process started, and she'd already met with some applicants. The Newsmagazine, Bruin Life, and UCLA Radio application deadline would be February 14.

LA Fire

Everyone was out for one and a half weeks. During that time, Daily Bruin published PDF issues on their website. During the Operations Committee meeting, Shearin, the Editor in Chief of Out Write, said they struggled with everyone being dispersed because they weren't prepared to collaborate remotely. Deen said she planned to make that apart of training for the new editor in chiefs for next year. Part of our lost revenue was submitted as part of a larger insurance claim.

Budget

Deen said she was working on the budget assumptions and getting budget worksheets prepared to enter the new budget numbers. She said the finance committee and board will vote on the budget assumptions at the March meeting.

KPMG External Audit

Deen said the audit was delayed but should meet in February. After the meeting, she said she'd be able to share the results of the audit with the board.

IX. Public Comment (Little)

There was no public comment.

New Business/Discussion Items

X. December 2024 Financial Statements (Deen)

Deen said total income was \$113,641, and budgeted income was \$106,811 leaving us \$6,830 better than budget (flat). Outdoor was up to budget by 219%, but Daily Bruin and Web Media were down 55% and 18% respectively.

Total expense was \$116,526, and budgeted expense was \$138,028 leaving us \$21,502 (16%) better than budget.

Net revenue was a loss of <\$2,884> but the budgeted net revenue was a loss of <\$31,217> leaving us \$28,333 (91%) better than budget.

Year-to-date net revenue was a loss of <\$104,770>, and budgeted net revenue was a loss of <\$137,522> leaving us \$32,752 (24%) better than budget.

Cash reserves stood at \$514,000 leaving us \$153,000 above policy.

For the January income forecast, Outdoor was projected to be 23% above budget, but Daily Bruin and Web Media were projected to be below budget. By 56% and 15% respectively.

New Business/Action Items

XI. Dissolve Governing Documents Ad Hoc Committee (Little)

Based on the discussion from the previous meeting, Little moved to dissolve the governing documents ad hoc committee. Swartz seconded the motion. The motion passed by a member vote of 9-1 with three abstentions.

XII. Executive Session (Little)

The board did not go into executive session.

XIII. Adjourn (Little)

Little moved to adjourn the meeting at 7:04 p.m. Greim seconded the motion. The motion passed by a member vote of 13-0 with no abstentions.