



Community Media of the Foothills

MINUTES

Regular Meeting of the Board of Directors

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

Thursday, 14 August 2008, 7:00 PM

I. Convene Regular Meeting. 7:08 p.m. Quorum Declared

- A. Roll Call:** Board members: Brenda Trainor (Chair an CEO), Bob Melisso (Vice-Chair), ~~Scott Austin~~ (Treasurer), Amanda Wray (Secretary), Ward Calaway, ~~Karin Crehan~~, John Johnson, Lance Mungia (note: one vacancy).
A1. Quorum declaration.

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

Library getting ready to go back to the new building. 1/3 done; 9 mos away from completion. New A/V collection has to be compiled, new books purchased, lots of logistics to figure out. 2 million below budget; on schedule, opening Apr. 1. Wilderness control mgt plan controversial. Ready to go to public hearings; goes next month to community services commission. Events coming up: Sept 7th Food, Wind and Jazz Festival; Sept 13 Habitat Breaking Ground; Sept 27 there is a vermicomposting workshop. Smart Gardening workshop Oct 11th. Halloween Haunted Hike coming up the weekend before Halloween, Halloween Carnival same day; Oct 25th have a car show in Old Town, and it's also "Make a Difference" Day. City Hall will be open on that day (a Sat), as well.

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. BT: Had a visit this week from Cyrus Kemp who demanded a form with financial records so he could inspect. BT indicated that only members in good standing are allowed to inspect financial records.**

D. Track Progress:

- D1. Approval of Minutes – June 2008 Retreat **Motion: BM/AW Seconded.**
- D2. Operational Status – Chief Executive Officer Report: **on separate sheet. BT: Not posting any new Google Videos. Getting ready to launch FoothillsMedia.PEG.TV service. Finally got contract signed with San Marino. Insurance policies all paid up. Have first quarterly meeting set with city staff. Mike [Hillman] is now independent contractor with a flat rate. Requesting board adopt a policy that any revenue that comes in after the fiscal year will be good for 18 months. Motion: AW/BM Seconded. Tech Committee request to spend under \$400 for a new encoder. Motion JJ/BM Seconded? Developing proposal for Media on Demand "MOD Squad" of production professionals that can be used for people that want to pay to do productions. Yoga show starting next week + promo spots. Show coming back about horseracing. KMAC has new series of spots. ATT: Got a demonstration of new method of how ATT will distributed its access channels. Motion to authorize \$15/mo for Constant Contact BM/JJ Second.**
- D3. Budget and Fiscal Status – Treasurer **BT: 17% reduction in revenue from City of Monrovia; increased costs; 1/3 of staff is reduced; looking for areas to cut costs.**
*Draft closeout of FY 2007-8 on separate sheet
Balance sheet as of 30Jun08 on separate sheet
Report on bank status satisfactory*

E. Implement Organizational Visions:

- E1. **Develop cohesive organizational and brand identity.**
Logo rollout, update:
Committee working on collateral for membership and supporters

- E2. **Fundraise**
Fundraising Committee needs to be established for 2008-9
- E3. **Build members who are loyal and feel a personal investment in CMF.**
Membership Update: *set annual meeting date, confirm election committee Set for Sept*

25th at 7 p.m. at City Hall

- E4. **Expand internet presence.**
Programming availability on the web: developing FoothillsMedia.PEG.TV *Motion to*

have this be the name: LM/WC Second.

- E5. **Become visible representatives of CMF within the community.**
Friday night family festival – reinvigorate?

- E6. **Provide opportunities for board and staff development.**
Proposed action: November/December event BT: Do a send off for Daihan

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

MUSD Village After School Program:

Proposed action: direct CEO to contract for two middle schools for fall semester Motion

WC/LM Second

- E8. **Develop regional partnerships.**
Update on regional opportunities

F. Communicate Effectively:

- F1. Board member communications.
Chamber of Commerce Mixer: 21 Aug 08, Citibank 237 S. Myrtle
Effective Committee: 2Sept08
Alliance for Community Media Western Region Conference, Denver Oct 24-5
National election day: 4Nov08

G. Adjourn Regular Meeting Motion: BM/BT Adjourned 8:27

H. Closed Session:

The next Regular Meeting of the Board of Directors will be on Thursday, September 11, 2008. *Cancelled the 11th and set the annual meeting to the 25th.*

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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

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(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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