



Community Media of the Foothills

# MINUTES

## Regular Meeting of the Board of Directors

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

Thursday, August 9, 2007, 7:00 PM

### **I. Convene Regular Meeting:** MEETING CALLED TO ORDER AT 7:04

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

A1. Quorum declaration. MADRID DECLARED THE QUORUM

### **B. Collaborate with Partners and Stakeholders:**

- B1. Time Warner Cable – Adam Garcia  
GARCIA REPORTED THAT HE IS A NEW DADDY. DISCUSSION ENSUED REGARDING THE LIVE ORINATION PROBLEM WITH WHICH HE WAS UNFAMILIAR; TIME WARNER’S PLANS FOR A STATE-ISSUED FRANCHISE ABOUT WHICH HE’LL TRY TO GET MORE INFORMATION.
- B2. Board Advisor, Champion – Nancy Stinson ABSENT
- B3. Monrovia Unified School District – Chris Rich ABSENT
- B4. Community Services Commission – Tom Dittmar ABSENT
- B5. City of Monrovia – Dick Singer:  
SINGER DISCUSSED AT&T PLANS FOR ACTIVATING SERVICE IN THE SOUTHERN PORTION OF MONROVIA, PERMITS HAVE BEEN ISSUED. HE ALSO REPORTED ON DISCUSSIONS REGARDING FEE REQUIREMENTS FOR FRANCHISE AND COMMUNITY PROGRAMMING. A MEETING IS BEING SCHEDULED TO REVIEW PEG ACCESS DISTRIBUTION METHODS WITH THE CITY, CMF AND AT&T.

### **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 ADDRESSED THE BOARD.

### **D. Track Progress:**

- D1. Approval of Minutes – July 12, 2007  
TABLED TILL NEXT MEETING
- D2. Operational Status – Executive Director  
IN THE ABSENCE OF THE ED, TRAVIS GRAY REVIEWED THE WRITTEN REPORT FROM THE E.D. TRAINOR ADDED INFORMATION REGARDING THE MUSD AFTER SCHOOL “VILLAGE PROGRAM” THAT IS BEING CONTRACTED WITH MUSD TO BEGIN IN SEPTEMBER FOR THE MIDDLE SCHOOLS. TRAINOR ALSO REPORTED ON THE MEMBERSHIP FLYERS BEING PRINTED AND READIED FOR DISTRIBUTION IN UTILITY BILLS. SHE ALSO DISTRIBUTED NEW LOGO CUP HOLDERS TO THE BOARD MEMBERS THAT HAD SIMILARLY BEEN DISTRIBUTED TO MONROVIA CITY COUNCIL MEMBERS. WRAY WILL REPORT ON DEVELOPING OTHER LOGO ITEMS THROUGH ZAZZLE OR CAFÉ PRESS, INTERNET-BASED PROMOTIONAL ITEM COMPANIES.
- D3. Budget and Fiscal Status – Treasurer  
IN THE ABSENCE OF THE TREASURER, MADRID REVIEWED THE WRITTEN REPORT OF FISCAL MATTERS.

- D4. CMF Election / board recruitment – election committee  
*Aug. 25* – record date  
*Sept. 26* – ballots due  
*Sept. 27* – Annual Meeting  
MADRID AND LEWIS NEED TO FINALIZE THE PROPOSED BALLOT TO DEVELOP A HISTORY OF BOARD SEATS BY TERM AND ELECTION DATE. TRAINOR AND MELISSO ARE UP FOR ELECTION, AND THE BALLOT IS TO BE FILLED BY EITHER NEW APPOINTMENTS OR APPLICANTS.

**E. Implement Organizational Visions:**

- E1. **Develop cohesive organizational and brand identity.**  
Logo rollout, update. – Executive Director  
DISCUSSION OCCURRED DURING THE OPERATIONAL PORTION OF THE MEETING.
- E2. **Fundraise \$8,000 by June 30, 2008.**  
Fundraising Committee  
NO REPORT WAS AVAILABLE.
- E3. **Build members who are loyal and feel a personal investment in CMF.**  
New membership rollout – Membership  
THIS WAS DISCUSSED DURING THE OPERATIONAL PORTION OF THE MEETING. THE BOARD NEEDS REGULARLY REPORTS ON MEMBERSHIP COUNTS AT EACH MEETING, AND STAFF WAS REMINDED TO PREPARE FOR RETURNS FROM THE UTILITY STUFFER.
- E4. **Expand internet presence.**  
Programming availability on the web. – Executive Director  
TRAINOR REPORTED ON THE DEVELOPING RELATIONSHIP WITH MT SIERRA INSTRUCTOR MITCH GOHMAN AND HOW THE CMF SITES WILL BE UPDATED AS PART OF A CLASS PROJECT. WRAY WILL BE A KEY LIAISON TO THE CLASS.  
CALAWAY ASKED AND DISCUSSION ENSUED ABOUT HOW VIDEOS WERE BEING UPDATED THROUGH GOOGLE ON TO THE CMF SITE.  
JOHNSON REPORTED THAT NO CMF DOCUMENTS FOR THIS YEAR HAVE BEEN POSTED TO THE SITE AND REQUESTED THAT THEY BE ADDED.
- E5. **Become visible representatives of CMF within the community.**  
Chamber Event on July 26<sup>th</sup>  
THE JULY 26<sup>TH</sup> EVENT WAS VERY WELL ATTENDED AND STAFF WAS PRAISED FOR THEIR GOOD WORK IN MAKING IT SO SUCCESSFUL. THE BOARD REQUESTED THAT FOLLOWUP AND THANK YOUS BE ISSUED TO THE MUSICIANS, CATERERS AND MCoC.
- E6. **Provide opportunities for board and staff development.**  
Board retreat (next Sept. & Jan. TBA) – Executive Director  
MADRID REMINDED ALL THAT WE WOULD BE SCHEDULING A BOARD RETREAT FOR SEPTEMBER.

---

***Community Media of the Foothills***

Mail: P.O. Box 227, Monrovia, CA 91017  
Studio: 847 East Olive Avenue, Monrovia, CA 91016  
(626) 357-4974 <http://www.cmfoothills.org/>

**F. Communicate Effectively:**

- F1. Board member communications  
TRAINOR REQUESTED INFORMATION REGARDING THE MOVE-IN TO THE LIBRARY AND ASKED STAFF TO PARTICIPATE IN PLANNING EFFORTS TO ASSURE COORDINATION OF ANY ISSUES RELATED TO CONSTRUCTION, PARKING, HOURS OF OPERATION, WELCOMING EVENTS, COLLABORATIVE PROJECTS OR OTHER ISSUES THAT MAY ARISE.

**G. Celebrate Achievements:**

- G1. Milestones – Executive Director  
BOARD MEMBERS DISCUSSED UPCOMING FALL SPORTS PROGRAMMING, AND THE TAX ISSUE – A WAIVER HAS BEEN REQUESTED.

**H. Closed Session.**

- H1. Personnel Policies  
NO CLOSED SESSION WAS NECESSARY: CALAWAY REPORTED THAT HE AND AUSTIN HAD WORKED ON THE DOCUMENT AND THE SEPTEMBER RETREAT WAS TARGETED TO PRESENT THEIR FINDINGS.

**I. Adjournment.** THE MEETING WAS ADJOURNED BY ACTION OF THE CHAIR AT 7:46.

---

The next Regular Meeting of the Board of Directors will be the Annual Meeting on Thursday, September 27, 2007.  
Council Chambers, Monrovia City Hall, 415 South Ivy Avenue, Monrovia, CA 91016

---

**Public Input**

At every regularly scheduled meeting of the Board of Directors of Community Media of the Foothills, members of the public may address the Board during Public Input scheduled near the beginning of each meeting.

Since all Board meetings are taped, individuals addressing the Board must do so from the podium rather than from where they are seated because the camera and the microphones are set up to capture picture and sound at the podium. Each individual may take up to five minutes to address the Board.

During Public Input, individuals may address any issue on the meeting agenda, or any issue that has to do with Community Media of the Foothills, including operations, programming, use of the studio or equipment, or any other issue.

The Board understands that individuals may not approve of all actions taken by the Board, by the Executive Director or by employees of Community Media of the Foothills and may bring those matters to the attention of the Board during Public Input. The Board will treat all individuals appearing before it respectfully and requests that members of the public be respectful while making their remarks. It is not possible for all persons to agree on all things at all times, but we should all strive to express criticism, disagreement, and disapproval passionately but without resort to threat of force.

The Board will not respond to anything said during Public Input other than to thank the speaker for taking the time to address the Board in person. It is not uncommon for individuals to ask questions or demand action during Public Input, but it is inappropriate for the Board to address things said during Public Input without having first researched the issues, referred to data, refreshed their memories of earlier Board actions, conducted any necessary investigations, and engaged in any other conduct necessary to properly address the issues raised. Nor will the Executive Director respond to questions or comments for the same reasons.

Furthermore, many times during Public Input individuals ask questions or demand action on matters that have already been fully addressed and acted upon by the Board of which the individual disapproves. While the individual may express his or her dissatisfaction with the Board's action (or inaction if that is the individual's point of view), the Board will not answer questions or respond to demands for action raised during Public Input.

Members of the public should make comments about non-action items (such as reports) during the Public Input portion of the meeting, since public comment time will only be provided during action items.