## The Bottom Line Minutes

## Associated Students

1/7/14, 8:35

The Annex

**CALL TO ORDER**

**A. MEETING BUSINESS**

**A-1.** **Roll Call**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Note:**  absent (excused/not excused)  arrived late (time)  departed early (time)  proxy (full name) | **Name** | **Note:**  absent (excused/not excused)  arrived late (time)  departed early (time)  proxy (full name) |
| Cheyenne Johnson | present | Magali Gauthier | present |
| Parisa Mirzadegan | present | Giuseppe Ricapito | present |
| Camila Martinez-Granata | present | Allyson Werner | present |
| Lily Cain | present | Kelsey Knorp | present |
| Katana Dumont | present | Marissa Perez | present |
| Anjali Shastry | present | Robert Wojtkiewicz | present |
| Deanna Kim | present | Haley Paul | present |
| Matt Mersel | present | Beth Askins | present |
| Brenda Ramirez | present | Morey Spellman | present |

**A-2.** **Acceptance of Excused Absences**

**A-3.** **Acceptance of Proxies**

**B.** **REPORTS**

**B-1.** **Advisor’s Report:**

**Monica Lopez:** Jan 24 Regents meeting: team up with KCSB

Deanna: go in Friday to do KCSB stuff

**B-2.** **Executive Officer’s Report:**

**Cheyenne:** Editors: provide the stats for infographics, Inform Maggie when cancelling a story

**Parisa**: Nada

**B-3.** **Advertising Report:**

**Marissa**: half page ad for new smoking ban

**B-4. Beat Reporter Reports:**

**Giuseppe:** proposal to charge for parking in IV

**Allyson:** Israel

**Kelsey:** seems straightforward and boring

**C. Discussion Items**

**C-1. Old Business:**

**a. Winter Break Projects**

**Advisor/Staff recommendation/instruction/request:**

**Responsible for Follow-Through:**

**Additional approval required?**

**Notes:**

-Lily: Greek life and Wall Street (study guides)

-Katana: Where are they now segment, focus more on outreach

-Anjali: consistent pro/con piece, responses to a pro/con piece

-Deanna: weekly what’s new calendar (Thursday-Wed), monthly calendar

-Matt: ~$100, follow a lab through the process of research

-Magali: pretty new camera Canon 3T

-Brenda: contact film department

-Rob: Header redesign, T-shirt ad

-Beth: new logo design

-Morey: 3 examples of layout designs from other newspapers TBL could use as inspiration

-Giuseppe: gentrification in IV, tenant issues, campaign financing

-Allyson: investigative piece

-Kelsey: Senate emails in your email account

-Marissa: 3 new businesses, coupons, pdf of new rates

**C-2 New Business**

**a. TBL Front Page Layout Changes**

**Notes:** Rob made new front page layouts. We’ll look at them all compared with our current one and decide if we like one more

**Advisor/Staff recommendation/instruction/request:**

**Responsible for Follow-Through:** Robert

**Additional approval required?** No

**Decision: Like the simplified heading. Leave the smaller details to layouts discretion**

**b. Distribution Sign-Ups**

**Notes:** Potentially hire someone to do distribution. Look into it and return next meeting with better plan

**Advisor/Staff recommendation/instruction/request:**

**Responsible for Follow-Through:** Everybody

**Additional approval required?** No

**c. Moving Distribution Boxes**

**Notes:** Small Projects Committee meeting on January 26, 2014

-Take from: the IV Theater, Embarcadero Hall

-Place at: Ortega, infront of TBL office, and Visitor Center

**Advisor/Staff recommendation/instruction/request:**

**Responsible for Follow-Through:**

**Additional approval required?** No

**d. Indesign For Our Pretty New Computer**

**Notes:** Try to use computers in Media Center. Ask Matt about the finer details of the cost. Potentially approach Finance Board for assitstance

**Advisor/Staff recommendation/instruction/request:**

**Responsible for Follow-Through:**

**Additional approval required?** No

**e. Quarter Goals**

**Notes:** Moving distribution to Tuesday? Poll box, etc to encourage reader interaction, Having an artist for the paper,

**Advisor/Staff recommendation/instruction/request:**

**Responsible for Follow-Through:**

**Additional approval required?**

**REMARKS**

**ADJOURNMENT**

**TIME 10:30**