Executive Finance Committee

4th Meeting Minutes

October 20, 2010

Los Angeles Harbor College, Global Classroom

(Learning Resource Center, 2nd Floor)

I. Call to Order

Vice President of Finance Blanca Sanchez called the meeting to order at 12:36 pm and led us in the pledge of allegiance.

II. Roll Call

Present: EFC Representative Mari Ashley Andrews, President Brendan Binns, ASO Advisor Mercy Yanez, and Yvonne Pueblos.

Absent: Nestor Tann

III. Approval of Agenda

The motion to approve the agenda was made and carried with a 1st from ASO Advisor Mercy Yanez and a 2nd from EFC Representative Mari Ashley Andrews.

IV. Approval of Minutes

The motion to strike the word “commented” from Section 6 Item B of the October 13th meeting minutes was made and carried with a 1st from ASO Advisor Mercy Yanez and a 2nd from EFC Representative Mari Ashley Andrews.

The motion to approve the minutes as amended was made and carried with a 1st from ASO Advisor Mercy Yanez and a 2nd from EFC Representative Mari Ashley Andrews.

V. Public Forum

None.

VI. New Business

A. Programs/Clubs/Resource Awareness Day- Senators Steven Delgado and Julio Manson.

Senator Steven Delgado requested that this bill be tabled for two weeks until the November 3rd meeting of the Executive Finance Committee meeting.

The motion to table this bill for two weeks until the November 3rd meeting of the Executive Finance Committee meeting was made and carried with a 1st from President Brendan Binns and a 2nd from ASO Advisor Mercy Yanez.

B. Keeping the Tides Flowing- Senators Julio Manson and Steven Delgado.

Senator Julio Manson requested that this bill be tabled for two weeks until the November 3rd meeting of the Executive Finance Committee meeting.

The motion to table this bill for two weeks until the November 3rd meeting of the Executive Finance Committee meeting was made and carried with a 1st from President Brendan Binns and a 2nd from ASO Advisor Mercy Yanez.

VII. Action Items
VIII. Discussion Items
None.

IX. Information Items
President Brendan Binns asked Senator Julio Manson to clarify what questions are to be answered at the next Executive Finance Committee meeting regarding the Keeping the Tides Flowing bill. He also referred to the College Planning Committee as it is one of their goals to get this program up and running. He further commented on the possibility of marketing ASO discounts through the Tides.

Senator Julio Manson clarified by stating the following: what the readership of the Tides is both online and in print, if there is a possibility for the Tides to receive seed money, are there other vendors, and are there less expensive bids for printing. He went on to relate that it does not seem likely that any money will be coming from the college for this program and that advertising in the Tides costs $75 per quarter page. Professor McCloud solicits advertising.

ASO Advisor Mercy Yanez commented that she generated a list of questions regarding this issue at the request of the division chair, Carmen Carillo. She also shared some of the questions such as: what has been the readership of the Tides online vs. in print, has a survey been given to the students to gain their opinion on the matter, what is the preference of the students, what is the history of the expenditure for printing of the Tides, and are there any other bids from other vendors. She also inquired about the cost of advertising, for a comparison going back for two years of what they have sold in the past in regards to advertising, and if the Tides researches the demographics of our student body and speaks to those demographic groups.

Senator Steven Delgado stated that both the Academic Affairs and College Planning Committee have put the Tides as a priority. He also requested that some of the members of this committee attend the Financial Brainstorming Committee.

Yvonne Pueblos stated that they usually go out for three bids in order to get some competition going and lower the printing cost. She also asked who solicits advertising. She went on to suggest that the Tides combine their efforts with the business department and get some student in marketing involved to help keep the Tides sustainable.

X. Advisor’s Report
None.

XI. Adjournment
Vice President of Finance Blanca Sanchez adjourned the meeting at 12:54 pm.