

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 8/15/2019
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM

I. Call to order by Richard Dinges - President at 9:15 am (after reviewing the bike ride video)

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, Elijah Sullivan – Program 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 July 11, 2019 minutes: Motion was made by Director Cleland, Second by President Dinges

V. Public Comments:

President Dinges commented on the success at the fair. The members of the board thanked Director Petrick for her work. Each board member thanked each other for their part. Director Cleland shared that he sent us all a link via email; he reported the Volcanic Legacy Scenic Byway is looking for board members. He stated that it would be in the SMC's best interest to get involved. He feels we are the promotional part of the Byway. Richard shared how many people come into the Weed Visitor's Center that he sends down to that area. Rennie shared that they need more board members. Richard is up for Shasta Cascade board, however if he doesn't get on, he would consider this board.

VI. Financial Reports: President Dinges stated that the financials are good; he has two more months to reconcile. He stated that we have on the agenda to hire a bookkeeper. He wants to make an appointment with AGT to make certain our taxes are up to date and that we are in compliance with the state and the feds. He also reports he will be meeting with Barbara Dillman to get her help on the books. Rennie referred Diane Churchill once again. President Dinges mentioned we will soon need to have someone who can do payroll as we are paying our program director and our editor, soon possibly our executive director. He also states we have about \$14,000 in the bank.

Motion was made to table the financials until next meeting: by Director Petrick, Second by Director Petrick.

Ayes: All in favor

No's: None

VII. Executive Director Report: Exec. Dir. Deutsch spoke about his idea of SCTV. He was talking about combining both channels as one: SCTV. It was brought up that SCTV is a famous moniker for Second City TV. The board agreed that SMC does not give a clear understanding that it is a public access station.

VIII. Program Director Report: Program Director Sullivan reported that everything is good on the station. He also shared that the archives are in disarray and badly in need of organization. He asked if Bruce could show him how to both upload new shows onto the system, as well as download into storage to archive the current shows. Exec. Dir. Deutsch said we are looking into other areas of storage as the initial idea he posed wasn't what it appeared to be. He also suggested that Elijah and John Tomlinson meet with him possibly the upcoming Friday to go over the procedures. Pro. Dir. Sullivan asked for a hard drive to purge programs off channel and onto. Exec. Dir. Deutsch said he has one (C-gate) that can be used for this purpose and when they meet, they can do that then. President Dinges suggested that we all take a field trip to Redding's public access station to learn how they operate in this capacity and others, and also if we can pick up some of their programs. Exec. Dir. Deutsch said that Telvue has a media exchange we could look into as well. Everyone decided they want to do a field trip. He also reports that there are many emails of people wanting to put programs up on the channels. He is fielding those requests.

IX. OLD BUSINESS

- A. **Discussion: New Board Members/ Changing of roles** – It was discussed once again that Kim Freeze would be an excellent choice to screen as a new board member. Also, it was presented that Dir. Petrick would step in as executive director after a new board member were to take her place.
- B. **Discussion/Action: Website and emails** – Exec. Dir. Deutsch reported that the website is almost complete. Everyone should now have an official email address.
- C. **Discussion/Action: Budget/Finances** – It was discussed to hire Dianne Churchill as bookkeeper if she is available.
Approval to hire a bookkeeper: Motion was made by Director Cleland, Second by Director Petrick.
Ayes: All in favor
No's: None
- D. **Discussion: Bike video** – Exec. Dir. Deutsch shared the video before the meeting. It is complete and invoice in place.
- E. **Discussion: Golden Fair turnout/drawing/contacts/wrap-up post** – All volunteers were thanked for their work. The drawing for the television commenced immediately following the meeting, and the winner announced via the SMC facebook page on video.

X. NEW BUSINESS (30 Minutes)

- A. **Discussion/Action: Telvue Contract for the Channels on the Website** –Telvue and Cloudcast contract. Exec. Dir. Deutsch shared the perks of having this program. That it would no longer be necessary to upload a city council meeting twice, once in HD and the other in SD to appease both the internet and the channels. Now it would just be once in HD, and the new program would "dumb-down" to SD automatically. Also it was discussed how much less time it would take the programmer to program, as it would be just once for both channels and online.

Motion to purchase on a lease agreement of Telvue and Cloudcast at \$450.00 a month or less for the capability to put the channels online on the SMC website was made by President Dinges, second by Dir. Petrick.

Ayes: All in favor
No's: None

SMC Minutes for 8/15/2019 continued pg2

- B. View/Discussion: 5 min Video on Telvue – Petrick/McAdams/Deutsch
- C. Discussion: Technical Advisor McAdams to work with Petrick at office 8/26 & 8/27
- D. Discussion/Action: Shoot dates for College Corner – Dir. Petrick proposed the date: 8/31/2019 to film Kim Freeze and possibly two more.
- E. Discussion/Action: COS Sports possible livestream/dates – Petrick/ Deutsch
- F. Discussion/Action: News Pitch schedule/training/equipment – Dir. Petrick reported that she was pitching to Dunsmuir City Council the idea of going live on our website, and the idea of news from each small town. She was looking to discuss/ possible action on equipment (gimbals for phones) for the aspiring reporters in the future.

XI. Calendar: Discussion and set dates on Google Calendar – Advisor McAdams shared he created a google calendar for the SMC. Dave already put the Next Board Meeting into the calendar: September 12th, SMC Studio, 616 S. Weed Blvd, Suite C, Weed, 9:00 AM.

XII. Round Table Discussion for next Agenda: Director Cleland mentioned that the Ford Foundation would require a child safety policy approved by the board if the SMC were to go after a grant.

XIII. The Meeting was called to Adjourn by Board President Dinges

Adjourn time 11:05AM

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

Next SMC Board Meeting: September 12, 2019