

Siskiyou Media Council Minutes
Board of Directors
Regular Meeting Minutes for 12/10/2020
SMC Studio, 616 S. Weed Blvd, Suite C, Weed 9:00 AM

I. Call to order by Pres. Richard Dinges. at 9:05 am

II. Roll Call and Approval of the Agenda -

Board Present: Pres. Richard Dinges, Director Rennie Cleland, Director Jeremiah LaRue, Director Guzman

Staff Present: Executive Director Paris Petrick, Technical Adviser Dave McAdams, Program Director Elijah Sullivan

III. Approval of the Agenda:

IV. Approval of the minutes:

V. Public Comments: Pres. Dinges informed the board that he had spoken to Northland Cable and discovered that there would be no changes to services following the sale of the company.

VI. Financial Reports:

VII. Executive Director Report: ED Petrick reported that this year's North State Giving Tuesday telethon was an even bigger success than the previous year's, both in terms of the amount donated and the number of individual donors. ED Petrick was in the process of sending out thank you cards to the donors. The Madrone Hospice Light Up a Life event was also a huge success. Their ED, Laurie Hunner, commented that she would be "spreading the word about SMC" and thanked everyone involved for a "wonderful production", adding that reaching out to SMC had been one of the best decisions she made and was looking forward to working with SMC again on their annual art auction. ED Petrick sent out membership invoices and was expecting to receive \$1200 each from Youth Empowerment Siskiyou and First Five Siskiyou. SMC received \$2500 from the City of Dunsmuir, who had requested monthly invoices in the future, so another \$500 was expected for the month of November and each subsequent month that the SMC records their council meetings. ED Petrick and Pres. Dinges met with Dawnie from COS about their next graduation ceremony, discussing the possibility of either another virtual event, or a small-scale outdoor one, with ED Petrick willing to do either one. They will meet again in January to discuss COS's contract, specifically how to meet contractual obligations during the pandemic. Dawnie's preference would be to substitute more home sporting events for any obligations that cannot be met. ED Petrick was meeting with Shareen Strauss regarding the news. However, plans were in flux since in-studio production had been suspended. ED Petrick was hoping to find up to five sponsors for the news, and had already spoken to the proprietor of a cannabis shop in Weed. Those sponsorships spots would be for \$5000, with other sponsorships being capped. ED Petrick was also reconsidering the current membership scale. Due to the low price and high effort to produce PSAs, ED Petrick was considering raising the price for business memberships that include PSAs, and creating a cheaper business membership scale for businesses that create their own PSAs. ED Petrick also reminded the board that the studio was in lockdown.

VIII. Program Director Report: PD Sullivan reported continued issues with the B100s, particularly the Yreka unit, which was having great difficulty ingesting some of the longer videos. This was particularly challenging with North State Giving Tuesday. Aside from that, PD Sullivan reported that everything was status quo. TA McAdams added that he spoke to Mark Steele at Telvue's tech support. After running a speed test, Steele determined that the B100s were running at approximately one second of latency, which is slow enough to confuse the B100s and cause failures. TA McAdams believed this was likely due to internet problems at the site, rather than with the equipment itself. The issue appears to only effect the MCTV15 unit, located at COS. He also suggested that someone check on the YCTV unit and broadcast, which could not be monitored from the South county. As far as he knew, nobody in recent years had confirmed the broadcast

was working. There are also unexplained audio dropouts probably caused by a unit other than the B100 in the equipment rack at COS. Discussion followed regarding the best course of action in the long term.

IX. Studio Director Report:

X. News Director Report:

XI. OLD BUSINESS

A. Discussion: Discussion: Mt. Shasta, Weed, Dunsmuir, Yreka Contracts – Pres. Dinges reported sending the latest contract to Weed, had a contract ready for Mt. Shasta, and was planning on sending one to Yreka, although he was wary of rocking the boat since they have not required our services since the start of the pandemic.

B. Discussion: Update on Franchise Fees/PEG – TA McAdams explained that each city collects franchise fees equalling 5% of total gross revenue from cable companies in the city limits. If municipal or county code included a requirement for PEG fees, then another 1% is collected and added to the budget. Those funds would be for “public access, education, and government (PEG). TA McAdams estimated that, if the county and cities of Siskiyou County all had PEG budgets, that the budget might be as much as \$48,000, which would be divided amongst various PEG resources, including SMC. These funds could be used for infrastructure as well as budgets for filming the meetings. The company that purchases Northland Cable inherited its franchise certificate, which expires in 2027. As long as that certificate is active, there are PEG fees that can come out of it. The new owner of the company can amend or reject it, but currently it is still active. ED Petrick added that it’s possible that PEG funds would be worth less than SMC’s current contracts with the cities, or that those funds were being used for other purposes, and therefore more research and care was necessary before “poking the bear” by pushing the cities for PEG money.

XII. NEW BUSINESS

A. Discussion: New Corporate Sponsors – Pres. Dinges had leads on some possible corporate sponsors, including one that might contribute nearly \$5000, as well as Perfect Union, who is interested, in addition to the mill and Crystal Geysers.

B. Discussion and Possible Action: Camera Fix/Purchase – TA McAdams had created a repair ticket for a damaged studio camera, and purchased two additional cameras on eBay. There was a minor snafu with PayPal, and TA McAdams ended up covering the cost until he could be reimbursed by SMC. It had been unanimously approved beforehand by the board via email.

C. Discussion and Action: Acquiring 2nd Rental Space – Pres. Dinges said that the board had approved of renting a second space if they had the money in the bank. The landlord, Clint, was in the process of drafting a six-month rental agreement for \$300/mo, with another \$50 or so for utilities, with no penalty for opting out after six months.

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: January 14th, 9:00 AM, via Zoom.

XIV. Round Table Discussion for next Agenda:

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

Adjourn time 9:56AM

Respectfully Submitted by

Elijah Sullivan

Program Director/Acting Recording Secretary

Next SMC Board Meeting: January 14th, 2021