



Community Media of the Foothills

MINUTES
Regular Meeting
of the Board of Directors

Council Chambers, 415 South Ivy Ave., Monrovia, CA 91016
Thursday, December 8, 2007, 7:00 PM

DRAFT

I. Convene Regular Meeting.

A. Roll Call: Board members: Brenda Trainor (Chair), Bob Melisso (Vice-Chair), ~~Scott Austin (Treasurer)~~, Amanda Wray (Secretary), Ward Calaway, ~~Karin Crehan~~, John Johnson, ~~Peggy Madrid~~, Lance Mungia.

A1. Quorum declaration. QUORUM DECLARED.

B. Collaborate with Partners and Stakeholders:

- B1. Time Warner Cable – Adam Garcia – ABSENT
- B2. Board Advisor, Champion – Nancy Stinson – ABSENT
- B3. Monrovia Unified School District – Chris Rich – PRESENT. TOM REALE'S PROGRAM, DIGITAL STORYTELLING, WON A GOLDEN BELL AWARD. MUSD HAS NINE OF THESE AWARDS. NEW DIRECTOR OF VILLAGE PROGRAM IS PATRICK GARCIA. LM: WHAT CAN WE DO TO BRING MORE KIDS INTO THE STATION? CR: I WOULD GET WITH TOM REALE. JL: TOM'S STUDENTS CREATE INTERSTITIALS FOR THE HOLIDAY SEASON. BM: POSSIBILITY TO STREAM LIVE THE SCHOOL BOARD MEETINGS? CR: I THINK THE APPETITE IS THERE. BM: PERHAPS WE COULD DO A POLL.
- B4. Community Services Commission – Tom Dittmar - ABSENT
- B5. City of Monrovia – Dick Singer – PRESENT
DS: JAN 8. STATE OF CITY ADDRESS. 6 P.M. RECEPTION. CONSTRUCTION FENCE UP AROUND LIBRARY. COLORADO COMMONS OPENING TO NEW RESIDENTS IN MID-FEB. URBAN HOUSING GROUP PLAN APPROVED (AT NEFF INSTRUMENTS SITE). WORK SHOULD BEGIN AT END OF 2008 ON STATION SQUARE.

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.

D. Track Progress:

- D1. Approval of Minutes – November 2007 meeting. TABLED.
- D2. Operational Status – Executive Director.
JL: REPORT ATTACHED. BM: MIGHT BE A GOOD IDEA TO LOOK INTO A BETTER WAY TO READ STATS. BT: NEED TO INVESTIGATE OPTIONS FOR NEW FLOOR PROFESSIONALLY INSTALLED. JL: LOGO NOW FULLY INCORPORATED INTO ALL THE STATIONS (INTERSTITIALS).
- D3. Budget and Fiscal Status – Treasurer. ATTACHED.

E. Implement Organizational Visions:

- E1. **Develop cohesive organizational and brand identity.** BT: STATION IDS ON ALL OUR STATIONS. TAKE THIS ITEM OFF AGENDA? JL: DISCUSS AT EXECUTIVE COMMITTEE MEETING?
Logo rollout, update.
- E2. **Fundraise \$8,000 by June 30, 2008.**
Fundraising Committee
- E3. **Build members who are loyal and feel a personal investment in CMF.**
New membership rollout
- E4. **Expand internet presence.** AW: MEETING SCHEDULED TOMMOROW WITH MITCH (MT. SIERRA) AND JASEN.

- Programming availability on the web.
- E5. **Become visible representatives of CMF within the community.**
2007 Monrovia Holiday Parade – Thursday Dec. 6 at 7:00pm. BT: WE ARE MUCH MORE VISIBLE THAN WE USED TO BE. HOLIDAY PARADE AND LIBRARY GROUNDBREAKING GOT ON THE AIR THE SAME NIGHT THAT THEY OCCURRED.
- E6. **Provide opportunities for board and staff development.**
Board/Staff retreat in January/February 2008. JL: 15-20 PEOPLE. NEED A LOCATION.
- E7. **Bestow Monrovia’s youth with experience in communications technology through hands-on instruction.**
MUSD Village After School Program. PROGRAM WILL LIKELY CONTINUE NEXT SEMESTER (LATE JANUARY OR FEBRUARY WILL BEGIN).
- E8. **Develop regional partnerships.**
Events, PSAs and playback for City of San Marino. – CONTRACT. JL: MICHAEL HILLMAN (ROP TEACHER AT SAN MARINO HIGH SCHOOL) IN ATTENDANCE. CITY ATTY IS STILL REVIEWING THE CONTRACT. MH: OUR STUDIO IS UNDER CONSTRUCTION. FINISH DATE END OF FEB. IS OPERATING OUT OF A TEMPORARY CLASSROOM. SCHOOL BOARD JUST CREATED A MEDIA ADVISORY BOARD FOR HIM. PLANNING AN ENTIRE CLASS TO LEARN TV PRODUCTION. HAS 35 STUDENTS SIGNED UP TO PRODUCE REGULAR CONTENT FOR CHANNEL 19. 90% OF CONTENT ON CHANNEL 19 IS MADE BY STUDENTS. BROADCAST JOURNALISM STUDENTS DO MORE THAN 100 STORIES ANNUALLY. WEBSITE: SMMEDIA.TV. PODCAST ALL OF OUR FOOTBALL GAMES ETC. AND THEY ARE DOWNLOADED FREQUENTLY.

F. Communicate Effectively:

- F1. Board member communications. LM: WILL BE PUTTING A PIECE TOGETHER ON THE BARAK OBAMA RALLY.

G. Adjourn Regular Meeting ADJOURNED AT 8:24

The next Regular Meeting of the Board of Directors will be on Thursday, January 10, 2007.
Council Chambers, Monrovia City Hall, 415 South Ivy Avenue, Monrovia, CA 91016
