

EDUCATIONAL TELEVISION FOR THE CONEJO, INC. (ETC)

BOARD OF DIRECTORS October 18, 2016, 11:15 a.m.

**Location: Conejo Valley Unified School District
1400 E. Janss Road, Thousand Oaks, CA 91362**

MINUTES

OPENING PROVISIONS

A. Opening Provisions / Pledge / Announcements

Dr. Ann Bonitatibus, ETC Secretary, called the meeting to order at 11:19 a.m. She announced that Peggy Buckles has resigned from the ETC Board. She conducted the Pledge of Allegiance and made procedural announcements.

B. Roll Call

Dr. Bonitatibus called roll, as follows:

Board of Directors

| | |
|---------------------------------------|-------------------|
| ETC President | (Vacant Position) |
| Ann Bonitatibus, Ed.D., ETC Secretary | Present |
| Victor Hayek, Ed.D., ETC Treasurer | Present |
| Sue Wells, ETC Director | (Absent) |
| Denise Reader, ETC Director | Present |

Other Attendees

| | |
|--|---------|
| Terry McCallum, ETC Executive Director | Present |
| Richard Blake, CVUSD Audio-Visual Technician | Present |
| Cindy Goldberg, Executive Director, Conejo Schools Foundtn | Present |

C. Approval of Agenda

Denise Reader moved to approve the Agenda as written, Victor Hayek seconded the motion, and the motion carried 3-0 with the President position being vacant and Sue Wells absent.

D. Board Vacancy – Election of President

After the last meeting, Peggy Buckles resigned from ETC. On tonight's Board of Education Meeting agenda, the Board is being asked to appoint a new member to ETC.

Denise Reader suggested that the election of a President be postponed until after the Board of Education appoints a new ETC member. She added that Sue Wells had expressed an interest in assuming the ETC President position. There was a general consensus to defer the election of a new President until the next ETC meeting.

E. Public Comments

(None)

F. President's Comments

(None)

G. Individual Board Members' Comments

(None)

H. Treasurer's Report

Dr. Victor Hayek provided the following summary of ETC's bank account at Wells Fargo:

| | |
|--------------|--|
| \$8,342.50 | Balance reported at ETC Meeting on August 16, 2016 |
| 20.00 | Refund from Franchise Tax Board of fees paid for Tax Returns 6/14 & 6/15 |
| (505.99) | Paid to JVC for repair of camera #4 August 26, 2016 |
| <u>70.00</u> | Reversal of Wells Fargo Bank Fees (5 months) posted August 31, 2016 |
| \$7,926.51 | Remaining Balance October 13, 2016 |

I. Executive Director's Comments

Terry McCallum reported that a recent power failure resulted in an outage because the back-up battery did not turn on. Richard Blake worked with Fios and the system was operational within 24 hours. Time Warner and Charter have now merged and operate under a new name: Spectrum. Last April, Verizon sold Fios to Frontier and moved their tech support overseas; the level of customer support declined. Last month, tech support was moved back to the United States and it is much improved.

Victor Hayek toured the TOHS equipment room with Richard Blake. The Fios connection is leased and the remainder of the equipment is owned by CVUSD. Much of the equipment located in the studio is owned by ETC.

Terry reported that we were unable to work out the NFHS agreement terms. At this time, we do not have an easy way of streaming.

INFORMATION / DISCUSSION ITEMS

A. ETC Vision and Purpose

Dr. Bonitatibus asked the Directors what ETC wants to accomplish. Terry McCallum provided a brief history of ETC. He said ETC was formed about 20 years ago as a non-profit organization involving the City of Thousand Oaks, California Lutheran University, Moorpark College, the Consortium for Advanced and Technical Education (CATE), and Conejo Valley Unified School District. At the time, the City was negotiating a Franchise Agreement with Storer Cable that included three channels for the City, Education, and Public Access.

In 2008, Verizon requested a direct connection and after much discussion it was established in 2010 at Thousand Oaks High School (TOHS). Tapings were submitted to the school and reviewed by the TOHS teacher prior to posting on the educational television channel. Now, the ETC coverage may be viewed from Acton on Highway 14, to the San Fernando Valley, to the Ventura plain, up to Fillmore, but not including the City of Ventura and the City of Oxnard. Currently, only CVUSD provides content for posting on the channel.

Dr. Bonitatibus asked what the purpose was of having a non-profit corporation. In 1996, the City designated Educational Television for the Conejo, Inc., as its designee to produce and provide programming for an educational access cable TV channel(s). Verizon cannot give CVUSD a grant, but can give the ETC nonprofit a grant. The original vision for ETC was that sponsors and grants could be applied for. ETC received \$25,000 from Time Warner in 1998.

Dr. Bonitatibus noted that the vision and purpose was to provide educational programming; however, that was established long before the existence of social media, video streaming, etc. She asked what the vision of ETC is moving forward. Terry McCallum suggested that ETC can provide more public relations programming specific to CVUSD. About 5 years ago, a telephone survey was conducted and it was estimated that about 10,000 people viewed a game during one weekend.

Many years ago programming included Conejo Gold, Huell Howser, T. O. Today, and a satellite feed from the University of California. ETC is unable to show concerts because of copyright legalities (can do 6 minutes only), and is unable to show football due to CIF rules.

The Franchise Agreement allows “thank you’s” to be posted, but not paid advertising unless the ad is by a supporting business. Terry McCallum has spoken with the 3 high schools regarding co-sponsorship. Businesses advertising in the stadium can get an ad on the television channel, but only if we are airing the games. ETC would not have to go through NFHS. ETC can stream games delayed or live, if ETC uses its own equipment without using someone else’s service. The District does contract for their live streaming services. The District has a YouTube channel, but ETC cannot use that.

Regarding the vision and purpose, Terry McCallum suggests ETC show programming that people want to watch such as concerts, games, and College Night (last filmed in 2013).

Richard Blake reported that he is trying to fill time on the channel. Cindy Goldberg stated that the Mass Media classes used to create programming. Dr. Bonitatibus reported that Kim Gold is going to speak with the Newbury Park High School Mass Media Teacher to learn of programming possibilities.

Dr. Hayek reported that the ETC equipment is outdated. Terry McCallum said the City receives Franchise funding and ETC is supposed to receive one-third of that, but has not. The last conversation with the City was 5 years ago, but there are new City representatives since then. Terry expressed a desire to discuss cooperative programming with the City. Dr. Bonitatibus supported Terry McCallum moving forward with the discussion.

Denise Reader said ETC should showcase the wonderful activities that CVUSD students are doing, such as coverage of the annual Conejo Council PTA Reflections event.

Richard Blake said his role is to operate the channel 24 hours a day. His job is not to review the program; instead, he provides the technical support to air the programming that is provided. Richard works at the Board Meeting and then spends a couple more hours finalizing the programming.

Dr. Bonitatibus summarized that the vision and purpose is a program advisory role, financial review, and technical support.

Dr. Hayek suggested that ETC meetings be held at the beginning, middle, and end of the year. He asked Richard and Terry to inventory the equipment we have and determine what formats are needed (according to the cable companies) in order to have viewable programming.

Under the rules of the Brown Act, Terry McCallum can investigate and send information to the Directors, but cannot poll the Directors for their opinion. Directors may respond one on one as a point of clarification. They cannot discuss how they will vote on a matter.

Denise Reader expressed feeling that programming is not embraced by the schools and requested that the District Office convey their vision for programming and scheduling. Dr. Bonitatibus stated that the District's primary role isn't to determine programming; however, over time the District can map out a schedule of times allocated for specific programming. At this time, staff doesn't have enough information to formulate a Districtwide schedule of programming. Dr. Hayek stated that the first step is to identify events to film. He added that Richard Blake will download a rolling ad of the District to run when there is no other programming on.

B. Preparation of Required Tax Filing and Organizational Documents

Dr. Hayek reported that Forms 199N, RRF-1, and SI-100 have been filed. By March 15th, federal tax Form 990EZ and state tax form 199 must be submitted. He has asked the District auditor to do the tax preparation for ETC. The original estimate was \$500, but he believes it could be negotiated to a lower price.

C. Transmission Equipment at Thousand Oaks High School and the Current Programming Process

See Information Item A (above).

D. Topics for the Next Meeting

- Review the equipment inventory
- Major events list
- Draft a programming schedule
- Discuss Terry's meeting with the City
- Welcome the new ETC Director appointed by the CVUSD Board of Education
- Discuss music licensing

ACTION ITEMS

A. Approval of Minutes – August 16, 2016

Victor Hayek moved to approve the Minutes as written, Denise Reader seconded the motion, and the motion carried 3-0 with the President position vacant and Sue Wells absent.

B. Repeal Memorandum of Understanding with Conejo Schools Foundation (CSF) Originally Approved May 18, 2016

At the ETC Meeting held on May 18, 2016, ETC and CSF entered into a Memorandum of Understanding, which established that CSF would provide the following services for ETC: accounting services, office services, website management, and business. Victor Hayek moved to approve repeal of the Memorandum of Understanding with CSF, Denise Reader seconded the motion, and the motion carried 3-0 with the President position vacant and Sue Wells absent.

ADJOURNMENT

Dr. Bonitatibus adjourned the meeting at 12:39 p.m. The next regularly scheduled meeting is Tuesday, January 17, 2017, at 11:15 a.m., in Conference Room A at the District Office.

5/16/17

Ann N. Bonitatibus

Date

Acting President & *Consent* SECRETARY