



Community Media of the Foothills

MINUTES

Organizational & Regular Meeting of the Board of Directors

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

Thursday, October 11, 2007, 7:00 PM

I. Convene Organizational Meeting

- I1. Appointment to vacant Director seat (*through September 2008*). BRENDA TRAINOR: LANCE MUNGIA HAS APPLIED. HE'S ACTIVE IN THE COMMUNITY, HAS LIVED IN MONROVIA 3.5 YEARS, SCREENWRITING BACKGROUND. BOB MELISSO MOVED HE BE NOMINATED. WARD CALAWAY 2NDED. APPROVAL BY ACCLAMATION.
- I2. Election of Board Officers.
- I3. Assignment of Committees. ALL COMMITTEES ASSIGNED. SEE SEPARATE DOCUMENT FOR SPECIFICS.

II. Adjourn Organizational Meeting and 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 Melisso, Amanda Wray (one vacancy).

A1. Quorum declaration. QUORUM DECLARED WITH SINGLE ABSENCE.

B. Collaborate with Partners and Stakeholders:

- B1. Time Warner Cable – Adam Garcia NOT PRESENT
- B2. Board Advisor, Champion – Nancy Stinson NOT PRESENT
- B3. Monrovia Unified School District – Chris Rich NOT PRESENT
- B4. Community Services Commission – Tom Dittmar NOT PRESENT
- B5. City of Monrovia – Dick Singer PRESENT

DICK SINGER:

- GENERAL PLAN TO BE APPROVED BY END OF YEAR.
- STATION SQUARE SHOULD BE UNDERWAY IN 2008.
- BARRATT (RED CAR JUNCTION) PROJECT ON HOLD. DO WE WANT RENTAL ON THAT LEVEL ON THAT STREET? THERE IS A HOUSING REPO PROBLEM AT THE MOMENT AFFECTING IT.
- COLORADO COMMONS IS GOING INTO LATER STAGES. FIRST PEOPLE TO MOVE IN IN EARLY FEBRUARY.
- LIBRARY FOUNDATION PICKED UP 20K FROM FOOD, WINE & JAZZ FEST.
- TRUCKS AND LIGHTS ARE FROM A SHOW CALLED "OCTOBER ROAD" AND MONROVIA WILL BE THE LOCALE FOR ALL THEIR SHOWS. THE OLD "PETS DELIGHT" LOCATION IS A MOVIE SET.
- THE ANNUAL HAUNTED HIKE IS OCT. 5-27TH.
- OCTOBER 27, 2007 IS MAKE A DIFFERENCE DAY WHERE VOLUNTEERS CAN CLEAN UP YARDS AND HELP THE ELDERLY.
- OCT 27 (SAT) CITY HALL WILL BE OPEN. WILL BE SOME DEMONSTRATIONS FOR RESIDENTS AND THEY WILL BE GIVING AWAY FREE YARD SALE PERMITS.
- LIBRARY MOVE TO START NOV. 1ST. CONSTRUCTION WILL START IN JANUARY AND SHOULD TAKE ABOUT 14 MOS. LIBRARY PARK WILL BE PRETTY MUCH OUT OF SERVICE. SUMMER CONCERTS MAY BE AFFECTED AS WELL AS THE ART FAIR.
- CHRISTMAS PARADE SET FOR DEC. 6, 2007.

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*).

D. Track Progress:

- D1. Approval of Minutes – July, August & September 2007 meetings SCOTT AUSTIN MOVED TO APPROVE. BOB MELISSO SECONDED. NO OBJECTIONS MOTION CARRIED.
- D2. Operational Status – Executive Director PROVIDED REPORT. BOB MELISSO SUGGESTED PLACING FOOTBALL GAMES ON WEBSITE, PERHAPS IN A SPECIAL SECTION.
- D3. Budget and Fiscal Status – Treasurer PROVIDED REPORT. QUESTION RAISED ABOUT INTEREST BEARING ACCOUNTS.

E. Implement Organizational Visions:

- F1. **Develop cohesive organizational and brand identity.**
Logo rollout, update. JASEN: TECH COMMITTEE WORKING ON GETTING NEW IDENTITY IMPLEMENTED ON THE CHANNELS.
- F2. **Fundraise \$8,000 by June 30, 2008.**
Fundraising Committee BRENDA TRAINOR: GOT \$250 CONTRIBUTION FROM ROTARY. SCOTT AUSTIN: MAILINGS DIDN'T GET 10% WE HAD HOPED FOR. BRENDA TRAINOR: CAN GET SPOT GOING TO EXPLAIN BENEFITS. KARIN CREHAN HAS OFFERED SPACE IN NEXT NEWSLETTER. BRENDA TRAINOR INDICATED HOW TO BEST IMPLEMENT A PITCH FOR FUNDS AND MEMBERSHIP SHOULD BE ADDRESSED BY PROGRAMMING COMMITTEE.
- F3. **Build members who are loyal and feel a personal investment in CMF.**
New membership rollout
- F4. **Expand internet presence.**
Programming availability on the web. NO UPDATED ON MT. SIERRA. INTERNET COMMITTEE FORMED. AW TO CHAIR.
- F5. **Become visible representatives of CMF within the community.**
2007 Monrovia Holiday Parade – Thursday Dec. 6 at 7:00pm. BOARD TO BE IN PARADE.
- F6. **Provide opportunities for board and staff development.**
Board retreat Oct 13, 9am-1pm (next Jan. TBA).
Western ACM Conference – Oct. 26-27 in Ventura, CA

F. Communicate Effectively:

- F1. Board member communications. BRENDA TRAINOR: FUTURE OF FRANCHISES DISCUSSED. AGREED TO DISCUSS FURTHER AT RETREAT.

G. Adjourn Regular Meeting: *in the memory of Jules Sandford.* BOB MELISSO SUGGESTED PUTTING A MEMORIAL ON WEBSITE.

The next Regular Meeting of the Board of Directors will be on Thursday, November 8, 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.

Community Media of the Foothills
Mail: P.O. Box 227, Monrovia, CA 91017
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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.

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