



Community Media of the Foothills

# MINUTES

## Regular Meeting of the Board of Directors

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

Thursday, June 14, 2007, 7:00 PM

### I. Convene Regular Meeting

**A. Roll Call:** Board members: Peggy Madrid (Chair), Scott Austin (Treasurer), Ward Calaway, Bob Melisso, Walt Shelly (note: two vacancies).

Note: Brenda Trainor (Vice-Chair) and Karin Crehan arrived after roll call.

A1. Quorum present.

### B. Collaborate with Partners and Stakeholders:

No action taken.

### C. Keep the Doors Open:

No action taken.

### D. Track Progress:

D1. Motion by Austin to approval the minutes of April 12, 2007 meeting and the June 2, 2007 retreat. Second by callaway. Unanimous vote in favor.

B2. Operational Status – Lewis provided the monthly operational report and provided an election calendar for the board.

B3. Austin gave a budget and financial update for the month.

### E. Implement Organizational Visions:

E1. **Develop cohesive organizational and brand identity.**  
Logo rollout, update. – Executive Director reported, no action taken.

E2. **Fundraise \$3,100 by June 30, 2007.**  
ISOLD IT – Fundraising Committee. Madrid gave a report on the ISOLDIT. No action taken

E3. **Build members who are loyal and feel a personal investment in CMF.**  
New membership rollout – Membership. Crehan gave an update on the membership rollout using the City's water billing mailing as a way to gain membership.

E4. **KMAC-TV playback improvement.**  
Implementing new system, FINAL REPORT. E.D. Lewis gave a report on the new playback system for KMAC. By acclamation this item will be removed from future agendas.

E5. **Expand internet presence.**  
Programming availability on the web. Covered in the E.D. monthly operations report.

E6. **Expand Regional Partnerships.**  
Renewal of agreement between City of Sierra Madre and Community Media of the Foothills. Renewal of agreement with the City of Sierra Madre. Motion by Austin to accept the agreement as written with the city of Sierra Madre. Trainor seconded the motion and the motion carried.

E7. **Become visible representatives of CMF within the community.**  
Chamber Event in July. Hosting the July 2007 Monrovia Chamber of Commerce mixer. Crehan gave the Board an overview of the details to host the event. Motion by Austin to host the event July event. Trainor seconded the motion and the motion carries.

E8. **Provide opportunities for board and staff development.**

Organizational retreat (next Sept. & Jan. TBA). No action taken

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***Community Media of the Foothills***

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**F. Communicate Effectively:**

F1. Board member communications. No action taken

**G. Celebrate Achievements:**

G1. Milestones. Dave Clark 17 years with CMF. He is the longest serving employee.

**H. Closed Session.**

H1. Personnel Policies. No reportable action taken.

**I. Adjournment.**

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The next Regular Meeting of the Board of Directors will be on Thursday, July 12, 2007.  
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