

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 5/25/2021
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 6:00 PM

I. **Call to order** by Pres. Jeremiah LaRue at 6:00 PM.

II. **Roll Call and Approval of the Agenda**

Board Present

President Jeremiah LaRue, Director Richard Dinges, Director Kylan Quick

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 Quick.
Ayes: all in favor. Nos: none.

III. **Board Member Announcements**

Director Dinges suggested that SMC make an appearance at Weed Carnivale 2021.
Director Quick volunteered to help.

IV: **Consent Agenda**

Regular Minutes: March and April 2021 Minutes

Financial status update

Jeannine Greenslade created financial reports and sent them out to the board and staff.
The financial status of the organization was generally strong.

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

V. **Public Comment**

Therese Swenson asked ED Petrick to mention the upcoming Siskiyou Golden Fair and ask who will be volunteering for the booth.

VI. **Executive Director Report**

ED Petrick read an email from the new president of College of the Siskiyous regarding a possible move of SMC to their campus. The COS president and executive board were in agreement that it was a good idea. The problem, they say, is space. They would like to revisit the idea in early 2022. ED Petrick reported that the feature-length virtual graduation video created for College of the Siskiyous was successfully launched simultaneously on both channels along with Facebook and YouTube and was very well-received. Filmmaker Kevin Smith again provided an introduction, as he did in 2020. ED Petrick also billed COS for an additional \$1,000 for the creation of a MakerSpace video. City of Dunsmuir recently transitioned to "hybrid" meetings (both in person and on Zoom). TA McAdams assisted ED Petrick in a last-minute technical solution to make this work, which included the purchase of a 65" television for the City of Dunsmuir by ED Petrick and TA McAdams out of their own pocket (to be reimbursed by the city). Parts and labor were compliments of SMC in appreciation for their support of public access television. The City of Dunsmuir was grateful for the assistance. ED Petrick took the opportunity to use the most recent episode of INSIDE SISKIYOU to make a direct plea to the people of Siskiyou County to support public access television.

VII. **Program Director Report**

PD Sullivan reported that the channels were mostly operation smoothly. He did run into a login issue with WEBUS, which plays the channel's bulletins, which can only be resolved through customer support from Telvue. However, Telvue support for this device has expired. The Chromebook PD Sullivan inherited from the former PD has started to "forget" stored passwords such as the one for WEBUS and for one of the two stations, necessitating him to need to use another computer to program one of the channels. The WEBUS password does not seem to have been written down anywhere by prior administrations. TA McAdams suggested searching the WEBUS documents on the shelf at work or asking the previous PD for help. TA McAdams also reminded him of an instance in which COS updated its IP address and broadcast was temporarily disrupted. The issue was resolved to the satisfaction of both SMC and COS.

VIII. Studio Director Report

SD Tomlinson has made some improvements to the studio setups, including a new monitor setup for people in the studio. Currently he only schedules one producer in the schedule per week, but intends to up that multiple shoots per week in June. Producer Arthur Aday had an idea to approach local churches about establishing them as producers and broadcasting their services.

IX. OLD BUSINESS

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

ED Petrick and TA McAdams created new contracts for Yreka and Weed, and made two presentations before the City Council of Yreka to pitch the new agreement for \$5,800/year. The decision was postponed until the next meeting. ED Petrick also made a presentation to the City of Weed. Normally SMC would receive 25% of the city's franchise fees. However, the amount the city has collected in franchise fees has dropped 50% since 2012. SMC used to receive around \$5,000/year and now receives around \$2,500. ED Petrick asked for \$4,000, which they are considering. Yreka and Weed both request Word documents of the contracts for their lawyers to revise. ED Petrick profusely thank TA McAdams for his tireless efforts in helping to create these new contracts. Mt. Shasta City is getting a new city clerk, who ED Petrick will approach as soon as possible.

B. Discussion: Board of Supervisors and City Council Presentations

ED Petrick asked that the board revisit the idea of requesting funds from the County Board of Supervisors given that they recently received a multimillion dollar grant. The Board of Supervisors used to contribute \$15,000 to SMC each year. Last time they only gave \$500, citing funding issues.

X. NEW BUSINESS

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

Director Dinges informed the board that it turns out that 501(c)3 organizations cannot allow their board officers to sign the type of lease that Telvue proposed (making members liable rather than SMC). Director Dinges contacted Telvue's CFO to propose other ideas, such as Telvue donated servers and using it as a tax writeoff. Director Dinges requested a bill sheet. He also received another proposal which was also very expensive.

B. Continued rent second office space

President LaRue made a motion to continue this item to the next meeting. The motion was seconded by Director Dinges. Ayes: all in favor. Nos: none.

C. Discussion: Future Planning and Goals

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 6:40 PM.

Respectfully Submitted by

Elijah Sullivan

Program Director/Acting Recording Secretary

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