



Community Media of the Foothills

Minutes

Regular Meeting of the Board of Directors

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

Thursday, February 8, 7:00 PM

I. Convene Regular Meeting

Meeting called to order by Chair Madrid at 7:08

A. Roll Call: Board members: Peggy Madrid (Chair), Brenda Trainor (Vice-Chair), Scott Austin (Treasurer), Ward Calaway, Karin Crehan, Bob Melisso, Walt Shelly (*Note: Two Vacancies*).

A quorum was declared.

A1. Potential appointment(s): two vacant board positions.

On a motion from Trainor, seconded by Crehan, Chris Ducas was appointed to one of the vacant positions on the board; unanimously approved.

B. Track Progress:

B1. Approval of Minutes – January 11, 2007

On a motion from Trainor, seconded by Shelley, the minutes were approved unanimously.

B2. Operational Status – Executive Director

Lewis presented his report (see written report submitted); of note: system in City Council chambers is failing.

B3. Budget and Fiscal Status – Treasurer

See submitted balance sheet; FY 2006 audit is completed, tax filing for February 15 is done.

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 came forward.

D. Collaborate with Partners and Stakeholders:

D1. Time Warner Cable – Jim Patrick

Jim Patrick introduced Adam Garcia the Public Access Manager from the City of Industry, who will be overseeing access obligations in the San Gabriel Valley under the regional supervision of Michael deGagne. Jim will be working more on LO and news development. Daihan Lee and the production van are still under the supervision of Jim. Jim reported on Local Edition, the short local segments being produced by Time Warner and being inserted into CNN Headline News. The board discussed seeking assistance from Time Warner to place the new logo bug on the digital channel guide. .

D2. Board Advisor, Champion – Nancy Stinson Absent, no report given.

D3. Monrovia Unified School District – Chris Rich Absent, no report given.

D4. City of Monrovia – Dick Singer

Singer reported on a number of issues: > that the fee payments due from Time Warner were closed to being resolved; > that videos were now available on the City's website; > that an equipment upgrade could be a part of the rework of City Hall; > that the City has a number of construction projects underway: fire station, and city yard and lots of commercial construction in Old Town for Colorado Commons and Station Square. Singer reminded the board of the upcoming election for Mayor, two council seats, and Measure L – new library construction.

D5. Community Services Commission – Tom Dittmar Absent, no report given.

E. Implement Organizational Visions:

E1. Develop cohesive organizational and brand identity.

CMF Logo development – Schamadan Inc.

Logo insertion on KGEM-TV – Executive Director

Board discussed the new logo which will be final in the next month, with a standards manual to be developed after that. Lewis presented options for how the bug could be inserted into the channel playback.

E2. Fundraise \$3100 by June 30, 2007

ISOLDIT! – Fundraising Committee

This program continues to progress and will be further rolled out in March.

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

New membership rollout – Membership

Recommended action: Approve the trading of non-profit organizational memberships between Community Media of the Foothills and the Monrovia Chamber of Commerce.

On a motion from Trainor, seconded by Austin, the recommended action was approved unanimously.

E4. KMAC-TV playback improvement.

DVD playback equipment and controller – Executive Director

Lewis presented his report (see submission) detailing equipment necessary to add flexibility and improved quality to KMAC playback.

On a motion from Austin, seconded by Crehan the recommended equipment purchase, estimated at \$2400, was approved unanimously.

E5. Expand internet presence.

Programming availability on the web – Executive Director

Lewis presented a report about the new web site where select videos are now available for on demand viewing. The programs are posted to Google's You Tube. Staff continues to monitor the You Tube rules and may consider the possibility of a different server.

E6. Educate youth in communications technology.

Middle school after school program – Brenda Trainor

Trainor reported that good progress was being made with the staff of MUSD regarding the possibility of creating an after-school program with support of State Proposition 49 dollars and possibly other grant funding. Lewis is drafting a proposal to submit to the schools to further the discussions.

E7. Become visible representatives of CMF within the community.

Presence at Family Festival on kickoff date in March – Executive Director

Jasen Lewis and Walt Shelly to meet during the week of Feb 14 to make plans and to coordinate with Fundraising committee.

E8. Provide opportunities for board and staff development.

Organizational retreat – Executive Director

Board members expressed appreciation of the hard work at the retreat on Feb 3, reviewed the Vision board, and discussed the need for future retreats.

Consensus of the board and staff was to schedule 3 retreats a year, in January, May and September.

F. Communicate Effectively

F1. Board member communications

G. Celebrate Achievements:

F1. Milestones – Executive Director

Lewis reported that he will be serving on the board of the Western Region of the Alliance for Community Media.

G. Closed Session. None

H. Adjournment.

Without objection, the meeting was adjourned.

The next Regular Meeting of the Board of Directors will be on Thursday, March 8, 2007.
Council Chambers, Monrovia City Hall, 415 South Ivy Avenue, Monrovia, CA 91016