

Community Media of the Foothills

AGENDA

Regular Meeting of the Board of Directors

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

Thursday, April 10, 2008, 7:00 PM

I. Convene Regular Meeting.

- A. Roll Call:** Board members: Brenda Trainor (Chair), Bob Melisso (Vice-Chair)—NP, Scott Austin (Treasurer), Amanda Wray (Secretary), Ward Calaway—NP, Karin Crehan, John Johnson, Lance Mungia (note: one vacancy). A1. Quorum declaration.
The meeting was called to order and a quorum declared.

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

BT: Expressed interest in making a video of the library building from webcam images.

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.—**No members of the public present.**
(See the back of the agenda for more information).

D. Track Progress:

- D1. Approval of Minutes – March 2008—**Tabled for next meeting.**

BT: Motion to spend appropriate amount with TechSoup to purchase software for board members to facilitate our operations. JJ: Moved SA: Seconded. Motion carried without objection.

- D2. Operational Status – Executive Director

JL: (see attached for numbers and details) Large spike on website. Technical issues caused audio to be missing from MUSD meeting. Still rebuilding channel. Two conferences coming up. BT speaking speaking on PEG and the future of PEG. Eventual vision for multi-edit room will be to get 4 systems in there. Thinking of installing a system that would enable a crawl to run across the bottom of the screen for emergency notifications, etc. DS: The city might be interested in that. JL: Was not able to yet reach the people who will be installing the new floor to ask them about a sponsorship in exchange for the \$700 installation fees.

General discussion among board about merits of purchasing a CD printer. BT: Could make money by having CD printing service for others, including the City.

- D3. Budget and Fiscal Status – Treasurer (see attached for numbers and details)

SA: Everything seems to be on time except matching payment numbers from Time Warner.

Other than that looking good and on target for the fiscal year. Received audit today. No glaring accounting issues. Record keeping is doing pretty good.

JL: We would expect to receive before the end of the year \$5,600 from our Champion payments, but we've received our last payment from Time Warner. We should be able to get to the end of the year without dipping into our savings. BT: All the more reason to find a good flooring company that wants to support CMF.

E. Implement Organizational Visions:

- E1. **Develop cohesive organizational and brand identity.**
Logo rollout, update.

Jasen: The much-maligned government access page on the backup system has been replaced with KGOV logo stuff. We've been working with Sat staff to use the current coordinating calendar. (proposed online form attached.)Next phase to get this on the web.

- 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
Calendar
- E4. **Expand internet presence.**
Programming availability on the web.

AW: Need to schedule a meeting with JL to make decisions on webpage adjustments and use of Wordpress template.

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

JL: We've been trying to work out a Friday that has adequate staffing at the studio but that hasn't come together yet.

LM: All the street performers are all jumping at the chance to be on camera. We thought we'd make it like House of Blues meets Friday night Family Festival. Put out a donation jar and a table and a spotlight on a KGEM banner.

JL: Might be good to send one staffer and do something Huell Howser-style. We do have approval for the non-profit table, but getting a booth is a little more difficult. We do have availability tomorrow evening.

BT: What is happening on Friday nights?

JL: The more common thing is equipment check-out.

BT: We don't have the shirts yet for staff but we could do a quick iron-on.

LM: I think we need to have a little more preparation than maybe tomorrow.

BT: Target the 18th

LM: Yes, we should probably give them a little head's up.

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

BT: We do have another retreat planned for June. KC: I won't be available the 7th. AW: I won't be available on the 8th.

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

MUSD Village After School Program.

E8. **Develop regional partnerships.**

JL: Pretty good success at Clifton and not so good at Santa Fe. With the repeat students, we have less and less activities for them to do.

BM: I think that Santa Fe could be better organized. Santa Fe we never had a classroom; we did the stuff outside. They offered the gymnasium but that was not the right environment. If you cannot play the stuff back (what the kids shoot) it kind of defeats the purpose. We need more of a sit down with the folks about how we could possibly do the editing or something. It's not very satisfactory.

LM: There wasn't an excitement or an awareness of the program in general.

BT: Suggested having teachers write up feedback as to how the program can be improved.

F. Communicate Effectively:

F1. Board member communications.

BT: Trying to get microwave dish installed so we can get programming from CS Dominguez Hills. Have a new access producer coming forward to do a yoga series.

Adjourn Regular Meeting

Adjourned at 8:14 p.m

Closed Session A closed session item was brought forward by the executive director. Action reported out of closed session was the acceptance of the voluntary resignation of the Executive Director, effective May 1, with the board's good wishes for his next endeavor.

The next Regular Meeting of the Board of Directors will be on Thursday, May 8, 2008.
Council Chambers, Monrovia City Hall, 415 South Ivy Avenue, Monrovia, CA 91016

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 (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.

Community Media of the Foothills

Mail: P.O. Box 227, Monrovia, CA 91017
Studio: 847 East Olive Avenue, Monrovia, CA 91016
(626) 357-4974 <http://www.cmfoothills.org/>