



Community Media of the Foothills

MINUTES

Regular Meeting of the Board of Directors

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

Thursday, May 8, 2007, 7:00 PM

I. Convene Regular Meeting. 7:08

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

A1. Quorum declaration. QUORUM DECLARED.

BT: MEETING TOMORROW MORNING WITH A WOMAN WHO IS INTERESTED IN BEING ON THE BOARD. EXPERIENCE IN GRANT WRITING, ETC.

B. Collaborate with Partners and Stakeholders:

- B1. Time Warner Cable – Adam Garcia NP
- B2. Board Advisor, Champion – Nancy Stinson NP
- B3. Monrovia Unified School District – Chris Rich NP
- B4. Community Services Commission – Tom Dittmar NP
- B5. City of Monrovia – Dick Singer PRESENT

M.A.P. PROGRAM HAS NOW BEEN NOMINATED FOR 4 DIFFERENT AWARDS AT STATE AND NATIONAL LEVELS.

SAWPIT WASH TRAIL CONTROVERSY: CITY HAS PREVAILED TO DECLARE IT A PUBLIC ROAD. JUDGE IN SUPERIOR COURT HAS DECLARED IT A PUBLIC TRAIL AGAIN.

SATURDAY IS PANCAKE DAY. THIS IS PANCAKE MONTH. THIS SATURDAY IS AT THE FIRE DEPARTMENT.

THE OLD TOWN COLORADO COMMONS PARKING GARAGE IS NOW OPEN TO THE PUBLIC. IT'S FREE PARKING. PEOPLE WHO WORK RIGHT AROUND THERE HAVE DISCOVERED IT. THE PUBLIC OUGHT TO HEAR ABOUT IT NOW.

TIME WARNER IS STILL TRYING TO DISCOVER IF THEY HAVE PAID THE MONEY THEY OWE YOU. WILL TRY TO TURN THE SCREW AND GET AN ANSWER A LITTLE FASTER. HOPEFULLY BY FRIDAY I'LL HAVE SOME WORD (NEXT WEEK).

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 PRESENT.

D. Track Progress:

D1. Approval of Minutes – March 2008 BT: MARCH AND APRIL MINUTES IN FRONT OF YOU FOR APPROVAL. WC: MOVE TO APPROVE. SA: SECOND. MOTION CARRIES. MINUTES APPROVED.

D2. Operational Status – Chief Executive Officer Report:

Proposed Action: approve such necessary expenditures for collateral materials for the Monrovia Day Parade and crew.

DETAILS ATTACHED ON SEPARATE SHEET. BT: WORKING HARDER TO PRODUCE PUBLIC SERVICE ANNOUNCEMENTS. THESE ARE JUST THE TALKING HEAD ONES. HAVE ONE FOR THE PANCAKE BREAKFAST. THEY SEEM TO WORK VERY WELL. I REALLY LOVE THE ONE FOR THE FIREFIGHTERS. I'D LIKE TO SEE US TO A LOT MORE OF THOSE. MAYBE WE CAN HAVE NONPROFITS COME IN ON A CERTAIN DAY. THAT IS SOMETHING THAT IS VERY DOABLE FROM WHAT I HAVE GLEANED FROM THE TRAFFIC THAT COMES IN IN A WEEK. NEED TO GET TOGETHER TO FIGURE OUT HOW TO READ THE WEBSITE STATS.

DID IN APRIL HAVE PROBLEMS WITH THE NEW DVD PLAYER. THEY DID HAVE THE FORESIGHT TO PURCHASE A SPARE AND SO WE WERE ABLE TO TAKE THAT OUT OF THE BOX AND GET THAT WORKING. WE DO HAVE SOME CHALLENGES GETTING THE MEETING [VIDEOS] POSTED ON GOOGLE.

ON 22ND IS BIG SCAN NATOA CONFERENCE AND I WILL BE THERE.

KC: I'VE BEEN ASKING ABOUT THE CHAMBER OF COMMERCE 2008 INSTALLATION DINNER. IS IT EVER GOING TO BE UP? BT: IT MAY BE THE SAME PROBLEM WITH THE HARD DRIVE THAT THEY ARE HAVING GETTING THESE THINGS POSTED. KC: CAUSE HAL (RECENT DONOR) WAS THE RECIPIENT AND HE WAS ASKING ME. BT: WE DON'T HAVE THE CITY COUNCIL MEETINGS UP YET EITHER. IT'S ALL RELATED TO THE HARD DRIVE.

BT: YOU'LL PROBABLY SEE A WHOLE NEW SYSTEM OF PRODUCTION REQUESTS AND MAYBE EVEN DUBBING REQUESTS SO THAT IT RUNS LIKE A TV CHANNEL.

D3. Budget and Fiscal Status – Treasurer

Proposed ACTION: The Board directs that Banking Account(s) Signature authorizations be changed add Brenda Trainor, CEO, and Travis Gray, Station Manager to the existing authorization of Scott Austin, Treasurer, and to remove Jasen Lewis.

BT: P&L ATTACHED. THIS IS ALL YOU ARE GETTING THIS MONTH AND BY NEXT MONTH I'LL HAVE A LOT BETTER NOTION OF WHAT IS GOING ON. THE TOTALS AT THE BANK I AM COMFORTABLE WITH. WHAT I AM UNCOMFORTABLE WITH IS THE METHODS OF THE ACCOUNTING THAT HAVE BEEN DOING ON. I FOUND CHECKS THAT HAD NOT BEEN CASHED GOING BACK TO MARCH. A LOT OF IT IS FINDING OUT WHERE THINGS ARE ON THE COMPUTER. I DON'T THINK ANYTHING BAD IS GOING ON BUT WE DO HAVE FINAL PAYROLL TO CUT FOR JASEN AND THAT HAPPENS NEXT WEEK. AT EXEC COMM. WE DID HAVE QUESTIONS THAT WE NEVER HAD ANSWERED.

BT: COMING UP ITEMS: MONROVIA PARADE IS COMING UP. I'M APPROACHING IT IN A DIFFERENT WAY. THERE IS A BIRTHDAY BINGO AFTERWARDS AND WE ARE GOING TO GET THE QUESTIONS AND ANSWERS...WE ARE GOING TO DO LITTLE INTERSTITIALS WITH THEM. I'VE GOT THE CREW SORT OF EXCITED AND WE'RE GOING TO DO IRON ON T-SHIRTS. I HAVE A FRIEND WHO HAS VOLUNTEERED ONE DAY NEXT WEEK TO DO IT. DONNA BAKER AND RALPH WALKER ARE GOING TO ANNOUNCE. WE'RE GOING TO TRY

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TO MAKE IT A BIGGER AND BETTER PRODUCTION THAN WE'VE DONE IN THE PAST. THE T-SHIRTS I CAN GET ARE PROBABLY GOING TO BE RELATIVELY CHEAP. WE COULD MAYBE GET A TOY LIKE A FRISBEE AND WE CAN SLAP LABELS ON THEM TELLING PEOPLE TO WATCH K-GEM. MAY 17TH. STEP OFF AT 9 A.M. WE WILL BE IN FRONT OF THE KRIKORIAN THEATER, ON THE EAST SIDE OF THE STREET.

I'M SEEKING YOUR PERMISSION TO SPEND MONEY FOR PROMOTION. KC: I MAKE A MOTION TO (SPEND THE MONEY). SA: I'LL SECOND. MOTION CARRIED.

SA: LET'S START OFF WITH OUR MONTHLY TREASURER'S REPORT. I HAVE A BALANCE AS OF MARCH 31, 2008. (SEE ATTACHED). MOTION TO APPROVE? KC: I'LL MOVE TO APPROVE. JJ: SECOND.

SA: SECOND ORDER OF BUSINESS FOR MYSELF. SINCE OUR PARTING OF OUR EXECUTIVE DIRECTOR AND APPOINTMENT OF OUR CEO. MUST HAVE SOME CHANGES AT THE BANK ACCOUNT. SA: MAKE A MOTION TO FOLLOWING THROUGH ON THAT. KC: MOTION TO CHANGE NAMES AT BANK ACCOUNT (ADD BRENDA TRAINOR AND TRAVIS GRAY AND REMOVE JASEN LEWIS). WC: I'LL SECOND. MOTION CARRIES.

E. Implement Organizational Visions:

E1. Develop cohesive organizational and brand identity.

Logo rollout, update.

BT: I NEED TO KNOW WHAT FORMAT THE CITY USES SO I CAN EMAIL AN UPDATED CMF LOGO. THAT WILL GO TO DICK SINGER.

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

Fundraising Committee

KC: WOULD LIKE TO CONTINUE SELLING TO BUSINESSES BUT NEEDS TO MAKE SURE THE THANK YOU'S ARE IN PLACE.

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

Membership Update HAL LEVIN

Calendar BT: WILL TRY TO GET A BETTER CALENDAR TO COME TO THESE MEETINGS.

E4. Expand internet presence.

Programming availability on the web.

BT: WE'VE APPARENTLY ALSO DONE THE WEBSITE FOR SIERRA MADRE AND NOW THEY ARE CRABBING THAT IT'S NOT UP-TO-DATE. I WILL ALSO SHARE WITH YOU THAT SAN MARINO IS INTERESTED IN BETTER WE PROGRAMMING.

E5. Become visible representatives of CMF within the community.

Friday night family festival

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BT: SORRY LANCE IS NOT HERE AS HE WAS COMMITTED ABOUT DOING SOME OF THE FRIDAY NIGHT STUFF. THAT WILL BE A GOOD MARKETING TOOL.

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

Next board retreat. *Proposed action: Set 21 Jun 08, 9am-1pm as date of next retreat.*

BT: POSSIBLE TO USE THE CHAMBER OF COMMERCE MEETING ROOM?

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

MUSD Village After School Program.

BT: I FINALLY SIGNED THE CONTRACT AND GOT A DIFFERENT STORY FROM THEM THAN I'VE HEARD FROM OUR SIDE.

E8. **Develop regional partnerships.**

BT: MET TODAY WITH THE CITY OF SAN MARINO AND SIGNED THAT CONTRACT. NOW THERE IS A CONTRACT AND INVOICES HAVE BEEN SENT AND WE WILL START GETTING REVENUE.

F. Communicate Effectively:

F1. Board member communications.

G. **Adjourn Regular Meeting 8:01 P.M.**

H. **Closed Session:** Executive Director Transition Plan (SEE ATTACHED) DISCUSSED 3-MONTH TRANSITION AT A PRICE OF \$3500/MONTH. KC: MOVE TO APPROVE; SA: SECOND. ALL AYES. ALL APPROVED.

NEW STRATEGY: INVESTIGATE TASKS THAT ARE NOT PRODUCING MONEY, SUCH AS PRODUCING THE SIERRA MADRE WEBSITE, TAPING SCHOOL BOARD MEETINGS, ETC. ; GET CONTRACTS SIGNED; EVALUATE JOB DESCRIPTIONS; START ORGANIZING AND TRACKING ALL ACTIVITY, EQUIPMENT, ETC.; EVALUATE EQUIPMENT NEEDS.

The next Regular Meeting of the Board of Directors will be on Thursday, June 12, 2008.

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