

Texas Student Media Board of Operating Trustees Meeting  
The University of Texas at Austin  
College of Communication (CMA), LBJ Room #5.160  
2600 Whitis Avenue  
Austin, Texas

**February 18, 2011**

**1:00 p.m.**

*Voting members present:* Mary Dunn, Kristie Loescher, Brennan Lawler, Tanya Assar, Lindsey Powers, Kelley Shannon, Tim Lott, Wanda Cash

*Voting members absent:* Georgia Dealey, Annie Kreighbaum, Mike Mackert

*Non-voting members present:* Jennifer Hammat, Kathryn Abbas, Taylor Rush, Michael McAfee, Irene Farrimond, Yaman Desai, Alyssa Peters, Cheryl Pyle, Lauren Winchester, Claire Cardona

*Non-voting members absent:*

*Professional staff present:* Dan Knight, Jack Simons, Frank Serpas, Doug Warren

Guests: Brad Corbett, Carter Goss, C.J. Salgado, Joan Bowerman, Adrienne Lee, Cameron McClure

TSM Board President Brennan Lawler called the meeting to order at 1:04 PM

#### I. Minutes

December 10, 2010 meeting minutes were approved. Would later be amended to reflect Shannon's vote against the reduction of summer printing.

#### II. Financial Report

Hamilton was ill and Hammat gave report in her place.

#### III. Activity Reports

Hammat reported that the Student Services Budget presentation went well and that McAfee was present to give a successful presentation on KVRX.

Warren reported that the Texan had received a facelift in the update of their layout. Warren also reported that the Texan was experiencing a setback in the development of their new website due to the graduation of Nolan Hicks, the lead on the project. The multimedia advisor search was expressed to have to come to a halt. Warren also reported on the collaboration between the different media entities at TSM to create a promotional video.

Kathryn Abbas reported on the success of the Housing Fair as well as their recent success with the Travesty. The phrase used was "Killing it with Travesty!"

McAfee reported on the partnership with TSTV in the upcoming weekend's concert series that would also serve as TSTV's website launch party. McAfee also reported on the ongoing success of the Pledge Drive.

Farrimond reported on the development of a new program that the Cactus would be involved in. Some Cactus volunteers would be venturing out to local High Schools and assisting those yearbook students with the production of their yearbook.

Peters reported on their candidates for Student Government as well as expressing the need for a web advisor. Hammat said that Dustin Younse is still on retainer with TSM and can be utilized by contacting her first.

#### IV. Executive Committee Report

A draft of the TSM Director job description was approved. It was reported that members of the board had met with the VP of Student Affairs in regards to the job description. A 5 minute recess took place at 1:28 PM to allow Cash to make copies for board members to review and discuss. Meeting called back to order at 1:34 PM. The additions of the Deed of Trust, the role of the VPSA, interpersonal communication skills in the required field, experience in higher education in the preferred field and the insertion of "in conjunction with the VP of SA" in the last paragraph were all suggested. Hammat and Lawler both expressed their comfort with the current timeline despite concerns from Dr. Gonzales. Cash moved to accept the revised draft and post as soon as possible. This motion was seconded by Assar. Lott expressed his disapproval of the draft and discussion regarding the involvement of Student Affairs followed. The motion was amended to amend the draft by striking the language "and VP of SA" that comes before "will monitor an evaluate" in the draft. Amended motion carries.

It was reported that the Multimedia Advisor position would be reopened in March.

#### V. New Business

Hammat reported that the printing room space was being allocated to RTF equipment checkout and that the project would require a project manager. She requested to allow Serpas to be put back in a full-time capacity. Discussion regarding the space allocation and the request follow. Loescher asks Frank if he is available should the board grant the request of Hammat. He says he is. The board agrees to decide on the request at a later date. Discussion regarding the request for financial help from the TSM Reserves follows.

#### VI. Advertising Presentation

The TSM Advertising team presented to the board the essence of what they do to give the board a better understanding of TSM and the advertising department. Questions from the board were fielded after the presentation.

With a motion by Lott and a second by Dunn, the meeting was adjourned.