

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 4/13/2021
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM

I. **Call to order** by Pres. Jeremiah LaRue at 6:17 PM.

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

Board Present

President Jeremiah LaRue, Director Richard Dinges, Director Kylan Quick, Director Cleland

Staff Present

Executive Director Paris Petrick, Technical Adviser Dave McAdams,
Program Director Elijah Sullivan

Director Dinges motioned to approve the agenda, seconded by Director Quick.
Ayes: all in favor. Nos: none.

III. **Board Member Announcements**

Director Dinges announced a 420 event planned by the City of Weed for the following Tuesday. Footage would be submitted to ED Petrick.

IV: **Consent Agenda**

Regular Minutes: March 2021

The board received the March minutes late, and the January and February minutes were still being worked on by PD Sullivan. TA McAdams informed the board that the file sent to the Acting Recording Secretary for the February minutes as not an audio file.

Financial status update

New bookkeeper Jeannine Greenslade introduced herself, and informed the board that she had received all financial materials from Director Dinges and begun familiarizing herself with SMC's financials. She also recommended that two people sign all invoices. Going forward, she and ED Petrick would meet regularly to go over the financials and produce checks ahead of each board meeting for approval.

V. **Public Comment**

none

VI. **Executive Director Report**

ED Petrick reported having had two meetings with Weed City Manager Tim Rundel about the new contract, the first of which was also attended by President LaRue. The City of Weed's lawyer is going to draw up a new, five-year contract for the broadcast of their council meetings and, eventually, the production of a new PSA for the city. Director Dinges voiced concern over the contract and requested that it be reviewed by the SMC's attorney, Bob Winston. ED Petrick agreed, but also voiced concerns that Winston had also been the City of Weed's attorney, and because of the amount of time it was taking Winston to complete the Yreka contract. ED Petrick had to reschedule her meeting with Todd and Blake from the City of Dunsmuir regarding their contract. She was also trying to schedule a meeting with Mt. Shasta City Manager Bruce Pope, but he has not returned her calls. SMC had also filmed four basketballs and two football games for College of the Siskiyous. Coming up were four baseball and softball games, as well. ED Petrick had been approached again by First 5 Siskiyou about the possibility of creating six 30-second PSAs, but it was unclear if their deadline could be met. The first episode of a new series, Thrive, had been recorded, and the first episode of a second series, Jimmy Limo, had been submitted by a new producer. ED Petrick and Shareen Strauss were now meeting every

Wednesday ahead of the recording of new episodes of INSIDE SISKIYOU in the hopes of reducing the production time on Thursdays. This would also allow for time for the interns to learn vMix on Thursdays. A new producer, Gillian Delabar, intended to produce a new yoga program, and ED Petrick was also recruiting her as a backup anchor and possibly director for INSIDE SISKIYOU. TA McAdams planned to visit on the week of the 25th to assist ED Petrick in the production of the new COS graduation video, which would premiere on May 21st. TA McAdams would also assist COS with its transition to a new wireless internet system, which necessitated adjustments to SMC's broadcast servers on their campus. This would result in a temporary interruption of broadcast. Telvue's tech support offered to help despite SMC's equipment no longer being covered, with the understanding that SMC would soon update to newer equipment.

VII. Program Director Report

PD Sullivan reported that broadcast had been proceeding smoothly. Due to the increase in the number of videos being produced and submitted, PD Sullivan intended to spend some time in the office every Monday to ensure that everything is uploaded, distributed, archived, and promoted methodically. ED Petrick requested that the bulletins be updated with the latest information about local city governments, and perhaps in the inclusion in the bulletins of a broadcast schedule. PD Sullivan asked for some kind of sign-in sheet that documents each submission and provides useful data for the uploads.

VIII. Studio Director Report

SD Tomlinson was not in attendance. ED Petrick cited SD Tomlinson's heavy workload and was grateful for his hard work.

IX. OLD BUSINESS

A. Discussion: Mt. Shasta, Weed, Dunsmuir, Yreka Contracts

ED Petrick requested an update from Director Dinges about the Yreka contract. Director Dinges informed the board that some changes were being made to the contract. ED Petrick had pointed out to the City of Weed that, since MCTV15 is technically owned by them, they have the right to a representative on SMC's board of directors. She suggested Tim Rundel, noting that his familiarity with film and television production made him ideal. ED Petrick felt that the previous contract for the City of Dunsmuir was not robust enough, and intended to create similar, thorough contracts similar to those in the works for Yreka and Weed.

B. Discussion: Board of Supervisors and City Council Presentations

On April 6th, ED Petrick made a presentation to the County Board of Supervisors in which she requested \$15,000. However, prior to the meeting she was informed that their board was probably only able to award \$500. The presentation went well and the board wished SMC success. President LaRue added that the board was aware of having supported SMC in the past and voiced an intention to continue to do so in the future. ED Petrick had been invited to give a similar presentation to the cities of Yreka and Weed.

X. NEW BUSINESS

A. Discussion and Possible Action: Purchase/Lease New Servers

ED Petrick had submitted an application for a grant from the McConnell Foundation to cover the cost of new broadcast servers from Telvue. TA McAdams contributed a \$3,000 in-kind donation consisting of time and travel expenses for the installation. A lease was discussed, but determined to be a less desirable option than outright purchase.

B. Discussion: Future Planning and Goals

Director Dinges voiced his approval for ED Patrick's performance as Executive Director and the board agreed that it was in SMC's best interests for her to continue indefinitely. Director Cleland discussed several upcoming events that might benefit from promotion by the SMC, including the Art of Survival bicycle ride in Tulelake.

XI. Calendar: Discussion and Set Dates on Google Calendar

XII. Round Table Discussion for Next Agenda

XIII. Meeting was called to adjourn by Board Pres. LaRue at 7:18 PM.

Respectfully Submitted by
Elijah Sullivan
Program Director/Acting Recording Secretary

Next SMC Board Meeting: April 11th at 6:00PM, 2021 — Zoom or Office.