

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 7/11/2019
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 Cleland, Second by Director Petrick.

Ayes: All in favor

No's: None

IV. Approval of the June 20th minutes: Motion was made by Director Cleland, Second by President Dinges

V. Public Comments:

Public present: Producer, Therese Swenson again mentioned that she would like to approach the local newspaper to set up a table next to SMC and give out newspapers at the fair in August. She also urged the board to set up a volunteer schedule, which was complete by the meetings end. Director Petrick spoke on the set up of the fair table and the giveaway idea of the TV and the importance of electricity. We could run the SMC Promo as well as having a camera facing people walking by so they could see themselves on camera. President Dinges suggested we buy a 43" television screen at Wal-Mart for \$248 to then giveaway at the end of the fair. Creating a tri-fold brochure was also suggested and Director Petrick stated she would take that on. Therese suggested we create bulletins from posts on the paper. It was decided she then send possible bulletins to Elijah, who will then put up pertinent information. President Dinges also purchased a fan for both the editing room and the fair itself. We discussed 2 tables and set up needs, as well as particular times people scheduled. It was discussed how each person should shoot portions of the fair with their smart phones. Democracy Now was once again discussed and deemed too biased at this time to run without an equal counterpart. It has been tabled until a future meeting. ED Deutsch also discussed our "prosumer" equipment and stated that he will send a list of all the SMC equipment to John, Therese and Elijah.

VI. Financial Reports: President Dinges stated that the financial reports would be completed upon meeting with Barbara Dillman the following Thursday. Once they go through the three months of financials, Pres. Dinges will send a copy to Treasurer Cleland. Then we will have to approve them at the next board meeting. We have received all payments from the cities, and expect the check from the college next week. We also need to get paid by Caltrans in July. Also, the check for Dave McAdams will go out this month. Director Cleland asked if Richard and Bruce were reimbursed. It was agreed upon that financials be carried to the next meeting.

VII. Executive Director Report: Exec. Dir. Deutsch spoke about our new backup hard drives 4 terabytes/ USB 3.0 so it doesn't require power. Also he recommended MCM software through the cloud used as storage - \$99 for 2 years. He compared it to the high cost of G-Suite. He also discussed the new website and how he took the existing content and uploaded it to the new format. He spoke about how it will look when finished. He wanted to reach out to Paula Reynolds, but explained she has fallen off a ladder and may not be up to any new business as of yet. He has a meeting set up with Kim Freeze next week, as well as with Nicole Soga Smith, and Mary Murphy Shaw. ED Deutsch shared the Director Petrick is on the agenda for the SRN meeting to "pitch" the SMC Countywide News on August 5th.

VIII. Old Business:

- A. **Update: Membership/Sponsorship Drive:** President Dinges stated that he and Director Petrick are working on changing/streamlining membership letter. Although they are both quite busy, they discussed the need to go out and win memberships once the website is in place. President Dinges also suggested that Director Cleland get in touch with the National Park Service, Forestry Service and the Deer Service to see about any kind of memberships as he believes Lava beds should get coverage.
- B. **Discussion: New Board Members Update:** As stated in his ED Report, Bruce wanted to reach out to Paula Reynolds, but explained she has fallen off a ladder and may not be up to any new business as of yet. He has a meeting set up with Kim Freeze next week, as well as with Nicole Soga Smith, and Mary Murphy Shaw.
- C. **Discussion/Action: MCM Software Program for Scheduling new Program Shoots:** Discussion that it is a scheduling format that allows us to keep track of memberships, shoots, and a calendar of sorts that we will allow us to know exactly what is happening. ED. Deutsch stated he also had a meeting with Dr. Bill Bronston and he feels that he will be able to get some funds for us. He stated he will write a detailed letter with a breakdown of equipment needs. Pres. Dinges has discussed grants that are just sitting there waiting. We discussed bringing on board someone who could write grants. Bruce also mentioned that he wanted to train John on Vemix and other equipment. Director Petrick shared that John would be a great addition to our editing team.

Motion was made to approve MCM Software and Dgoo by Director Petrick, seconded by Director Cleland.

Ayes: All in favor

No's: None

IX. NEW BUSINESS

- A. **Discussion/Action: Telvue Contract for the Channels on the Website:** It was discussed as a reminder that this action has already been voted on and approved in a previous board meeting with the only stipulation that we wait to move forward until the check from the college partnership arrived.
- B. **Discussion/Action: Purchase of Adobe Creative Cloud Licenses:** It was discussed that we have two licenses and that will be enough for now. The idea of more licenses has been tabled to a future meeting.

- C. **Draft a Budget for SMC:** Pres. Dinges said we have got to have a budget. Director Petrick suggests Steven Beukelman could help over the weekend.
- D. **Purchase of the TV screen for the fair, and possibly the booth as well:**

Motion was made to approve purchase of the TV screen and booth for the County fair by Director Petrick, seconded by Director Cleland.

Ayes: All in favor

No's: None

Elijah joined the meeting at 9:53AM

It was discussed that Elijah shoots Brewfest and the Steampunk event. Also John would be available to shoot as well.

X. Elijah gives Program Director Report: He asked what the rules are regarding programs that are to be aired. He wondered if there is a contract with Northland that states clearly what can be aired and what cannot. If there are protocols as to what can be aired, Elijah needs to know. He also needs to have ED. Deutsch teach him how to put up links. Director Petrick and Elijah shared about their meeting with Producer Arthur Aday who had mentioned he is interested in being on the board. He also mentioned that Sara is still programming, and eluded to the fact that we as a board needed to address that.

Parameters agreed upon: No smoking, No drinking, No porn. If there is questionable content, Elijah should share with all board members. Also, questionable airing should be after 1AM. We can always consult our lawyer, and check with Redding or Santa Cruz stations.

Bulletins: Therese is going to send information to Elijah.

XI. As the County Fair poses a conflict with the next board meeting, it was discussed and approved to move the next board meeting to August 15th.

The Meeting was called to Adjourn by Board President Dinges

Adjourn time 10:25AM

Respectfully Submitted by

Paris Petrick

VP of the board, standing in as Recording Secretary