

Community Media of the Foothills

MINUTES

Board Work Session
Four Points Sheraton, Monrovia
Saturday September 22, 2001

Convene: 9:15 am

Board Present: Linda S. Bryan, Chaluay Ruangchan, Karen Keeshan-Suarez, Deborah Showers-Kelly, Ralph Walker, Nina Rambeau, Donnise Mitchell.

Staff: Jasen Lewis

Liaisons: Mary Ann Lutz

J. Lewis passed out binders to all the board members. The binders included paperwork from the Alliance for Community Media regarding access in general; Definitions of Breach of Contract, Copyright, Indemnification Agreements, Invasion of Privacy, Libel, Slander and Obscenity laws from Access Sacramento's *Producer's Legal Guide*; As well as local documents, which included copies of the Policies and Procedures ('01), Community Media of the Foothills' Bylaws ('99), CMF's Amended Articles of Incorporation ('99), current draft of contract with the City of Monrovia, Access Activities Plan and Budget for Fiscal Year 2001-2002, and Budget vs. Actual Reports for the current fiscal year and FY's- 00-01, 99-00, 98-99, and 97-98.

The board discussed the where Community Access Television came from, the board read in reader's theatre format, "The Slippery Slope" a transcript of a teleconference between Joe Van Eaton (Spiegel & McDiarmid), Michael Meyerson (Professor of Law, University of Baltimore), Alan Bushong (executive director, Austin Community Access Television), and Dirk Koenig and Thomas Karwin (Community Television Review Editorial Board members).

J. Lewis went through the Polices and Procedures, the Bylaws, legal definitions, contract with Monrovia, Activities Plan and the budget reports. Board members requested special meetings to go over these documents more thoroughly.

M.A. Lutz passed out packets that included Robert's Rules of Order, a sample Agenda and Minutes, Basics of Board Development, Circle of Influence, Director's Profile Grid, Non-Profit Board Performance Evaluation, Organizational Chart.

M.A. Lutz gave an informative discussion on Running Meetings, being a responsible Non-Profit Board of Directors, Basics of Board Development, Building a Better Organization, Responsibilities of Executive Director, Chair, Vice Chair, Secretary, Treasurer, and Board Members.

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M.A. Lutz led the Board of Directors through a Goal Setting Session.

The following goals were outlined in order of priority;

1. Raise money for new facility.
 - Grant-Writing
 - Chair & Plan
 - Execution of plan
 - Backup plan (A-B-C)

2. Develop Youth Training in Info Technology Program for U.S. Department of Labor Grant.
 - Committee – to define program for youth
 - J. Lewis
 - City Staff
 - G. Ayala
 - T. Reale

3. Use Legal Counsel
 - Identify attorney
 - Identify specific question for attorney

4. Increase and Improve Public Awareness
 - Marketing Strategy
 - Survey
 - Plan
 - Awards for Producers
 - Use studio to put on programs about KGEM
 - Be involved in the community.
 - Chamber, Council Meetings, Representatives on other boards.
 - Family Festival / Arts Festival
 - Team w/ Library
 - Merchandise
 - Website
 - Mascot
 - E-Mail

5. See through the vision for the new facility, careful implementation.
 - Project Plan Committee
 - Floor Plan / Electrical
 - \$ Aspects
 - Fixtures

(Continued)

6. Increase the number of producers and programming
 - Follow up on interested parties
 - Re-establish relationships w/ past producers
 - Advertising
 - Broadcast e-mail
 - Communicate w/ current producers
 - Retention of producers
 - Producer newsletter
 - “Meet the Producers” show
 - Retreat for producers

7. Improve the quality of programming
 - Training of producers
 - Guest work-shops (Mt. Sierra)
 - Improve/Upgrade equipment
 - Break down back-up plan
 - Adelpia

8. Develop a professional Board of Directors.
 - Understand policies and procedures
 - Have frequent board workshops
 - Confer with legal counsel
 - Communicate with public and each-other
 - Follow Roberts Rules of Order
 - Board member’s should attend studio workshops
 - Attend conferences
 - Alliance tapes for training
 - Receive updates/news in industry

9. Even handedly implement policy.
 - Do it!

L. Bryan handed out a packet regarding fundraising. It included ideas for fundraising, a sample letter to a business asking for donation and the Monrovia Chamber of Commerce’s member list.

Lunch was served during the meeting.

Adjournment: 3:00 p.m.