

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 10/13/2020
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM

I. Call to order by Pres. Richard Dinges. at 9:00 am

II. Roll Call and Approval of the Agenda -

Board Present: President Richard Dinges, Director Rennie Cleland, Director Anna Guzman, Director Jeremiah LaRue

Staff Present: Executive Director Elijah Sullivan, Studio Manager John Tomlinson, Technical Adviser Dave McAdams, Artistic Adviser Paris Petrick.

III. Approval of the Agenda:

IV. Approval of the 9/17/2020 minutes: Director LaRue moved to approve, seconded by Director Guzman. Ayes: all in favor. Nos: none.

V. Public Comments: TA McAdams detailed the various new equipment recently purchased for about \$2,100, bringing the purchases in under budget. The equipment was tested with the new software. A faulty port on one of the B-cameras was detected and is being repaired. President Dinges asked if the new equipment would be usable for the upcoming live stream of the Weed Candidates Night, which SMC had been contracted by the Weed Chamber of Commerce to broadcast. TA McAdams confirmed that the equipment could be used for that event. Director Guzman informed the board that there would be another city cleanup day in Weed, which she would try to record for the news report. Director Cleland reminded the board that a career technical adviser for the local school district had made inquiries about connecting SMC with student interns. President Dinges did ask them for more information and let them know that SMC was interested in talking more about it.

VI. Financial Reports: President Dinges had not received a financial report from ED Sullivan. ED Sullivan reported that he had not prepared a report, but that the situation had not changed substantially from the previous month. Regular bills had been paid, the approved equipment purchase was done under budget, and some checks had been received by the cities of Weed and Yreka, and a membership fee had been paid by Madrone Hospice. President Dinges suggested that Director Guzman prepare the financial reports as dictated by board policy.

Approval of the Financials: Continued to the next meeting.

VII. Executive Director Report: ED Sullivan reported that Madrone Hospice had paid the membership fee as the first step in contracting with SMC to create a virtual version of their annual Light Up a Life event in December. Youth Empowerment Siskiyou also wanted to create a promo for their organization, although ED Sullivan was unsure of a request they had made to see if SMC could post-date their invoice for their services. Much of ED Sullivan's office time was used in preparation for North State Giving Tuesday, for which application had been completed and approved.

VIII. Program Director Report: ED Sullivan reported that everything was operating normally aside from continuing intermittent sound issues that have yet to be diagnosed. MCTV15 occasionally loses and regains sound with no clear cause. Telvue warned that there would eventually be a need to upgrade the equipment, which would be expensive and possibly not worth the effort if SMC was already planning to transition away from broadcast television towards streaming and VOD. ED Sullivan was also continuing to digitize archival videos and post them online to keep social media engagement up.

IX. Studio Director Report: SD Tomlinson reported that the studio was still somewhat chaotic owing to the installation of the new studio setup, but the studio was working with only some fine-tuning remaining to be done. He was optimistic that studio work would resume either that Sunday or the following Sunday. Director LaRue said someone asked him why SMC doesn't do

more on Facebook. AA Petrick mentioned that SMC posts videos almost every day, and SD Tomlinson observed that SMC pages not controlled by SMC may be the cause of the complaint. TA McAdams advised that SMC regularly post reminders to Facebook followers not to visit the inactive pages.

X. News Director Report: ND Petrick started off with a shout out to TA McAdams for donating large amounts of his time and energy to helping with the studio upgrades and creation of the new studio space. Part of the new studio setup included reorganizing the space and a revised floor plan that moved the green screen to a larger wall to allow more room for news anchors to interview guests. SD Tomlinson's editing console was also moved into the editing bay/storage room to make room for more studio space. ND Petrick stated her firm belief that the news would be a significant boon for both SMC and Director LaRue when he runs for re-election as sheriff in two years. The news will also be a selling point when applying for grants. ND Petrick plans for the news broadcast to incorporate a news desk with Director LaRue as anchor providing headlines, interspersed with pre-recorded segments from community reporters.

XI. OLD BUSINESS

A. Discussion and Possible Action: New Studio Location – President Dinges contacted the owner of the Weed Theater, who was difficult to talk to. President Dinges has a sponsor for the purchase of the building (which has an entire studio already) and he is attempting to get access for the sponsor the check out the building, first. The building interior is in good shape but it may need a new roof. The Sons of Italy hall, owned by Mark Juarez, has been condemned due to damage caused by Juarez's tenants, which may land the building in receivership by the city. This remains a possible new studio location for SMC. President Dinges would like more money in the bank before this happens, but he would like to look at having a studio so that SMC has tangible assets. President Dinges and AA Petrick are also looking into negotiating the return of the SMC to College of the Siskiyous. Director Cleland urged caution, given the state of the county, and believes that SMC should prove itself before asking COS for assistance. TA McAdams and AA Petrick pointed out that public access television has always existed with assistance from local governments.

XII. NEW BUSINESS

A. Discussion and Possible Action: Selecting an Executive Director – President Dinges informed the board that he had spoken to ED Sullivan and decided it would be best to transition him back to being Program Director. The transition had been too rapid and ED Sullivan was overwhelmed by work without sufficient training. More than one person was interested in the opportunity, and President Dinges had already put an offer out to someone named Deleon who had a history with the SMC. ED Sullivan would remain in his position until the end of the month, and at the December board meeting this item would be revisited and decided upon.

B. Discussion and Action: North State Giving Tuesday – AA Petrick updated the board on the current plan and discussed strategy. She asked the board to please share the donation link.

XIII. Calendar: Discussion and set dates on Google Calendar – Technical Advisor McAdams shared a Google calendar for the SMC. He has already put the Next Board Meeting into the calendar: October 8th, 9:00 AM, TBA location (Zoom or office).

XIV. Round Table Discussion for next Agenda: President Dinges began a discussion about inviting the Weed museum to become a member and do a promo in the studio. He also informed the board that the statement of information had been filed. Also, in order to open an account with Mechanics Bank, SMC needs to present an updated copy of the articles of incorporation.

XV. Meeting was called to Adjourn by Board Pres. Dinges.

Adjourn time 10:20AM

Respectfully Submitted by

Elijah Sullivan

Program Director/Acting Recording Secretary

Next SMC Board Meeting: November 12th, 2020