

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 7/13/2021
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 6:00 PM

I. Call to order by Pres. Jeremiah LaRue at 6:05 PM.

II. Roll Call and Approval of the Agenda

Board Present

President Jeremiah LaRue, Director Richard Dinges, Director Rennie Cleland

Staff Present

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

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

III. Board Member Announcements

Director Dinges reported the cancellation of Weed's 2021 Carnevale. Some of the events were instead combined with the annual car show. Director Cleland reported some progress on a substantial grant to build a public community center and park in Dorris. Director Dinges also mentioned that speleologists were interested in having an event filmed locally. President LaRue updated the board on the status of the Lava Fire and the successful evacuations, including successful and effective messages from the SMC.

IV: Consent Agenda

Regular Minutes: May 2021 Minutes

Director Dinges made a motion to continue this item to the next meeting, seconded by Director Cleland. **Ayes: all in favor. Nos: none.**

Financial status update

Bookkeeper Jeannine Greenslade presented the balance sheet and income statement. The total amount of cash at the end of June was \$3,964.40. ED Petrick had questions about a couple of Adobe subscriptions and McAfee that were monthly expenses that came directly from the bank account. These were no longer necessary but it was unclear how to cancel them since the passwords were not at the office. Director Dinges said he would look around for the passwords. Greenslade reported that the financials were ready to be sent to the accountant for review and for taxes to be filed as soon as she was put in touch with them.

Director Dinges motioned to approve the report, seconded by Director Cleland.

Ayes: all in favor. Nos: none.

V. Public Comment

TA McAdams reported that he started an Instagram account for SMC which was already gaining followers and possible volunteers for the news program. He also mentioned that SMC was in possession of some valuable equipment that was not being used and could be resold, possibly to help fund the new servers.

VI. Executive Director Report

ED Petrick and TA McAdams reorganized and cleaned the studio in order to host an open house, which was a success. ED Petrick also reported the completion of the MakerSpace video for College of the Siskiyous, which required arduous editing from TA McAdams to create the final video from 18 hours of raw footage and netted SMC an additional \$1,000. SMC's two interns completed their program, although one of them was interested in

continuing and had also put ED Petrick in contact with a television provider who served the outlying communities. This provider, Root Automation, is interested in working with SMC to expand the reach of SMC's broadcasts. SMC also has one new intern who has already begun helping with the news. The front page of the SMC website now has a donate button, ED Petrick reported, for which she thank TA McAdams. At SD Tomlinson's suggestion, ED Petrick donated \$100 in SMC's name to a fund for Oceana. ED Petrick reported that the Yreka contract was signed for \$5,800/year. The Weed contract was also signed and went from \$2,600/year to \$4,000/year. It was previously based on franchise fees, but due to declining fees, ED Petrick requested a flat amount, instead. Suzanne Clark, newly in charge of the COS adult education program, offered help to SMC and suggested that SMC move into podcasting in collaboration with the college. COS would fund the purchase of the equipment, which would be set up at SMC. Dustin Woods offered to work with SMC to teach and produce podcasting. ED Petrick is asking \$20,000 from Crystal Geyser and is working on a new promo for them. In order to increase the size of the SMC staff, ED Petrick reported that she has begun discussions with Austin Toney, assistant director of student housing as COS, to create a club for COS students to participate in SMC productions.

VII. Program Director Report

PD Sullivan reported occasional issues with the servers distributing videos properly, and that Weed City Council videos had not been shared by the company recording them for quite some time.

VIII. Studio Director Report

SD Tomlinson reported little studio activity as most producers had cancelled their sessions due to fire/smoke, holidays, and COVID-19. No restrictions were currently in effect for studio production regarding COVID-19. The board discussed the progress of training various other staff members and volunteers as alternates for SD Tomlinson for running productions, and the creation of training videos. The obstacle was the complexity of the studio editing software compared to traditional public access television equipment.

IX. OLD BUSINESS

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

ED Petrick reported that Director Kylan Quick had approached Mt. Shasta City Manager Bruce Pope to urge him to contact ED Petrick after many, many overtures had gone unanswered. Despite promising to call, he never did. Now Mt. Shasta City has a new manager, who ED Petrick intended to contact once the dust had settled. The issue is that Mt. Shasta City engaged the services of Greg Messer privately to record and upload city meetings, which was a breach of the existing contract that SMC had with the City which required 60-day written notice in order to cancel. Rather than demand overdue payments, ED Petrick only wanted the City to honor the contract going forward. The Dunsmuir contract was a matter of debate between ED Petrick and Director Dinges. ED Petrick argued that Dunsmuir was being charged more than other cities when factoring in that SMC provides fewer services and does not operate a channel for them as with Yreka and YCTV or Weed with MCTV15. ED Petrick was no comfortable charging them more and wanted to reduce the amount requested in the new contract. Director Dinges believed it was prudent to continue to charge them the current amount, or reduce it slightly since SMC no longer records in person, but not reduce by the amount that ED Petrick was proposing (from \$5,800 to \$3,000). They debated the responses of city managers when they learn from other cities that they were paying different amounts for different levels of services. Director Dinges believed other cities would be upset if they learned Dunsmuir was paying less. ED Petrick thought Dunsmuir would be offended to have to pay the same amount for fewer services. It is important to ED Petrick that Dunsmuir perceive her as fair and trustworthy. Director Dinges suggested that we offer them an additional service (recording Planning Commission meetings) to make up for the added cost.

B. Discussion: Mechanics Bank

The board agreed to draft a letter to close the account at Mechanics Bank.

X. NEW BUSINESS

A. Discussion and Possible Action: New Budget

Greenslade presented a draft for the new budget which was created in collaboration with ED Petrick, based on Director Dinges' previous budget. ED Petrick noted that more funds from new accounts were probably coming, but were not included in the budget because they were not finalized (specifically mentioning the Dunsmuir contract, which was not finalized and the dollar amount was still being discussed). However, she believed the budget was as clear as possible at this point in time. Greenslade noted that the largest expense was rent and utilities for the office spaces (which was expected to go up in July). Greenslade informed the board that the budget did not balance, showing a deficit of approx. \$10,000. This was based on the assumption that new servers would be purchased with assistance from Crystal Geysler. If this did not happen, the deficit would only be \$7,000, approx. They emphasized that this was a draft of a barebones budget and only a guideline. Approval of the budget was continued to the next meeting.

B. Discussion and Possible Action: Funding Ideas

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

D. Discussion and Possible Action: Continued Rent - Second Office Space

E. Discussion: Siskiyou Golden Fair

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 8:35 PM.

Respectfully submitted by
Elijah Sullivan
Program Director/Acting Recording Secretary

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