



Community Media of the Foothills

# MINUTES

## Regular Meeting of the Board of Directors

Council Chambers, 415 South Ivy Ave., Monrovia, CA 91016

Thursday, January 10, 2007, 7:00 PM

### I. Convene Regular Meeting.

**A. Roll Call:** Board members: Brenda Trainor (Chair), Bob Melisso (Vice-Chair), Scott Austin (Treasurer), ~~Amanda Wray~~ (Secretary), ~~Ward Calaway~~, Karin Crehan, ~~John Johnson~~, ~~Peggy Madrid~~, Lance Mungia. (STRIKEOUT INDICATES ABSENCE)

A1. Quorum declaration. A QUORUM WAS DECLARED AT 7:12PM

TRAINOR REPORTED THAT PEGGY MADRID HAD SUBMITTED HER RESIGNATION FROM THE BOARD. ON A MOTION FROM MELISSO, SECONDED BY CREHAN, THE BOARD APPROVED A RESOLUTION OF APPRECIATION FOR MS. MADRID'S SERVICE TO COMMUNITY MEDIA OF THE FOOTHILLS. THE MOTION CARRIED WITHOUT OBJECTION.

### B. Collaborate with Partners and Stakeholders:

- B1. Time Warner Cable – ~~Adam Garcia~~
- B2. Board Advisor, Champion – ~~Nancy Stinson~~
- B3. Monrovia Unified School District – ~~Chris Rich~~

TRAINOR REPORTED THAT RICH HAD INFORMED HER THAT THE SCHOOL BOARD WAS REASSIGNING ITS LIAISON POSITIONS AND THAT A NEW REPRESENTATIVE WOULD BE ATTENDING CMF MEETINGS IN THE FUTURE.

B4. Community Services Commission – ~~Tom Dittmar~~

B5. City of Monrovia – Dick Singer

SINGER REPORTED ON VARIOUS COMMUNITY EFFORTS:

> VERIZON HAS CONFIRMED TO THE CITY THAT MONROVIA IS ON THEIR LIST FOR FiOS SERVICE, BUT A CONSTRUCTION TIME FRAME HAS NOT BEEN DETERMINED.

> AT&T HAS NOT PROVIDED ANY FURTHER INFORMATION ABOUT THEIR ACTIVATION PLANS FOR VIDEO SERVICES IN MONROVIA.

> TIME WARNER'S FRANCHISE IS SET TO EXPIRE IN MARCH AND THEY HAVE NOT YET NOTIFIED THE CITY OF THEIR PLANS FOR FRANCHISE RENEWAL.

> THE LIBRARY DECONSTRUCTION IS UNDERWAY AND THE CITY HAS GOTTEN GOOD FOOTAGE AND WILL CONTINUE TO DOCUMENT THE RAZING AND CONSTRUCTION PROCESS.

> THE STATE OF THE CITY ADDRESS WENT WELL, AND THE COVERAGE WAS GOOD. A CHALLENGE TO THE CITY IS THE BUDGET, WITH AN EXPECTATION OVERALL OF A 2% CUT, WITH CONTINGENCY PLANS FOR 5, 7 AND 10% CUTS.

### C. Keep the Doors Open:

At this time, members of the public who wish to discuss items that relate to Community Media of the Foothills may request to speak. Please keep your comments to a maximum of five minutes.

*(See the back of the agenda for more information).*

NO SPEAKERS WERE PRESENT.

### D. Track Progress:

D1. Approval of Minutes – November & December 2007

ON A MOTION BY CREHAN, SECONDED BY AUSTIN, THE NOVEMBER MINUTES WERE APPROVED BY ACCLAMATION; ON A MOTION BY MUNGIA, SECONDED BY MELISSO, THE DECEMBER MINUTES WERE APPROVED WITHOUT OBJECTION WITH CREHAN AND AUSTIN ABSTAINING DUE TO THEIR ABSENCE AT THAT MEETING.

D2. Operational Status – Executive Director

A WRITTEN COPY OF THE REPORT WAS DISTRIBUTED TO BOARD MEMBERS. IT WAS DISCUSSED THAT THE CITY'S EMERGENCY OPERATIONS CENTER PLANS SHOULD BE TESTED FOR USE OF COMMUNITY MEDIA OF THE FOOTHILLS LIVE ORIGINATION CAPABILITIES.

ON A RECOMMENDATION FROM THE EXECUTIVE DIRECTOR A MOTION WAS MADE BY AUSTIN, SECONDED BY MELISSO THAT: ‘ALL SIGNERS CURRENTLY ON THE SIGNATURE CARD FOR COMMUNITY MEDIA OF THE FOOTHILLS SAFE DEPOSIT BOX #266 AT THE MONROVIA BRANCH OF CITIZENS BUSINESS BANK, BE REMOVED AND REPLACED WITH NEW SIGNORS, SCOTT AUSTIN AND JASEN LEWIS.’ THE MOTION CARRIED WITHOUT OBJECTION.

D3. Budget and Fiscal Status – Treasurer

A COPY OF THE TREASURER’S REPORT WAS DISTRIBUTED TO THE BOARD AND PRESENTED BY AUSTIN.

**E. Implement Organizational Visions:**

E1. **Develop cohesive organizational and brand identity.**

Logo rollout, update.

E2. **Fundraise \$8,000 by June 30, 2008.**

Fundraising Committee

WITH THE RESIGNATION OF MS MADRID, THE FUNDRAISING COMMITTEE IS IN NEED OF A CHAIR. NO VOLUNTEERS CAME FORWARD

E3. **Build members who are loyal and feel a personal investment in CMF.**

New membership rollout

THE BOARD DISCUSSED THE NEED FOR REGULAR COMMUNICATIONS WITH MEMBERS VIA EMAIL. TRAINOR EXPRESSED HER DESIRE TO REVIEW THE MEMBER DATA BASE. THIS ITEM SHOULD BE DISCUSSED FURTHER AT THE BOARD’S PLANNING RETREAT.

E4. **Expand internet presence.**

Programming availability on the web.

WRAY HAS BEEN WORKING ON A NEW WEBSITE DESIGN EFFORT WITH MT. SIERRA COLLEGE WITH LEWIS WHO IS WORKING ON DRUPAL AS A PROGRAMMING FORMAT WHICH ALSO HAS FREE, OPEN SOFTWARE COMPONENTS FOR SCHEDULING EQUIPMENT AND EDITING FACILITIES.

E5. **Become visible representatives of CMF within the community.**

next event?

E6. **Provide opportunities for board and staff development.**

Board/Staff retreat in January/February 2008.

THE RETREAT WILL BE HELD FEBRUARY 2 AT THE CHAMBER OF COMMERCE OFFICES.

E7. **Bestow Monrovia’s youth with experience in communications technology through hands-on instruction.**

MUSD Village After School Program.

PLANS ARE UNDERWAY TO START THE SECOND SEMESTER OF THE VILLAGE PROGRAM, WITH A SINGLE DAY PER WEEK AT EACH OF THE TWO MIDDLE SCHOOLS.

E8. **Develop regional partnerships.**

Events, PSAs and playback for City of San Marino. – CONTRACT APPROVAL

A COPY OF THE PROPOSED CONTRACT WAS PRESENTED TO THE BOARD.

ON A MOTION BY CREHAN, SECONDED BY AUSTIN, THE CONTRACT WAS APPROVED BY THE BOARD WITHOUT OBJECTION.

**F. Communicate Effectively:**

F1. Board member communications.

NONE

**G. Adjourn Regular Meeting**

**H. Closed Session** Executive Director performance evaluation.

AT THE END OF THE CLOSED SESSION, TRAINOR REPORTED THAT THE BOARD HAD UNANIMOUSLY APPROVED A RAISE FOR THE EXECUTIVE DIRECTOR EFFECTIVE IMMEDIATELY AND EXPRESSED THE BOARD’S APPRECIATION FOR HIS HARD WORK.

THE MEETING WAS ADJOURNED AT 8:57.

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The next Regular Meeting of the Board of Directors will be on Thursday, February 14, 2007.

Council Chambers, Monrovia City Hall, 415 South Ivy Avenue, Monrovia, CA 91016