



Community Media of the Foothills

MINUTES

Regular Meeting of the Board of Directors

May 10, 2006

Call to Order: 7:05pm

Roll Call: Tom Reale, Brenda Trainor, Fil Lujan, Scott Austin, Shelley Bishop, Walt Shelly
Minutes of the March 9, 2006 Regular Meeting of the Board of Directors; Corrections and amendments were discussed. Motion to approve as amended: Fil Lujan; Second: Scott Austin
Vote: Unanimous

Public Input: None

Reports:

Executive Director: About a dozen various programs in Monrovia and Sierra Madre plus 18 governmental meetings were covered during March and April. New DVD based Bulletin Board system has been implemented. Government channel changed to provide scheduled meeting playback in addition to back-to-back meeting playback. This required creation of 22 different interstitials. Staff attended National Association of Broadcasters convention in April, solid state cameras and high definition are current technology trends. Current CMF system is digital (remote, editing and playback) but not high definition. Lewis attended the SCAN-NATOA conference on election programming in Santa Monica and he reported that as a non-profit CMF has a lot more latitude in programming as opposed to government-operated channels. Lewis and Board Member Trainor attended CA League of Cities dinner with City Council Members Lutz and Garcia where telecom issues were the major discussion. Lewis also reported on a presentation he made for library program, and two cub scout groups.

Treasurer Report: Checking: \$30,720, CD \$50,282, Savings: \$5,021. Transfers to different institutions to get better rates was completed (Citibank to IndyMac).

Committee Reports:

Programming: Street fair can provide good one-to-one conversation, but CMF needs materials to hand out. TV Guide style program guides are good, but developing content is time consuming. Effort will need some correlation with membership initiative.

Membership: There are 72 returned membership renewals from the 2005 election. Bishop will come back with plan/recommendation to institute membership fee.

Fundraising: Existing spots now running on KGEM, but overall strategy needs attention for full implementation.

Executive Director Report:

Sr. Tom memorial has been pushed back.

By Friday, Champion connection for the government channel will be moved to the studio and the school district feed will be complete to the studio.

Liaison Reports:

Community Services: Good spring egg hunt was held with 1,300 kids in attendance. Thursday is a senior special event. Mothers' Day is the MOHPG home tour, youth commission involved. Other events are coming up. Summer concert series starts in June. Youth commission can get credit for volunteering at KGEM.

NEW BUSINESS:

1. Approval of a three-year contract between the City of Monrovia and Community Media of the Foothills. Motion: Brenda Trainor Second: Scott Austin Vote: Unanimous

2. Discussion of Internet presence. Current presence is a tool for viewers and volunteers to get involved or watch on TV. It could be possible to expand on these utiizations; possibilities for posting programming to web could be initiated with a small investment in capital. The web costs could be as much as \$1,200/yr on the internet for a moderate to semi-heavy download usage for the Monrovia/Sierra Madre area. No action taken.

3. Discussion relating to telecom legislation (AB 2987 and others). Draft legislation threatens local city control over video franchises including the ability for cities to fund CMF. Direction given for a subcommittee to meet, no other action taken.

ANNOUNCEMENTS:

Brenda Trainor: Parade plans set, truck and banners have been obtained for the parade.

Fil Lujan: May 24th is the twilight zone film festival at high school. June 3rd is the author fair at Library.

Adjournment in memory of Thomas "Senior Tom" O'Connell at 8:46pm.