

CONEJO VALLEY UNIFIED SCHOOL DISTRICT

**REGULAR MEETING OF THE
EDUCATIONAL TELEVISION FOR THE CONEJO (ETC)
BOARD OF DIRECTORS**

TUESDAY, JANUARY 29, 2019

3:00 P.M. OPEN SESSION

AGENDA

LOCATION

**Conejo Valley Unified School District
District Office Conference Room B1
1400 E. Janss Road
Thousand Oaks, CA 91362**

BOARD OF DIRECTORS

**Sue Wells, President (2021)
Denise Reader, Secretary (2020)
Victor Hayek, Ed.D., Treasurer (2019)
Santee Everett (2019)
Mark McLaughlin, Ed.D., (2021)**

EXECUTIVE DIRECTOR

Terry McCallum

HELPFUL INFORMATION

PERSONS WITH DISABILITIES REQUIRING SPECIAL ACCOMMODATIONS TO PARTICIPATE IN A COMMITTEE MEETING SHOULD CONTACT THE BUSINESS SERVICES OFFICE PRIOR TO THE MEETING - PHONE 805-497-9511, EXTENSION 206, OR EMAIL MODELL@CONEJOUSD.ORG

If you are on the agenda to present a report and need to use a computer and audio equipment, please contact the Business Services Office 24 hours prior to the meeting at 805-497-9511, extension 206, or email modell@conejousd.org.

If you wish to address the Educational Television for the Conejo Board of Directors, it is necessary to complete a speaker form (blue) and hand it to the recording secretary. If you would like to make comments about items not on the agenda, a speaker form should be completed and *submitted prior to the Public Comments section* of the agenda. If you wish to address an agenda item, please complete and *submit your form prior to the Action section* of the agenda. Pursuant to the Brown Act, the Committee cannot enter into a formal discussion nor can a decision be made in regard to public comments. The Committee may provide a reference to staff or other resources of information, request staff to report back at a subsequent meeting, or direct staff to place an item on a future agenda. Public comments will be limited to three minutes. On those occasions where there is an unusually large number of speaker cards, the Committee President may make the decision to decrease the time. Please present your comments in a factual, respectful, and dignified manner that models how we expect our children to participate in the democratic process.

If you wish to register your opinion on a topic but not speak, please fill out a public written statement form (yellow) and hand it to the recording secretary. Members of the Board of Directors will review these forms following the meeting.

Your input is greatly appreciated. The information on the speaker cards will assist the President in conducting the meeting and is needed for the official minutes. The information on the cards will become public record. Thank you for your cooperation and compliance with these guidelines. Please feel free to call the Business Services office if you have any questions (805-497-9511 x206).

REGULARLY SCHEDULED COMMITTEE MEETINGS 2018/2019

September 18, 2018
January 29, 2019
May 14, 2019

AGENDAS ARE POSTED AT THE FOLLOWING LOCATIONS

CVUSD District Office, 1400 E. Janss Road, Thousand Oaks, CA

This serves as the main posting location pursuant to the Brown Act, Government Code §54954.2(a)

Additional Locations

Newbury Park High School, 456 Reino Road, Newbury Park, CA
Thousand Oaks High School, 2323 Moorpark Road, Thousand Oaks, CA
Westlake High School, 100 N. Lakeview Canyon Road, Westlake Village, CA
CVUSD District Operations Facility, 750 Mitchell Road, Newbury Park, CA
District website: www.conejousd.org

AGENDA
EDUCATIONAL TELEVISION FOR THE CONEJO (ETC)
BOARD OF DIRECTORS
Tuesday, January 29, 2019

I. 3:00 P.M. REGULAR SESSION

Opening Provisions

- A. President will Call the Meeting to Order and Roll Call
- B. Pledge of Allegiance
- C. Announcements and Procedures
- D. Approval of the Agenda
- E. Comments
 - a. Public

Pursuant to the Brown Act, the Board members cannot enter into formal discussion with individuals making public comments to the Committee. The Committee cannot take action on any issues raised during public comments that are not on the meeting agenda. Individual Committee members may respond to public comments during the Individual Committee Member's Comments section of the agenda (I.E.3.).
 - b. Individual Board of Directors – Comments
- F. Executive Director Report

II. ACTION ITEMS

- A. Approval of Minutes of September 18, 2018 Meeting (Attachment A)

III. INFORMATION / DISCUSSION ITEMS / OLD BUSINESS

- A. Donations from Sponsors Update –Terry
- B. Review of financial report (Attachment B)

IV. TOPICS FOR NEXT MEETING

V. ADJOURNMENT

NEXT MEETING

May 14, 2019

ATTACHMENT A

Tentative Minutes of the September 18, 2018, Committee Meeting
presented for action by the Committee on January 29, 2019
(Action Item II, A)

EDUCATIONAL TELEVISION FOR THE CONEJO (ETC) BOARD OF DIRECTORS

MINTUES – SEPTEMBER 18, 2018 3:00 P.M.

Conejo Valley Unified School District

Conference Room B1

1400 E. Janss Road, Thousand Oaks, California 91362

OPEN REGULAR SESSION – OPENING PROVISIONS

Call to Order and Roll Call

Dr. Hayek called the meeting to order at 3:00 p.m. and called roll:

<u>Board of Directors</u>		<u>Other Attendees</u>	
Sue Wells, ETC President	Absent	Terry McCallum, Executive Director	Present
Denise Reader, ETC Secretary	Present	Richard Blake, A/V Technician	Present
Victor Hayek, Ed.D. Treasurer	Present	Cindy Goldberg, Exec. Dir., CSF	Present
Sandee Everett, Director	Absent		
Mark McLaughlin, Ed.D. Director	Present		

Dr. Hayek led the Pledge of Allegiance and read the procedural announcements.

Approval of the Agenda

Denise Reader moved to approve the Agenda as written, Dr. Hayek seconded the motion, and the motion carried 3-0.

Comments

1. Public – None
2. Board of Directors –None
3. Executive Director

Terry McCallum reported that last year was the first year with NFHS and it worked out well for ETC. Mr. McCallum has already signed the agreement with NFHS for the 2018-19 school year. Mr. McCallum submitted a report of all activities covered in 2017-2018. The satellite dish has been removed from Thousand Oaks High School and the Roku interface has been installed so the channel can now play UCTV and Nasa. One issue reported with this set-up is the station has to be manually set once a day or it reverts to the menu; Mr. McCallum is working on fixing that. The website is in the development stages, the format of the site is based on UCTV.com's website.

ACTION ITEMS – GENERAL

Annual Elections

Dr. Hayek moved to re-elect Sue Wells and Mark McLaughlin as Directors for ETC. Denise Reader seconded the motion, and the motion carried 3-0.

Dr. Hayek nominated Sue Wells for President for the 2018-19 fiscal year. Seconded by Denise Reader. Accepted the nomination. The motion passed 3 yes votes.

Dr. Hayek nominated Denise Reader for Secretary for the 2018-19 fiscal year, seconded by Dr. McLaughlin. Accepted the nomination. The motion passed 3 yes votes.

Denise Reader nominated Dr. Hayek for Treasurer for the 2018-19 fiscal year. Seconded by Dr. McLaughlin. Dr. Hayek accepted the nomination. The motion passed 3 yes votes.

Approval of Minutes Dated May 16, 2018

Dr. McLaughlin moved to approve the Minutes as submitted. Denise Reader seconded the motion, and the motion carried 3-0.

INFORMATION / DISCUSSION ITEMS / OLD BUSINESS

2017-2018 Recap of Activities – Terry McCallum

Terry McCallum submitted a report of activities done during 2017-2018

2018-2019 Budget – Terry McCallum

Terry McCallum submitted the budget for 2018-2019. Mr. McCallum mentioned he needed to switch the training program he uses with the students because it will no longer support classes for students. Splitting the capital will allow the ability to get different funding for our capital needs that are different then our expenses. This will allow us to replace and upgrade equipment that will allow for more broadcasting flexibility. It was suggested to purchase the stationary from the District's Print Shop to get a better deal than other print places.

Donations from Sponsors Update – Terry McCallum

Terry McCallum submitted a report of campaign contributions received from various vendors. Mr. McCallum met with the City of Thousand Oaks to receive funds from the PEG capital program and is having issues getting the money since the City of Thousand Oaks states that we're not allowed to raise money for our channel. Mr. McCallum is exploring the legal requirements to submit to the City of Thousand Oaks to receive the percentage of funding that we can use for capital equipment.

Mr. McCallum would like to try raising funds by setting up a viewer contribution program. He would like to try doing a fundraiser show on Conejo TV for a joint special guest event with the City of Thousand Oaks where we would gift free tickets for the event to viewers who have donated \$220 or more. The possible event that is being planned right now is David Foster and friends for a date next month.

Other donation ideas Mr. McCallum would like to try is sending a brochure/packet to the family foundations in the area asking for donations for specific items. He also reported that ETC is allowed to take money from sponsors as long as the funds go to the operating expenses of the station. The proposal he has put out is offering 30 30-second spots per month for \$420 a month. We can also have a sponsor for a program which Mr. McCallum already has a handful of restaurants that are interested in this idea. He is currently working on the brochure to get this program going.

ADJOURNMENT

Dr. Hayek adjourned the Open General Session at 3:35 p.m. The next scheduled meeting is:

Date: Tuesday, January 29, 2019

Time: 3:00 p.m.

Place: District Office Conference Room B1

Date

President/Secretary

ATTACHMENT B

Educational Television for the Conejos

Balance Sheet

As of January 25, 2019

01/25/19

Accrual Basis

	<u>Jan 25, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
WV1 · Wells Fargo Simple Business	14,939.93
Total Checking/Savings	<u>14,939.93</u>
Accounts Receivable	
11000 · Accounts Receivable	5,000.00
Total Accounts Receivable	<u>5,000.00</u>
Total Current Assets	<u>19,939.93</u>
TOTAL ASSETS	<u>19,939.93</u>
LIABILITIES & EQUITY	
Equity	
30000 · Opening Balance Equity	17,414.86
32000 · Unrestricted Net Assets	85.79
Net Income	2,439.28
Total Equity	<u>19,939.93</u>
TOTAL LIABILITIES & EQUITY	<u>19,939.93</u>

Educational Television for the Conejos

Profit & Loss

July 2018 through June 2019

01/25/19

Accrual Basis

	<u>Jul '18 - Jun 19</u>
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43450 · Individ, Business Contributions	5,000.00
Total 43400 · Direct Public Support	5,000.00
46400 · Other Types of Income	
46430 · Miscellaneous Revenue	512.57
Total 46400 · Other Types of Income	512.57
Total Income	5,512.57
Expense	
62800 · Facilities and Equipment	3,073.29
Total Expense	3,073.29
Net Ordinary Income	2,439.28
Net Income	<u><u>2,439.28</u></u>