

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

## **AGENDA**

**Tuesday, June 12, 2017**

**1:00 p.m. Open Session**

## **LOCATION**

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

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**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).

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## **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 Grounds and Mechanics Office, 750 Mitchell Road, Newbury Park, CA**

District website: [www.conejousd.org](http://www.conejousd.org)

**SECTION A: AGENDA**  
**EDUCATIONAL TELEVISION FOR THE CONEJO (ETC)**  
**BOARD OF DIRECTORS**

**TUESDAY, JUNE 12, 2017, 1:00 P.M.**

**District Office – South Building, Board Conference Room**

**I. 1:00 P.M. REGULAR SESSION**

**Opening Provisions**

- A. Call the Meeting to Order and Roll Call
- B. Pledge of Allegiance
- C. Announcements and Procedures
- D. Approval of the Agenda
- E. Board Vacancies
  - 1. Election of President  
*No need for a second when making nominations for office. The newly-elected President assumes leadership of the meeting.*  
Nomination of Sue Wells at the May 16, 2017 meeting was tabled due to her absence.
- F. Comments
  - 1. Public  
*Pursuant to the Brown Act, the Board members cannot enter into formal discussion with individuals making public comments to the Board. The Board members cannot take action on any issues raised during public comments that are not on the meeting agenda. Board members may respond to public comments during the Individual Board Members Comments section of the agenda (I.E.3).*
  - 2. Board President
  - 3. Individual Board Members
  - 4. Treasurer's Report
  - 5. Executive Director

**II. ACTION ITEMS - GENERAL**

*(Each item requires a motion for approval)*

- A. Approval of Minutes of Regular Meeting held May 16, 2017 (Section B of this packet)

- B. Approval of NFHS Agreement for broadcast rights to CIFSS games for 2017-2018.  
(*attachment*)
- C. Approval of revised 2017-2018 ETC Budget. (*attachment*)

**III. INFORMATION / DISCUSSION ITEMS**

- A. Agreement with CVUSD for Broadcasting Services
- B. Insurance and Liability
- C. Topics for the Next Meeting

**IV. ADJOURNMENT**

**NEXT MEETING**

Tuesday, September 12, 2017  
11:00 a.m. – 12:00 p.m.  
Location: TBD

**AGENDAS ARE POSTED AT THE FOLLOWING LOCATIONS**

CVUSD District Office, 1400 E. Janss Road, Thousand Oaks, CA  
CVUSD Website: [www.conejousd.org](http://www.conejousd.org)

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

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 Grounds and Mechanics Office, 750 Mitchell Road, Newbury Park, CA

## **SECTION B: MINUTES**

Tentative Minutes of the May 16, 2017, Committee Meeting  
presented for action by the Committee on June 6, 2017  
(Action Item II, A)

# EDUCATIONAL TELEVISION FOR THE CONEJO, INC. (ETC)

## BOARD OF DIRECTORS

May 16, 2017, 11:00 a.m.

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

## MINUTES

### V. 11:00 A.M. REGULAR SESSION

#### Opening Provisions

#### G. Call the Meeting to Order and Roll Call

Dr. Ann Bonitatibus, ETC Secretary, called the meeting to order at 11:09 a.m. She 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
Sandee Everett, ETC Director	Present

#### Other Attendees

Terry McCallum, ETC Executive Director	Present
Richard Blake, CVUSD Audio-Visual Technician	Present

#### H. Pledge of Allegiance

Dr. Bonitatibus let the Pledge of Allegiance.

#### I. Announcements and Procedures

Dr. Bonitatibus made procedural announcements and announced that Mrs. Sandee Everett, Clerk to the Board of Education, was appointed by the Board to serve on the Educational Television for the Conejo, Inc. (ETC) Board of Directors.

#### J. Approval of the Agenda

Denise Reader moved to approve the Agenda as written, Victor Hayek seconded the motion, and the motion carried 4-0.

#### K. Introduction of New Director Appointed by the Board of Education: Sandee Everett

Mrs. Everett addressed the Board of Directors and gave some highlights about what drew her to serve on the Conejo Valley Unified School District's Board of Education.

## **L. Board Vacancies**

### **2. Election of President**

*No need for a second when making nominations for office. The newly-elected President assumes leadership of the meeting.*

Denise Reader nominated Sue Wells for President. The nomination was tabled until the next meeting because the nominee was not present. No other nominations were put forward.

### **3. Election of Secretary**

Current ETC Secretary, Dr. Bonitatibus, has resigned from CVUSD effective June 30, 2017, leaving an opening to be filled for ETC Secretary for 2017-2018. Denise Reader volunteered to serve as ETC Secretary. No other nominations were put forward. Dr. Hayek moved to elect Denise Reader as ETC Secretary. Motion carried 4-0 with Sue Wells absent.

## **M. Comments**

### **6. Public**

(none)

### **7. Board President**

(none)

### **8. Individual Board Members**

(none)

### **9. Treasurer's Report**

Dr. Hayek had met with Wells Fargo Bank in order to convert the account to fee free. Previous fees were credited back to the account. There has been no other activity since the October 18, 2016 ETC meeting. Standing account balance as of May 16, 2017 is \$7,926.51.

### **10. Executive Director**

Terry McCallum presented a summary of activities ETC has done in the past. The channel began by airing classes on TV. People do not look to TV for classes anymore with the advent of online classes so the channel has evolved into primarily PR coverage of student/Board activities, etc.

Terry proposed to move to a 4-hour block-style programming for consumer recording purposes. Since ETC programming is not in a TV guide, it's challenging for current consumers to set up DVR recording in advance of an airing. With the block format, DVRs can be programmed to record a 4-hour block on the channel which will give consumers a better chance at recording the programs they're interested in.

Terry attended the Scannatoa conference which serves Public Education and Government (PEG) channels. The FCC will require PEG cable channels to run subtitles but has created an exception for channels whose budgets are less than \$3M per year. ETC's budget is significantly less than that threshold, so our channel will not be compelled to participate. A website is being set up where all PEG channels will need to register in order to apply for the exemption.

There are no FCC regulations regarding streaming at this point.

The satellite dish at Thousand Oaks High School has not been operational for about a year-and-a-half. The company from whom we purchased the dish has gone out of business. The company that replaced the prior one is also defunct. Without a functioning dish, we cannot relay a feed from NASA that Terry reported was popular with the community. Richard Blake said that in the past, the dish served as a back-up for broadcasting if there were an electrical failure. Dr. Hayek suggested that if the dish is replaced, it should be relocated from the TOHS courtyard to a less populated area so that the courtyard can better serve the students. Terry will research the cost of replacing the satellite dish.

## **VI. ACTION ITEMS - GENERAL**

*(Each item requires a motion for approval)*

### **D. Approval of Minutes - October 18, 2016**

Denise Reader moved to approve the Minutes as written, Dr. Hayek seconded the motion, and the motion carried 4-0 with Sue Wells absent.

### **E. Approval of 2017-2018 Meeting Dates**

Tuesdays, 11:00 a.m. – 12:00 p.m., location TBD

September 12, 2017

January 16, 2018

May 8, 2018

Dr. Hayek moved to approve the 2017-2018 ETC meeting dates as submitted, Denise Reader seconded the motion, and the motion carried 4-0 with Sue Wells absent.

## **VII. INFORMATION / DISCUSSION ITEMS**

### **D. NFHS agreement to broadcast either with prepaid access or pay as you go access for broadcast rights to CIFSS games. – *Terry McCallum***

Thousand Oaks High School, Westlake High School and Newbury Park High School all want to utilize broadcasting opportunities using NFHS. The cost is \$2,500/year for all sports that can be covered with one camera (football, track, soccer and volleyball have been shown in the past).

After 72 hours, the regular-season games can be put on the channel for free and rebroadcast as many times as we choose with a cap off 500 views at a time. Play-offs are a separate fee. Terry proposed having a “Game of the Week” where schools/sports take turns being featured. Concerts are free to broadcast, but current music has copyright issues and will need to be worked out with ASCAP and BMI before it can be aired. Concert streaming rights come through an organization separate from ASCAP and BMI.

CVUSD students film and edit the footage. About 20 students participate and are unpaid, though they enjoy receiving logo-wear as a thank you. For their efforts, the students receive credits toward their video-production classes. Terry also writes letters of recommendation for students. Denise Reader commented that those letters have been an asset to the students’ resumes.

Terry proposed trying the service for one year then reassessing. Dr. Hayek requested that a guide be created so there is an accessible structure for the content. Richard Blake asked if PEG channels are common. Terry said there are several but most are struggling to get programming going.

This agenda item will appear for Action at the next ETC meeting.

**E. Reauthorization of budget expenses.– *Terry McCallum***

Terry McCallum brought forward a list of budget expenses that were tabled when the ETC account was frozen. He will revise and present a final budget request for 2017-2018 at the next ETC meeting.

General information regarding items on proposed budget:

- Lynda.com (\$250) provides online training for video editing. Allows students to learn editing skills if they are not part of a CVUSD video class.
- ASCAP & BMI licenses (\$500 each) are estimates but authorization is needed in order for Terry to negotiate with the agencies.
- Video-editing Equipment (\$3,000) would be one Mac computer that would move from place to place for editing purposes. This is a one-time request. Students have been using high school’s equipment but the high schools have asked that not be continued. The high schools will be allowed access to the ETC Mac computer only if they are performing editing duties for ETC.
- Website Fees (\$2,000) was originally requested with NFHS in mind. Additionally, Terry would like to acquire the domain ConejoTV.org. Once the domain is acquired, ETC will look for a host. Conejo Schools Foundation may be an option.
- Logo Clothing (\$500) – would be for the student filmmakers.



- Brochure (\$500) for acquiring sponsors. CVUSD Print Shop can be used to produce them.

Richard Blake asked how revenue will generated to cover on-going expenses such as equipment repair. Terry said that in the past, CVUSD paid ETC \$5,000 per year for public relations services. Dr. Bonitatibus requested that ETC provide a service-level agreement for review before CVUSD enters into a financial agreement with ETC.

Terry reported that the City of Thousand Oaks is supposed to give ETC one-third of the proceeds collected from a PEG fee attached to cable utility bills but that ETC has never received those monies.

Terry will provide Service-Level Agreement before invoicing CVUSD for 2017-2018.

Terry will update the budget request in order to reflect budget for equipment repair.

This agenda item will appear for Action at the next ETC meeting.

#### **F. Topics for the Next Meeting**

- Update on cost of replacing satellite dish. – *Terry McCallum*
- Update on acquisition of ConejoTV.org domain name. – *Terry McCallum*
- Present for review an updated proposed 2017-2018 ETC budget that includes a line item for equipment repairs. – *Terry McCallum*
- Present for review a proposed 2017-service-level agreement between CVUSD and ETC. – *Terry McCallum*

#### **VIII. ADJOURNMENT**

Dr. Bonitatibus adjourned the meeting at 12:16 p.m.

An additional meeting has been scheduled for ~~June 6, at 4:00 p.m. in Conference Room F~~ (changed to **June 12 at 1:00 p.m. in Board Conference Room** to accommodate Directors' schedules) so that action can be taken on agenda items prior to the beginning of the 2017-2018 year.

The next regularly scheduled meeting is Tuesday, September 12, 2017, at 11:00 a.m., location TBD.

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Date

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President