

SISKIYOU MEDIA COUNCIL
Board of Directors
Regular Meeting Minutes for 7/9/2020
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM

I. Meeting called to order by Pres. Dinges at 9:23 am

II. Roll Call:

Board Present: President Richard Dinges, Director Rennie Cleland,
Director Jeremiah Larue

Staff Present: Executive Director Elijah Sullivan, Artistic Adviser Paris Petrick

Absent: Director Anna Guzman, Studio Manager John Tomlinson,
Technical Adviser Dave McAdams, Graphics Director Dylan Paoli

III. Approval of the Agenda:

Director Cleland moved to approve, seconded by Director Larue.

IV. Approval of the 5/21/2020 and 6/11/2020 minutes:

Director Larue moved to approve, seconded by Director Cleland.

V. Public Comments:

Producer Therese Swenson again requested (via email) that our stations broadcast Democracy Now. After consideration, President Dinges and Director Cleland voiced their disapproval due to the show's known liberal political focus and concern that this would open the door to politicising the stations' content. President Dinges stated that he would rather we focus on local news. ED Sullivan and AA Petrick pointed out that Swenson had expressed a desire for us to air Democracy Now during her time slot in lieu of her own show, and they were not certain if that was something they were in a position to deny. AA Petrick pointed out that this would have the benefit of distancing SMC from having responsibility from Democracy Now's political position. The matter was tabled for later discussion to give time for the rest of the board and ED Sullivan to conduct some research. AA Petrick also informed the board that SMC did not receive the McConnell grant we had applied for earlier in the year. She also reminded us that it was time to sign up for this year's North State Giving Tuesday event, proposed that we do another telethon, and offered to attend the workshops with ED Sullivan.

VI. Financial Reports:

President Dinges reported that SMC had about \$2,000 in the bank, at that moment, with some invoices yet to pay. He stressed the importance of increased revenue and his desire to begin pursuing contracts from Roseburg and Crystal Geyser. AA Petrick had already met with a rep from the latter and had a commitment for a \$5,000 contract to create a promo. President Dinges also proposed pursuing a contract with the City of Weed to create a general promo for the city. Current expenditures exceed our income, and expenditures will increase when ED Sullivan becomes a full employee, necessitating that SMC increase its income. Expenditures

for the fiscal year ending in May were \$39,000. Income totalled \$31,900. President Dinges would send out profit and loss reports shortly. Approval of the two months was tabled for the next meeting.

VII. Executive Director Report:

ED Sullivan made contact with Diane Churchill, who unfortunately is no longer accepting clients. AA Petrick pointed out that Churchill said the same thing last time and was talked into reconsidering. President Dinges also had another person in mind who could provide the same service and would make an inquiry. ED Sullivan met with President Dinges earlier in the month to begin keeping track of the finances. ED Sullivan and AA Petrick discussed approaches for creating the COS promo. Dawnie was insisting on AA Petrick creating the promo, and AA Petrick requested a group effort to support her. The promo would be shot piecemeal over the next year. ED Sullivan was working to review old policy documents to prepare for the creation of a new handbook.

VIII. Program Director Report:

PD Sullivan worked with Mark from customer service at Telvue to resolve an issue with the server that was resulting in delays to the uploads. The issue was resolved and operation had been smooth since then, but Mark cautioned PD Sullivan that issues would continue to mount since our servers were not designed to interface with Connect. PD Sullivan reported that the City of Yreka had not submitted any city council meeting recordings since March. He contacted their city clerk and was told they had been meeting via Zoom and no one had expressed any interest in recording those meetings. President Dinges proposed drafting letters to the city manager and the mayor of Yreka so that there is a record that we attempted to fulfill our contract and were declined. PD Sullivan was also working on a side project to upload archiving videos onto YouTube.

IX. Studio Manager Report:

SM Tomlinson was absent.

X. Old Business:

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

President Dinges said that the contracts need to be updated, which he is working on. He also had not heard back from Bruce Pope from the City of Mt. Shasta regarding their contract, leading him to suspect that the contract is in limbo due to heavy budget shortfalls during the pandemic. President Dinges believed that Yreka, Weed, and Dunsmuir were certain to sign, but Mt. Shasta appeared to be up in the air.

B. Discussion and Possible Action: Clay St. Studio Building

President Dinges had reason to believe the building would soon be available due to legal and financial issues surrounding the property. President Dinges was keeping an eye on the situation. In the meantime, he thought it would be best to work on increasing

income and preparing different financing options, such as grants or loans, to purchase the building should it suddenly become available.

C. Discussion and Possible Action: Recording Board of Supervisors Meetings

President Dinges and Director Cleland believed there was interest from the board to permit us to broadcast their meetings and that it was time to arrange a meeting. President Dinges decided to set a meeting with Lisa Nixon, to be attended by some combination of President Dinges, Director Cleland, ED Sullivan, and/or AA Petrick.

XI. New Business:

A. Discussion and Possible Action: Annual Approval of Policy

ED Sullivan was preparing a new draft of SMC policies which are meant to be renewed every year. Current policies are out of date and require review. As the new draft was not yet ready, this item was continued to the next meeting.

B. Discussion and Possible Action: 2020-2021 Annual Budget

President Dinges reviewed the old budget and noted that we had fallen approximately \$20,000 short of the goal. President Dinges said he would revise the old budget and show it to ED Sullivan to discuss financial options.

C. Discussion and Possible Action: Transitioning Away from Cable

In response to the news that Northland Cable might be packing up shop, the board discussed the need to transition away from traditional television broadcast and focus increasingly on internet distribution, particularly technology such as Roku apps. ED Petrick stressed that this should happen immediately, starting by meeting with Vince Reinig of Northland Cable to answer some questions about the transition timeline. She also recommended that ED Sullivan contact other public access TV stations in the area to see what they are planning. ED Sullivan began exploring options to create a Roku app aside from paying Telvue \$3,000.

XII. TA McAdams set Google Calendar date for the next meeting on August 13th, 2020, at 9:00AM, via Zoom.

XIII. Round Table Discussion for Next Agenda: Director Cleland suggested partnering with federal agencies such as the U.S. Forest Service, as they tend to be more flush with funding and SMC has value to them. Director Cleland agreed to set up some meetings with various local federal entities. Director Cleland also extended an invitation for someone from the SMC to attend an open house to celebrate the completion of an addition to the Butte Valley Community Center.

**XIV. The Meeting was Called to Adjourn By Board President Dinges
Adjourn time: 10:45AM**

Respectfully submitted,
Elijah Sullivan
Acting Recording Secretary