



Community Media of the Foothills

Minutes

Regular Meeting of the Board of Directors

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

Thursday, February 14, 2008, 7:00 PM

I. Convene Regular Meeting.

MEETING CALLED TO ORDER AT APPROXIMATELY 7:15

- A. Roll Call:** Board members: Brenda Trainor (Chair), Bob Melisso (Vice-Chair), ~~Scott Austin (Treasurer)~~, Amanda Wray (Secretary) JOINED BY PHONE AT 8:15, ~~Ward Calaway~~, Karin Crehan, ~~John Johnson~~, Lance Mungia (note: one vacancy).

A1. Quorum declaration.

A QUORUM WAS NOT DECLARED UNTIL 8:15 WHERE UPON ALL MOTIONS MADE PRIOR TO THAT TIME WERE RECONSIDERED FOR RATIFICATION WITHOUT OBJECTION.

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

SINGER REPORTED THAT TIME-WARNER HAD PROVIDED NOTICE OF THEIR CHOICE OF GETTING A STATE-ISSUED FRANCHISE. MONROVIA HAS FOUR FRANCHISED CABLE SERVICE PROVIDERS (TIME-WARNER, CHAMPION, AT&T AND VERIZON), BUT ONLY THE FIRST TWO ARE OPERATING. FRANCHISE FEES AND RELATED ISSUES SUCH AS SATELLITE PENETRATION WERE DISCUSSED. SINGER ALSO REPORTED THAT COLORADO COMMONS WOULD BEGIN OCCUPANCY IN THE NEXT FEW WEEKS.

SINGER ALSO EXPRESSED APPRECIATION FOR THE STAFF'S SUPPORT IN COVERING IMPORTANT RECENT MEETINGS ADDRESSING THE COMMUNITY'S REACTION TO THE RECENT INCREASE IN GANG VIOLENCE.

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 CAME FORWARD.

D. Track Progress:

D1. Approval of Minutes – January 2008

ON A MOTION FROM CREHAN, SECONDED BY MUNGIA THE JANUARY MINUTES WERE APPROVED WITH THE DATE CORRECTED TO 2008; MOTION CARRIED WITHOUT OBJECTION.

D2. Operational Status – Executive Director

THE EXECUTIVE DIRECTOR'S WRITTEN REPORT WAS PRESENTED AND DISCUSSED. CREHAN AGREED TO DISCUSS THE WEB SITE PLANS WITH MT SIERRA'S MITCH GOHMAN. THE EXECUTIVE DIRECTOR WAS DIRECTED TO DISCUSS VIDEO FRAMES ON THE WEB SITE WITH BOARD MEMBER WRAY AND BRING BACK A SOLUTION TO THE STILL FRAME SELECTION.

D3. Budget and Fiscal Status – Treasurer
- FY 07-08 - Budget amendments

THE WRITTEN REPORT WAS PRESENTED BY THE EXECUTIVE DIRECTOR WITH HIS RECOMMENDATIONS FOR BUDGET AMENDMENTS THAT ADJUST FOR REVENUE (ANTICIPATED FRANCHISE FEE REDUCTIONS, AND ADJUSTED SIERRA MADRE PAYMENTS, INTEREST EARNED, AND REVENUE FROM THE SIERRA MADRE CONTRACT) AND EXPENSES (A \$950 INCREASE IN EQUIPMENT CAPITAL). **ON A MOTION FROM CREHAN, SECONDED BY MELISSO, THE AMENDMENTS TO THE BUDGET WERE APPROVED WITHOUT OBJECTION.**

E. Implement Organizational Visions:

- E1. **Develop cohesive organizational and brand identity.**

Logo rollout, update.

TRAINOR NOTED THAT THE MONROVIA GOVERNMENT AFFAIRS LOGO IS STILL BEING USED ON THE PROGRAMMING ROTATION AND NEEDS TO BE UPDATED WITH THE KGOV LOGO.

- E2. **Fundraise \$8,000 by June 30, 2008.**

Fundraising Committee

TRAINOR REMINDED THE BOARD THAT THIS COMMITTEE IS STILL IN NEED OF A CHAIR.

- E3. **Build members who are loyal and feel a personal investment in CMF.**

New membership rollout

TRAINOR REPORTED THAT THE EXECUTIVE COMMITTEE HAD PROPOSED A GOAL WITH THE EXECUTIVE DIRECTOR THAT WILL BE DISCUSSED LATER IN THE MEETING TO HAVE 200 MEMBERS BY THE END OF THE YEAR. THE PARTICIPATION OF STAFF AND BOARD MEMBERS WILL BE REQUIRED TO REACH THIS GOAL.

- E4. **Expand internet presence.**

Programming availability on the web.

LEWIS WILL CONTINUE TO WORK WITH WRAY, CREHAN AND MT SIERRA TO PLAN FOR GREATER PROGRAM AVAILABILITY ON THE WEB. THE BOARD NEEDS A REPORT ON THE POSSIBILITY OF STREAMING PROGRAMMING ON THE WEB.

- E5. **Become visible representatives of CMF within the community.**

next event?

THE BOARD DISCUSSED THE NEED TO ROLL OUT A MORE ACTIVE PROGRAM OF BEING VISIBLE AT FRIDAY NIGHT FAMILY FESTIVAL EVENTS ON A REGULAR BASIS. MUNGIA VOLUNTEERED TO WORK WITH THE EXECUTIVE DIRECTOR TO PRESENT A PLAN FOR THE MARCH MEETING THAT MIGHT INVOLVE STAFF AND BOARD PARTICIPATION AND TO GENERATE PROGRAMMING, COMMUNITY EDUCATION, AND MEMBERSHIPS.

- E6. **Provide opportunities for board and staff development.**

Board/Staff retreat on February 2, 2008.

TRAINOR WILL DEVELOP NOTES FROM THE MEETING FOR DISTRIBUTION TO THE BOARD AND STAFF; AND EXPRESSED HER APPRECIATION TO THE CHAMBER FOR PROVIDING US WITH THE FACILITY AND HOSPITALITY FOR THE MEETING.

- E7. **Bestow Monrovia's youth with experience in communications technology through hands-on instruction.**

MUSD Village After School Program: Contract Approval

LEWIS PRESENTED THE CONTRACT THAT HAS NOT YET BEEN CORRECTED WITH THE PROPER NUMBER OF HOURS. THE BOARD DISCUSSED THE TIMING, THE NEED FOR INSTRUCTORS, AND THE NEED TO HAVE BOTH SEMESTERS OF THIS PROJECT AMENDED INTO THE BUDGET. **ON A MOTION BY MUNGIA, SECONDED BY CREHAN, THE CONTRACT WAS APPROVED, PENDING THE DOLLAR AMOUNT CORRECTIONS, WITHOUT OBJECTION.**

- E8. **Develop regional partnerships.**

THE BOARD DISCUSSED THE INCREASE IN ACTIVITIES BETWEEN THE CITIES OF MONROVIA AND DUARTE AND HOW MANY OF OUR RECENT COMMUNITY MEETINGS WOULD BE OF BENEFIT IN BOTH CITIES. LEWIS WILL HAVE A CONVERSATION ABOUT SUCH SHARING WITH THE DUARTE ACCESS STAFF.

F. Communicate Effectively:

- F1. Board member communications.

CREHAN REPORTED THAT THE NEXT CHAMBER OF COMMERCE MIXER WILL BE HELD ON 27FEB08.

G. Adjourn Regular Meeting

THE REGULAR MEETING WAS ADJOURNED AND THE BOARD WENT IN TO CLOSED SESSION.

H. Closed Session Executive Director performance evaluation.

REPORT FROM CLOSED SESSION: THE BOARD DISCUSSED AND APPROVED 2008 PERFORMANCE GOALS FOR THE EXECUTIVE DIRECTOR.