



Community Media of the Foothills

MINUTES

Annual Meeting & Organizational Meeting of the Board of Directors

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

Thursday, September 27, 2007, 7:00 PM

I. Convene Regular Meeting

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).

A1. Quorum not present. Informational meeting only.

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~~

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

B5. City of Monrovia – Dick Singer – NO REPORT PREPARED. ANSWERED QUESTIONS. UPDATE: FOR THE MID-OCTOBER LIBRARY MOVE TO THE YOUTH CENTER 80% OF BOOKS SHOULD BE AVAILABLE. LIBRARY TEAR DOWN SHOULD START BY THE END OF THE YEAR AND THE NEW LIBRARY OPENING IS SCHEDULED FOR MARCH 2009. BRENDA TRAINOR SUGGESTED VIDEO BE TAKEN OF THE TEAR DOWN AND CONSTRUCTION AND DICK SINGER AFFIRMED THAT IT WOULD BE.

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 MEMBERS OF THE PUBLIC PRESENT.

D. Fiscal 2006-2007 Review.

WRITTEN REPORT PRESENTED BY JASEN LEWIS.

E. Board of Directors Election.

F1. Results – Inspector of Election. BOARD MEMBERS UP FOR RE-ELECTION ALL WON. JASEN INDICATED A 73% RESPONSE RATE TO THE BALLOT MAILING.

F2. Seating and comments by outgoing and incoming directors. NONE.

F. Track Progress:

F1. Approval of Minutes – August 2007 Regular Meeting JASEN WILL PREPARE FOR THE NEXT MEETING.

F2. Operational Status – Executive Director JASEN WILL HAVE FULL NUMBERS IN OCTOBER. DISCUSSED ATTEMPTS TO REMEDY SCHOOL BOARD FEED DIFFICULTIES.

F3. Budget and Fiscal Status – Treasurer NO REPORT MADE. ORGANIZATION DECLARED SOLVENT.

G. Implement Organizational Visions:

G1. **Develop cohesive organizational and brand identity.**
Logo rollout, update. – Executive Director – JASEN PRESENTED PROMOTIONAL/INFORMATIONAL VIDEO WHICH CONTAINED BRIEF MENTIONS AND CLIPS OF SHOWS AND CONTENT FROM MONROVIA AND SIERRA MADRE CHANNELS.

G2. **Fundraise \$8,000 by June 30, 2008.**
Fundraising Committee NOT DISCUSSED

G3. **Build members who are loyal and feel a personal investment in CMF.**
New membership rollout – Membership –KGEM'S AFTER SCHOOL PROGRAM APPROVED AT CLIFTON AND SANTA FE SCHOOLS. THIS VIDEO CLUB HAS

BECOME THE MOST POPULAR AFTER-SCHOOL PROGRAM, WITH 15-16 STUDENTS IN ATTENDANCE PER SESSION.

G4. **Expand internet presence.**

Programming availability on the web. – Executive Director – AMANDA WRAY SUGGESTED AN INTERNAL VIDEO PROMO PIECE ABOUT BENEFITS OF MEMBERSHIP AND A STUDIO TOUR BE MADE AVAILABLE ONLINE.

G5. **Become visible representatives of CMF within the community.**

Chamber Event on July 26th

G6. **Provide opportunities for board and staff development.**

Board retreat (next Sept. & Jan. TBA) – Executive Director – JASEN INDICATED A RETREAT WAS SCHEDULED FOR SATURDAY, OCTOBER 13TH FROM 9 AM TO 1 PM, LOCATION NOT YET SET.

H. Communicate Effectively:

H1. Board member communications. CALLAWAY REPORTED ON THE OPENING IN SIERRA MADRE OF THE LATEST PRODUCTION AT THE PLAYHOUSE.

I. Adjourn Annual Meeting and Convene Organizational Meeting. POSTPONED TO REGULAR MEETING.

I1. Election of officers.

I2. Assignment of Committees.

The next Regular Meeting of the Board of Directors will be the Annual Meeting on Thursday, October 11, 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.

Community Media of the Foothills

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