

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 3/9/2021
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM

I. Call to order by Pres. Jeremiah LaRue at 6:02 PM.

II. Roll Call and Approval of the Agenda

Board Present

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

Staff Present

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

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

III. Board Member Announcements

Director Dinges reported that he was in the process of redoing Yreka's contract, expecting to have it out to the attorney the following day (3/10/2021) and finished by the end of the week.

IV: Consent Agenda

Regular Minutes: January 2021

Acting Recording Secretary Sullivan reported difficulty with the minutes, having received the January recording in an unusable file format and not having received the February recording at all. TA McAdams offered to convert the January file recording. Approval of the minutes was continued to the next meeting.

Financial status update

Director Dinges had no report to submit, but expected to have up-to-date reports for the next meeting.

V. Public Comment

none

VI. Executive Director Report

ED Petrick said she had aired her concerns at the special meeting the previous day, and appreciated the board for stepping up. ED Petrick reported that the meeting between SMC and City of Yreka representatives was successful, in that Yreka was interested in the renewed contract that Director Dinges is writing. They asked that ED Petrick make a presentation to their council in May prior to approval. ED Petrick was also in discussions with the Community Foundation regarding emergency funding for SMC. ED Petrick was going to spend the next week working on a McConnell Foundation grant for equipment. They offer up to \$50,000 and the SMC is in need of approximately \$23,000 to upgrade its servers. ED Petrick reported that they had still not had a successful test with the new technology COS would be using for its sports events, called Presto, which is used to sell tickets for live streams. The first event would be a basketball match on March 26th, giving SMC time to work out the kinks and undergo COVID testing. INSIDE SISKIYOU is continuing successfully, with an estimated 4,000 online views per episode and very high user retention.

VII. Program Director Report

PD Sullivan reported equipment failure on one of the servers. Fortunately tech support at Telvue was able to confirm that the hardware in question was not essential to broadcast and could be removed without issue. PD Sullivan was continuing to record and post the meetings of the Dunsmuir City Council, and made sure that the most recent city council meetings from each city were prominently displayed on SMC's VOD page. (Previously, videos were rotated out after one year, leading to Yreka and Mt. Shasta meetings to not be displayed.) PD Sullivan reminded that board that March 13th was the last day that Telvue would be providing tech support for the B100 generation of hardware. He also spent time preparing the rollout of a new series called Shasta Stories by local filmmaker Autie Carlisle. PD Sullivan also mentioned that Arthur Aday had relayed community feedback that some of his shows were playing without sound. ED Petrick explained that the latest theory had to do with overheating equipment, since the audio dropouts only occurred with TV broadcasts and were sporadic.

VIII. Studio Director Report

SD Tomlinson announced that vaccinations were allowing for the studio to reopen, with about five active producers initially. Producer Tim Harris delivered about three hours of music performances for broadcast, and Brian Shirley had pitched a new show of his own, a survival series titled Thrive, which he would like to syndicate.

IX. OLD BUSINESS

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

ED Petrick was unsure of the status of Weed and Yreka, since both had stopped making payments. The previous Mt. Shasta contract required an official letter to declare the end of the contract, which was never received, and it is unclear where they currently stand. ED Petrick called for careful stewardship of these contracts by the board to restore SMC's relationships with the cities.

B. Discussion and Possible Action: Due Diligence Bookkeeping

Director Dinges reported meeting with Director Guzman and Ruth that day. Ruth was expected to return with proposals for three different potential levels of involvement from her company. Director Dinges expected to hear back from her within 2-3 days, at which point a special meeting of the board might be necessary to discuss their offer. Ruth would spend the first few months straightening out the books and making sure everything was set up correctly going forward, at which point Director Guzman might assume the duties. Director Guzman added that SMC's Tri Counties Bank card had expired, and asked the board's permission to pay to print up a new card at Mechanics Bank in her name with which she could order new checks for SMC. Director Guzman made the motion, seconded by Director Dinges.

Ayes: all in favor. Nos: none.

X. NEW BUSINESS

A. Discussion: Board of Supervisors and City Council Presentations

ED Petrick intended to go before the County Board of Supervisors in April to ask for funding, and was working on a video promo that she would present to all of the cities.

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

TA McAdams requested a list of recommended equipment purchases from Telvue that would update the servers to current requirements. The total cost to upgrade all broadcast equipment for both MCTV15 and YCTV4 was estimated to be \$23,000. ED Petrick added that this new equipment would allow for live transmission of Yreka and Weed City Council

meetings and potentially for emergency broadcasts and telethons, as well. ED Petrick was exploring options to secure a loan, which would be interest-free if SMC received a grant that allowed them to pay off the loan immediately. ED Petrick intended to send out additional information that she wanted the board to consider before deciding. Director Dinges added that a secured lease would require two board members to personally sign the lease, and he would recommend sticking with grants or possibly find someone who would make a loan to the corporation, instead. ED Petrick agreed.

C. Discussion and Possible Action: Zoom Meeting Account

ED Petrick was considering a pro account for Zoom meetings, but since money was tight, had decided that this was not the right time for this request.

D. Discussion: Future Planning and Goals

President LaRue proposed the creation of a video or some kind of viewer survey to ask the public what kind of content they would like to see on SMC channels. TA McAdams was already developing a Facebook survey for this purpose.

XI. Calendar: Discussion and set dates on Google Calendar

TA McAdams shared a Google calendar for the SMC. He has already put the Next Board Meeting into the calendar: Tuesday, April 13th, 6:00 PM.

XII. Round Table Discussion for next Agenda

ED Petrick notified the board that someone would be required to be physically present at Dunsmuir City Council meetings when they resumed in-person meetings in the coming months. ED Petrick also wanted to make sure that the next meeting included status updates regarding city contracts. Director Guzman advised having the necessary information provided for Ruth. Director Quick was interested in touring the station, as well as organizing police reports for the SMC to broadcast.

XIII. Meeting was called to Adjourn by Board Pres. LaRue.

Adjourn time 6:42 PM

Respectfully Submitted by

Elijah Sullivan

Program Director/Acting Recording Secretary

Next SMC Board Meeting: Tuesday, April 13th, 2021