

**SISKIYOU MEDIA COUNCIL**  
**Board of Directors**  
**Regular Meeting Minutes for 8/13/2020**  
**SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM**

- I. **Meeting called to order by Pres. Dinges at 9:17 am**
  
- II. **Roll Call:**  
**Board Present:** President Richard Dinges, Director Rennie Cleland, Director Jeremiah LaRue, Director Anna Guzman  
**Staff Present:** Executive Director Elijah Sullivan, Studio Manager John Tomlinson, Artistic Adviser Paris Petrick, Technical Adviser Dave McAdams  
**Absent:** Graphics Director Dylan Paoli
  
- III. **Approval of the Agenda:** Director Cleland moved, seconded by Director LaRue. Ayes: all in favor. Nos: none.
  
- IV. **Approval of the 7/9/2020 minutes:** President Dinges motioned to approve, and was seconded by Director LaRue. Ayes: all in favor. Nos: none.
  
- V. **Public Comments:** AA Petrick entered into record that producer Therese Swenson objected to the YouTube recommending videos by Fox News, CNN, etc. in association with SMC videos when the board had rejected requests to air news show Democracy Now. AA Petrick was able to explain to her that SMC had no control over what videos YouTube recommends but assured her that SMC had decided to begin showing Democracy Now in her time slots, as she requested. TA McAdams advised how to use Google Ads to disable ads of a political nature.
  
- VI. **Financial Reports:** President Dinges sent Profit & Loss reports to ED Sullivan, who did not distribute the reports to the board in time for approval. President Dinges reported a year-to-date net income of \$17,046.35, \$13,200 of which came from College of the Siskiyous. President Dinges reported one discrepancy which appeared to show that one of ED Sullivan's checks went through twice. President Dinges believed it was due to the check bouncing the same day funds were added, after which the check went through once, and then again when the check was resubmitted. President Dinges had to do a journal entry to balance the books. While President Dinges believed there was enough money in the bank for now, he wanted to continue to pursue the other accounts, including \$5,000 he expected from Crystal Geysler and \$10,000 he believed he could get from James at Roseberg. President Dinges promised to send out the P&L reports to the board and leave the computer with the books at the office from now on for ED Sullivan to assume responsibility of. Director LaRue motioned to table the approval of the financials until the next meeting, and was seconded by Director Guzman on the grounds that they had not viewed the financials. Ayes: all in favor. Nos: none.

**VII. Executive Director Report:** ED Sullivan reported that he had sent letters to the mayor and city manager of Yreka at the request of President Dinges, asking that we be allowed to record their Zoom meetings in order to create a record that we had attempted to fulfill our contract. A couple weeks had passed without response. ED Sullivan reported that the first Zoom meeting with representatives of the County Board of Supervisors was a big success. He also followed up on a rumor that SMC still had archival videos stored in Yreka, with no success. President Dinges believed that Greg Messer had completely cleaned out the old storage shed and given away the contents. ED Sullivan expressed his intentions to contact Messer to attempt to track down the contents of the storage shed. TA McAdams added that he had experience digitizing old video tapes and ED Sullivan was interested in purchasing the necessary equipment.

**VIII. Program Director Report:** PD Sullivan reported spending a significant amount of time organizing and archiving the SMC's collection of videos, most of which were not available online. In recent weeks PD Sullivan copied dozens of videos to archive digitally on hard drives, and also made them available on YouTube. He was attempting to post one video to YouTube each day to grow the online audience. The SMC's Facebook page received a huge increase in attention, resulting in many more "likes", subscriptions to the YouTube channel, and engagement from viewers. ED Sullivan will continue to seek out recordings of old shows for preservation. ED Sullivan also reported that things were going smoothly with the Weed meetings again. He had even convinced 22ave to submit meetings from the Weed Planning Commission in response to a request from a member of the public. President Dinges and ED Sullivan discussed setting a date to meet with Vince Reinig at the Weed council chambers to see if the necessary equipment existed for live broadcasts. TD McAdams added that he was aware that 22ave had contacted Reinig about using the live broadcast equipment but never received a response.

**IX. Studio Manager Report:** SM Tomlinson reported that regular Sunday recording sessions were continuing with Swenson, Arthur Aday, and Andree Morgana. However, the studio equipment was continuing to experience intermittent issues that were making the sessions a frustrating experience for him.

**X. News Director Report:** ND Petrick reported that she was remaining as news producer because Bett Peterson had been forced to back out due to other commitments. ND Petrick recognized that regular news broadcasts were an important way to make more members of the public tune into the SMC. ND Petrick and President Dinges were exploring ways to use the news to secure funding, including asking Crystal Geyser to increase their pledge to \$10,000 and become a credited news sponsor. ND Petrick pitched a new version of the news. She explained that Inside Siskiyou was a cute little program, but unfortunately the community reporters were not stepping up to the task of reporting the news in their communities, opting instead to do "cute" pieces that are not newsworthy. ND Petrick instead proposed a weekly news program to air on Fridays or Saturdays that provided a "wrapup" of news in the county, hopefully anchored by Director LaRue. SM Tomlinson was already onboard. ND Petrick would

curate the news items personally, culled from multiple sources. Community reporters would contribute segments but not be expected to report all of the news from their beats, and not be expected to meet deadlines. She hoped to begin in the first week of September, and eventually grow the show into a daily program with rotating shows focusing on different communities.

**XI. Old Business:**

- A. Discussion and Possible Action: Annual Approval of Policy - Dinges, Cleland, LaRue, Guzman, Sullivan:** Board policies require annual approval, but ED Sullivan had not completed revisions in time and the board did not have copies for review. This item was tabled for a later meeting.
- B. Discussion and Possible Action: 2020-21 Budget - Dinges, Cleland, LaRue, Guzman, Sullivan:** President Dinges started a new budget based on the 2019 budget, which he would go over with ED Sullivan when time permitted before submitting to the board for approval. Director Guzman offered her help. TA McAdams also advised that we create a five-year plan to budget for equipment replacement. He also advised the board that the website contained unlisted documents that listed the old sponsors, which could be used for ideas of contracts to pursue.

**XII. New Business:**

- A. Discussion and Action: Status of Executive Director Employment - Dinges, Cleland, LaRue, Guzman:** President Dinges informed the board that he would like for the next meeting to have an agenda item to add ED Sullivan to the new Mechanics Bank account. He also asked to set up a special personnel meeting of board members only to discuss how they would proceed with having ED Sullivan as an employee. President Dinges said he would draft a contract, discuss it with ED Sullivan, and make a final decision on how to proceed at the next board meeting.
- B. Discussion and Possible Action: New Computer for Editing - Sullivan, Petrick, Tomlinson, McAdams:** ED Sullivan informed the board that AA Petrick was having immense difficulty editing the news together owing to the fact that the editing computer was obsolete. The latest video formats used by community reporters' phones were not running well, and in many cases not running at all, on the old computer. TA McAdams had already begun research and made a purchase recommendation. Because the final cost was unknown, and the purchase was urgent, ED Sullivan requested approval from the board to make the purchase under a certain limit. AA Petrick requested \$2,000, with the expectation that significantly less would be spent. President Dinges motioned to approve, seconded by Director Guzman. Ayes: all in favor. Nos: none. President Dinges asked for an itemized purchase order before the final purchase was made. ED Sullivan, AA Petrick, SM Tomlinson, and TD McAdams committed to meet separately to work out the specifics.

**XIII. TA McAdams set Google Calendar date for the next meeting on September 10, 2020, at 9:00AM, via Zoom.**

**XIV. Round Table Discussion for Next Agenda:** The board decided to meet on August 27th at 5:30pm to discuss the options for ED Sullivan's employment. Also discussed was the meeting with Lisa Nixon and Nancy Ogren from the County Board of Supervisors later that same day to begin discussions about broadcasting their public meetings and partnering for emergency broadcasts.

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

Respectfully submitted,

Elijah Sullivan  
Acting Recording Secretary