

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 8/17/2021
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 6:00 PM

I. Call to order by Pres. Jeremiah LaRue at 6:07 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 reminded the board about Weed's upcoming events, including the annual car show. Director Cleland reported on the status of fires surrounding Dorris. Director Cleland also requested some exposure for the Volcanic Scenic Byway and their partners, including a company that had donated palettes of energy bars to be distributed on the nation's scenic byways. Director Cleland had hopes that local organizations would work together to make big things happen in the future for the county. President LaRue reported on fires around the county and the emergency measures being implemented in response to them.

IV: Consent Agenda

Regular Minutes: June and July 2021 Minutes

Acting Recording Secretary Sullivan informed the board that part of the July meeting was not recorded due to technical issues. As a result, the July minutes were missing the last few agenda items. The July minutes were tabled. Director Dinges motioned to approve the June minutes, seconded by Director Cleland. **Ayes: all in favor. Nos: none.**

Financial status update

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

V. Public Comment

Producer Therese Swenson inquired about the feasibility of broadcasting or recording Dunsmuir's DPAC meetings. ED Petrick agreed to air them if a recording was made. Swenson also reminded the board that SMC's channels used to be displayed on TV screens in the COS student lobby/cafeteria, and suggested that this policy be resumed. Swenson also requested that SMC's channels display schedules for the homebound. Swenson also suggested a student showcase for late-night broadcast, and a postcard/ mailer campaign to increase membership.

VI. Executive Director Report

ED Petrick reported that she was working with Suzanne Clark at COS to create production and podcasting courses, with the first non-credit course coming soon, which she saw as a pathway to moving onto the campus. ED Petrick was arranging for podcasting equipment to allow for SMC to begin recording and distributing podcasts. TA McAdams and three other individuals had volunteered to teach the podcasting course. Two COS students expressed interest in joining an SMC club, which made it possible to go forward with

creating one. ED Petrick thanked Director Dinges, Director Cleland, SD Tomlinson, and producer Dustin Wood for volunteering operate the SMC booth at the Siskiyou Golden Fair. Wood got 30 festival-goers to record testimonials in the booth in the day he was there. Producer Arthur Aday also spent a day in the booth helping SD Tomlinson. This led to ED Petrick making contact with a representative from a nonprofit called Stable Hands, who decided to become SMC members. This representative later met with ED Petrick about membership and creating a promo, and was considering her own producer membership to create her own poetry and country music videos. The marketing director of Rain Rock Casino was also interested in the casino become a member or a partner. ED Petrick was also working with Dustin Woods to help him create a full-length standup comedy special which would film on October 9th at COS. From December 14th-21st ED Petrick would also be organizing a shoot for a short film written by Woods. ED Petrick submitted a proposal to Crystal Geysler, and planned to submit similar ones to Roseburg, Fairfield Medical Center, and Discovery Siskiyou asking for funds in return for services. COS had also announced that it would be resuming sports events beginning September 4th, with SMC contracted to record every home football game. ED Petrick also closed the existing, unused Tri Counties Bank credit card and issued a new one for ED Patrick's use.

VII. Program Director Report

PD Sullivan reported an unusually busy month for video uploads (31 in total). Much of this was due to the City of Yreka catching up with unaired council meetings. Combined with new meetings, 17 in total from Yreka. 22ave finally responded to his requests for recent recordings of Weed's council meetings, after months of not submitting or responding.

VIII. Studio Director Report

SD Tomlinson reported that everything was "business as usual" at the studio. They were closed for production the week of the Siskiyou Golden Fair.

IX. OLD BUSINESS

A. Discussion and Possible Action: Website/Silver Rockets

ED Petrick was surprised to receive an invoice from Silver Rockets for two years of site maintenance (about \$480 all together). The website had never been finished to begin with, and no significant work had been done on it during those two years. Since this was not agreed to by ED Petrick, and so TA McAdams locked Silver Rockets out of the website. ED Petrick asked for the board's approval to write a letter to Silver Rockets informing them of her intention not to pa. President LaRue made a motion to approve, seconded by Director Cleland.

Ayes: all in favor. Nos: none.

B. Discussion and Possible Action: Board Meeting Time/Day

Due to the irregular meeting times in recent months, ED Petrick surveyed the board and staff to create a regular meeting schedule. It was decided to return to meeting the second Tuesday of every month at 6PM.

X. NEW BUSINESS

A. Discussion and Possible Action: Purchase 2 Creative Cloud Accounts

Due to increased need, such as ED Petrick and TA McAdams often needing to edit from home, ED Petrick believed it necessary to purchase two Creative Cloud licenses that could float between various users. Each license allowed for two locations, for a total of four, at \$60/month. Director Cleland made a motion to approve, seconded by Director Dinges.

Ayes: all in favor. Nos: none.

B. Discussion and Possible Action: New Lease for Office/Studio

Director Dinges was in possession of a pre-made one-year lease, but did not bring it to the meeting. ED Petrick was not in favor of signing a one-year lease since it was possible SMC would return to the COS campus in January 2022. She also noted that rent had increased that month from \$850 to \$900. Director Dinges was in favor of a longer lease (six months to a year) that was open-ended, for security. It was decided that Director Dinges would inquire about a shorter, open-ended lease and the discussion was then tabled to the next meeting.

C. Discussion and Possible Action: North State Giving Tuesday

ED Petrick had began the process of organizing a North State Giving Tuesday telethon. This year she intended to primarily pre-film, and was inviting local organizations to submit videos, and would periodically insert live-streamed segments.

XI. Calendar: Discussion and Set Dates on Google Calendar

XII. Round Table Discussion for Next Agenda

TA McAdams commended Director Cleland's earlier comments during the board member announcements about local organizations working together and suggested that these were the perfect opportunity for Director Cleland to promote SMC's service to those organizations. The board also extended its thanks to Anna Guzman, who recently resigned as a member of the SMC board. ED Petrick asked the board to please help recruit new members.

XIII. Meeting was called to adjourn by Board Pres. LaRue at 7:40PM.

Respectfully submitted by
Elijah Sullivan
Program Director/Acting Recording Secretary

Next SMC Board Meeting: September 14th at 6PM, 2021 — Zoom or Office.