

SISKIYOU MEDIA COUNCIL
Board of Directors
Regular Meeting Minutes for 6/11/2020
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM

- I. **Meeting called to order by Pres. Dinges at 9:20 am**

- II. **Roll Call:**
Board Present: President Richard Dinges, Director Rennie Cleland (via Zoom),
Director Jeremiah Larue
Staff Present: Executive Director Paris Petrick (via Zoom), Program Director Elijah
Sullivan, Studio Manager John Tomlinson, Tech. Adviser Dave McAdams (via Zoom)
Absent: Director Anna Guzman, Graphics Director Dylan Paoli

- III. **Approval of the Agenda:** Approval of the agenda was continued to the next meeting by
Pres. Dinges because not all board members had a chance to review it.

- IV. **Approval of the 5/21/2020 minutes:** Approval of the minutes was continued to the next
meeting by Pres. Dinges because not all members of the board had a chance to review them.

- V. **Public Comments:** Effusive praise was offered by members of the board and staff for
the quality of the COS graduation video. Pres. Dinges said he had heard numerous positive
comments from the public, and highlighted a call received from Santa Rosa praising the video
and wishing that their college had done their video the same way. Pres. Dinges thanked that
staff and crew for their hard work.

- VI. **Financial Reports:** Pres. Dinges reported completing the reconciliation, stating that the
SMC's financial situation is not looking as good as he wants, but that the accounts are balanced
and there is approximately \$1,200-\$1,300 in the bank. Pres. Dinges billed the City of Dunsmuir
and Dunsmuir High School the previous day. Approval of the report was carried over to the next
meeting by Pres. Dinges because he had not distributed copies to all members of the board.
Pres. Dinges apologized and promised to get the financial report to the board later that day.

- VII. **Executive Director Report:** ED Petrick reminded the board that this would be her final
Executive Director report, as she had stepped down on June 1st and PD Sullivan assumed the
role and would be participating in this report. ED Petrick described their four-hour transition
meeting as "beautiful", expressed her gratitude, and assured the board that they were "in good
hands". ED Petrick reported that May had been an extremely busy month, with the entire COS
graduation production occurring during that time. She described the amount of support received
as "awe-inspiring" and reported that COS had taken out an extremely flattering, quarter-page
thank you letter in local newspapers addressed to SMC, which she read to the board. On just
one platform, the video received 7,000 views, and thousands more on others. ED Petrick
thanked everyone who helped on the production, including TA McAdams, SD Tomlinson, GD

Paoli, and PD Sullivan. COS is interested in the possibility of selling DVD copies. ED Petrick also live-streamed and recorded the blessing of the Dunsmuir Community Garden for the Community Resource Center. The live stream wasn't very successful on account of poor internet speeds in Dunsmuir, but when uploaded later it quickly received over a 1,000 views. Later the same day, the Dunsmuir High School graduation ceremony, which already has over 3,000 views of its own. ED Petrick chose a new post-transition title: "Artistic Adviser/Community Outreach". After taking a short break, she intends to return to help produce content, bring in memberships, and record Dunsmuir City Council meetings. By mid-June we should know if we received the McConnell Foundation grant to purchase new equipment for the studio and news reporters. ED Petrick will meet with Bett Peterson and the other reporters soon. PD Sullivan thanked ED Petrick for her achievements in her role as Executive Director. PD Sullivan reported that he and SM Tomlinson had created and submitted the COVID-19 studio safety protocol requested by the board. Pres. Dinges added that he would be asking Director Guzman to take over the financial aspects of the Executive Director role, with Pres. Dinges and ED Petrick continuing to handle outreach until Pres. Dinges completed his tenure as Board President, indicating that this might occur soon, with Director Larue assuming that role. The paperwork to make PD Sullivan a full employee also remains to be done, as well as coming up with the money for his salary and staff salary. Pres. Dinges stated a goal of increasing production of new content.

VIII. Program Director Report: PD Sullivan reported an issue with the YCTV4 broadcasting equipment that had prevented any new uploads. After going back and forth with Telvue's technical support for several weeks, it was determined that the old equipment was not viable for longer videos and was nearing the end of its lifetime. Replacement equipment would be extremely expensive. ED Petrick reminded everyone that Vince Reinig at Northland Cable had told her, point blank, that cable television in Siskiyou County would soon disappear. SMC's contract with Telvue would last another 1-2 years, but does provide support for internet distribution. Reinig was not a fan of Telvue. ED Petrick suggested meeting with Reinig to discuss alternatives. After discussion, it was determined that SMC would focus on the internet as a distribution method and attempt to work around the limitations of current equipment.

IX. Studio Manager Report: SM Tomlinson reported equipment issues with recent productions like the two in Dunsmuir. New equipment is needed to improve frame-rate issues. He is also in favor of immediate reopening of the studio for producers to resume recording their shows before the second wave of pandemic closures occurs. Therese Swenson expressed interest in recording the following Sunday. Pres. Dinges and SM Tomlinson decided to have producers and their guests sign waivers, and Pres. Dinges said he would purchase sanitation supplies, masks, and a thermometer to check visitors. The board determined that the studio would begin normal operations on Sunday, June 14. SM Tomlinson and Pres. Dinges also suggested that PD Sullivan visit the stations in Ashland and Redding for research. Discussion also took place regarding a mobile production vehicle, recording Board of Supervisors meetings, and emergency broadcast preparedness. ED Petrick asked that PD Sullivan get us on the list to receive emergency announcements from the county.

X. Old Business:

- A. Discussion: McConnell Foundation Grant:** ED Petrick expects to hear back in mid-June and is working with TA McAdams to provide an updated purchase list for board approval.
- B. Discussion: Mt. Shasta, Weed, Dunsmuir, Yreka Contracts:** Pres. Dinges reported that contracts were ready to go out to Weed, Dunsmuir, and Mt. Shasta . Weed was interested in getting SMC to work with 22ave, the company they had contracted to record their meetings, in order to resume live broadcasts.

XI. New Business:

- A. COVID-19 Studio Protocols:** The board approved the reopening of the studio on June 21, 2020, adopting the safety protocols established by PD Sullivan and SM Tomlinson and waivers for the visitors.
- B. Discussion and Possible Action: Clay St. Studio Building:** Pres. Dinges discussed ways to finance the purchase of the building as a new headquarters and studio using grants from Crystal Geysers. We would work in conjunction with the City of Weed Chamber of Commerce, which is attempting to improve the city's economic situation through expanded use of properties in the downtown area. Pres. Dinges is already discussing this with the City of Weed, Council Member Ken Palfini, and Ed Valenzuela. McConnell grants and JEDI might also help with funding. Pres. Dinges wants to speak to Weed and perhaps have a council member present at the next meeting to discuss the status of the building.
- C. Discussion and Possible Action: Diane Churchill Accountant:** It was decided that Diane Churchill would do a monthly review of the financials to double-check the numbers. PD Sullivan will contact her.

XII. TA McAdams set Google Calendar date for the next meeting on July 9th, 2020, either via Zoom or at 616 S. Weed Blvd, Weed, CA, 96094, 9:00AM.

XIII. Round Table Discussion for Next Agenda: Director Cleland suggested that SMC highlight a program created by the county board of supervisors to feed economically depressed citizens. Still seeking approval to record County Board of Supervisors meetings. Pres. Dinges will contact Ed Valenzuela, possibly with PD Sullivan present.

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

Respectfully Submitted
Elijah Sullivan
Acting Recording Secretary