

Community Media of the Foothills Minutes of 2/10/20

Convene: Rena Delgado (Chair)

Roll Call:

Rena Delgado (Chair), Scott Austin (Treasurer), Meredith Luiten (Secretary), Ward Calaway, Doug McComb.

A. Liaison Reports:

1. City of Monrovia: Council Member Larry Spicer: Bob Bartlett Memorial has been repaired and is better than before. Also, the E-Waste recycling at the City Yard is now accepting E-Waste 7:00-4:00 pm Monday through Thursdays—ongoing. He also let us know that Second Baptist Church on Shamrock is a Voting Center.
2. Community Services Commission: Julie Bank reporting. Great events coming up: this Friday there are Valentine's Carriage Rides for ten dollars per person.
3. Co-Ed flag Football and Cheer starting in February for youth. Practices twice a week and games will be on Saturday mornings.
4. Monrovia Days has begun: May 15-17. Planning has already started. and it will be better than ever.

B. Public Input: Barbara Gholar : report on Black History Month. Luncheon this Saturday from 10:00-2:00 pm. Also this is the 7th year of the Art Festival on 2/20. The Winners will be displayed at Monrovia Library. The following Saturday: 2/22 there will be a reader's theater and crafts and information about voting rights

C. Julie Bank also discussed on Thursday Clifton School is opening the auditorium on Thursday to conduct a presentation on the 13, 14, and 15th Amendments. They will also have the Literacy test that African Americans previously were forced to take before being allowed to vote.

D. Clifton is also looking for local Artists to volunteer in the schools to bring art to the students. Call the office for more details. All kinds of art: production, theater, drawing, painting and even crochet bombing.

E. CMF Consent Calendar

F. 1. Adopt the Minutes of December 2019 Meeting: Scott Austin moved and Meredith Luiten seconded. Adopted.

G. 2. Adopt December 2019 and January 2020 Financials: Recommendation: adopt and file. Minutes Ward Calaway moved and Scott Austin seconded. Motion is carried. To Receive and file: December 2019 and January 2020 Financial Reports.

Board and Staff Reports

Operational Status Report: David Palomares

Reflecting on the last year: many improvements in the studio. Plus the ongoing Municipality clients. Youth Actor's Academy, the MAP conference. Also the Flagship shows: Marlene Gibb, Ralph Walker, Barbara Gholar.

Grown a lot in the video production quality. Very focused on community involvement with our Board on the train as well as filming it.

Jeffrey Ramos is our new social media director. Goal is to grow our media presence.

Partnership with Julie Bank to develop a partnership with Clifton Middle School.

New equipment and refurbishments. Twenty two items needed to be fixed or renewed. Expanded the director's booth. Decluttered, organized and repaired. Painted the lobby and new metal shelves. More earthquake ready and less trip hazards. Many positive responses.

Goal: to make this a successful year for our studio.

Vote to change the phrase civic pride to civic engagement in our mission statement. Our Mission Statement currently is: "It is the mission of Community Media of the Foothills to promote artistry and expression, freedom of speech and civic pride by the use of community media." Rena Delgado suggests changing "pride" to "engagement."

Comments were made to delete "and expression" because it isn't needed.

Rena Made a motion to make these changes. Ward Calaway seconded. Motion carried.

New Mission statement will be : "It is the mission of Community Media of the Foothills to promote artistry, freedom of speech, and civic engagement by the use of community media."

Rena brought up the idea of a labor attorney to make sure that we are in compliance with labor laws. Retainer is \$1,000 with a possible limit of \$4,000 before we continue. Board members did get a letter with more details. Doug Combs made the motion to engage the labor attorney. Meredith Luiten seconded. Motion carried.

5. Board Member participation action item : write reviews, like and post online in social media platforms and non-profit websites, write and/or call state representatives in support of Protecting Community Television Act; help update CMF Policies and Procedure.
6. Action: Discuss and confirm participation. Barbara Gholar mentioned the idea of a "Meet and Greet" session where the board members and producers could each invite one or two people to visit the studio and to hold an event to discuss the benefits of membership. Personal invitations much more important than email blasts.
7. Rena asked if Board Members could write or call State Representatives regarding the Protecting Community Television Act.
8. Policy and Procedures Manual needs to be updated. Rena asked for volunteers to help with this.
9. Jeffrey Ramos had a few minutes to discuss Social Media. He asked us to "like" posts of KGEM on social media and to comment if possible. Jeffery is working on creating a personality of KGEM. Will be using data to drive engagement. Are people interacting with your material? 5.1 engagement rate. 5.6 is our goal.
10. Motion to adjourn by Scott Austin. Seconded by Ward Calaway.

