



Siskiyou Media Council

2001 Campus Drive, Bldg 4 Room 4, Yreka, CA 96097

P.O. Box 534, Mt, Shasta, CA 96067

www.siskiyoumediacouncil.org

info@siskiyoumediacouncil.org

530-918-8411

SMC BOARD MEETING FOR May 4, 2023 (via hybrid meeting)

Establish quorum and Call to Order at 5:00 PM via Zoom: In attendance; Rennie Cleland-President,

Tim Rundel, Jason Ledbetter and Dave McAdams.

Absent: Jeramiah LaRue and Kylan Qu

Approval of the agenda: Motion by Rennie to approve, Tim 2nd. Three Aye. Motion passed.

Approval of the April 20th minutes: Motion by Tim to approve, Jason 2nd. Three Aye. Motion passed.

Public comment: No public comment

Financial Reports: Given by David McAdams. As of Apr 20, 2023, the balance was \$16,141.41. Alliance Insurance, Final payment to Northland Cable via collection agency, Payment to David McAdams for Video production, editing and distribution for Siskiyou County Arts Council and three months COS rent. No deposits. Final balance as of 4 May 2023 is \$15,502.13.

Executive Director Report: Dave McAdams provided his report of what has transpired since April 20th.

- Dunsmuir College and Career Day was a success. Ellen Wrona and David McAdams setup a green screen, lights and cameras for students to see how a live broadcast could happen.
- Created a Letter of Agreement between SMC and Autie Carlisle to formalize our partnership with her and to add support to her current grant submission.
- Dunsmuir City Hall reached out to SMC for advice on a wireless microphone solution for their city council chambers. David McAdams provided insight on what wireless frequencies to use and advised on their choice of brand.
- Mt. Shasta City Manager, Todd Juhasz, reached out to SMC to inquire about our interest in providing live recording services for the Mt. Shasta City Council. He provided a link to the proposal. The proposal is attached. I am unsure we can fulfill the requirements at this time. But it is a process to strive to fill to support Siskiyou County.

Program Director Report: There is no status change as of this time.

OLD BUSINESS:

- A. (Closed) McConnell Grant (broadcast server upgrade) requested more information to better understand our grant. With the assistance of Patricia Lord, we presented our response to the board. The board authorized submitting the answer to the review board. Sent on April 21st before the 3PM. We resent the Letters of Support from the Sheriff's Office and OES again.
- B. (Open) Need to find someone to open studio during the times the executive director is not in Siskiyou. Exec Dir McAdams informed the board that he reached out to Marie Caldwell to see if she could help find someone to assist SMC. Also, he asked the board to keep an ear out for a qualified candidate who may assist.
- C. (Closed) Found a new CPA to file our taxes. We will use Sum It Up CPA in Yreka.
- D. (Open) What SMC should look like by end of 2023. The board provided their perspective on what SMC should pursue in 2023. Rennie made the board aware of the possibility of working with Jason Young of Discover Siskiyou and Zac O'Brian of Active NorCal. Zac is known as a social media maven. Jason Ledbetter shared his hopes the cities would utilize the station's content creation services to provide short vignettes on city projects and changes to go beyond the normal city meetings. He also suggested looking into advocating resurrecting the COS journalism course. This would possibly fall under Jayne Turk in the Communications Department. Dave McAdams stated he was scheduled to meet with Veronica Coots, the new Director of Non-Credit Courses, on course development and would inquire about the old journalism course. Also inquire about establishing an Audio Visual club.

NEW BUSINESS:

- A. (Open) Cal Arts Council Operating Relief Grant now open. Exec Dir McAdams and Patricia Lord will work on the grant.

- B. (Open) Jason Ledbetter requested the board consider reviewing board member participation and adjusting where necessary. An active board is a healthy board. He asked if the board had more slots. Exec Director McAdams stated he would review the by-laws regarding board size. Jason requested the board invite Patricia Lord and Ellen Wrona onto the board. Rennie stated he would reach out to them. If they agree they would debate at the June meeting.

ROUND TABLE:

Next board meeting: June 1st, 2023, via hybrid format at 5pm was approved and established. Zoom and Studio for meeting.

Meeting was adjourned at 5:21 PM

Respectfully submitted,

Rennie Cleland – (530)-260-1147