

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 5/23/2019
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM

I. **Call to order** by Richard Dinges - President at 9:00 am

II. **Roll Call and Approval of the Agenda -**

Board Present: President - Richard Dinges, V-Pres. Paris Petrick, Director Rennie Cleland

Staff Present: Bruce Deutsch - Executive Director,

III. **Approval of the Agenda:** Motion was made by Director Petrick, Second by Director Cleland

Ayes: All in favor

No's: None

Approval of the minutes: Minutes to be reviewed at the next meeting. Motion was made by President Dinges, Second by Director Cleland

IV. **Public Comments:**

Public present: David Villareal shares that he didn't receive the McConnell grant.

Discussions with David of: mobile news unit, music and media in high schools, technology, software, possibility of competitions with HS clubs, podcasting, software with DJ and podcasting, and Great Northern grant subscriptions. Director Cleland suggests David should connect with ORECAL.

V. **Financial Reports:** Director Dinges, presented the Financial Statements and discussed the profit and loss, also the balance sheet for February. Discussed grant possibilities including PBS. Caltrans first contract funded. Director Cleland suggests Dianne Churchill as bookkeeper for the SMC. He shares that she is paid \$25 to keep ORECAL books.

Motion to approve the financial report was made by: Director Cleland second Director Dinges

Ayes: All in favor

No's: None

VI. **Executive Director Report:** Exec. Dir. Deutsch shared he went to Paula Reynolds concert and reached out to her regarding SMC. He will connect with Kim Freeze, Ray Kellar, and Nicole Soga Smith. PC update: we are still waiting on Steve Leonardi to get back to us. Discussed new website formats and gave deadline on July first to be up and running, would like approval to recover Telvue channels on the website at that time. Discuss at next meeting.

VII. **Old Business:**

- A. **Update: Membership/Sponsorship Drive:** President Dinges suggests changing/streamlining membership letter. Shared he has a meeting with Discovery Siskiyou the following Wednesday. Discussed the need for a brochure. Director Petrick discussed coming into the office once a week to help president Dinges "pound pavement."

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- B. **Operations Protocols:** President Dinges and Director Petrick along with ED Deutsch are in process of creating manual and posted protocols for all business operations. Made not that PD Sara is creating a protocol for her position.
- C. **Board Memberships:** ED Deutsch will be getting in touch with Paula Reynolds and Kim Freeze. President Dinges will be getting in touch with Gary and Rita King in Happy Camp.
- D. **Board of Supervisors Meeting:** Discussed pros and cons of presentation. Ultimately overall success was felt of securing \$1000 in funds.

New Business:

- A. President Dinges reminded the board of a \$600 bill with CRC in Yreka due to a faulty lease agreement suggests shooting a PSA production for them to satisfy payment.
- B. Director Cleland reports that COS is #1 small school and suggests we shoot a timely press release. He also talked about Kim Van at the Mt. Shasta Rec Center and states money is there federally. Discussion on Ford Foundation, McConnell Foundation, and Ray Ledgewood. He suggests we have business plan, structure, mission and goals.
- C. Director Deutsch wants to ask Paula Reynolds for help with business plan. Director Cleland also suggests Ray Harpt.
- D. Director Deutsch and President Dinges discuss upcoming Bike shoot for Tulle Lake Century. They also talked about mobile trucks for news broadcasting and discussed quotes provided by Dave McAdams.
- E. Director Petrick gave an update on the David Theno Interview edit, as well as the 2019 Dunsmuir PSA edit.
- F. Richard stated that he will draft a letter asking the following to join the board: Corey Hayden (Fort Jones), Kim Freese (Yrkea), Paula Reynolds (Mt. Shasta), Rita Manly and Gary King (Happy Camp), Patricia Bords (Siskiyou Arts Museum).
- G. Director Deutsch states that we need to have franchise numbers from Northland.
- H. Discussed live streaming meeting of board of supervisors.
- I. Director Cleland suggests we sit down with supervisors at the studio. Discussed interviewing 2 people in a day.
- J. Director Deutsch states we need an audio recorder kit and Thunderbolt 3 hard drive. President Dinges stated that he will bring in his DIT recorder.
- K. Director Cleland suggests we shoot the story of the drones who are detecting the presence of fawns in the fields and saving their lives before the harvestor kills them. First in Scott Valley, then in Butte Valley. Tiffany and President Dinges are set to shoot when Director Cleland gives the word.
- L. Discussion on SMC streaming live in COS theater. Possibilities: Live Streaming w/ ticket price.

The Meeting was Called to Adjourn By Board President - Dinges

Adjourn time 11:42am

Respectfully Submitted by
Paris Petrick
VP of the board, standing in as Recording Secretary