

EDUCATIONAL TELEVISION FOR THE CONEJO (ETC) BOARD OF DIRECTORS

MINTUES – JANUARY 29, 2019 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

Ms. Sue Wells called the meeting to order at 3:01 p.m. and called roll:

<u>Board of Directors</u>		<u>Other Attendees</u>	
Sue Wells, ETC President	Present	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	Present		
Mark McLaughlin, Ed.D. Director	Present(left at 3:18pm)		

Ms. Sue Wells led the Pledge of Allegiance and read the procedural announcements.

Approval of the Agenda

Ms. Denise Reader moved to approve the Agenda as written, Ms. Sandee Everett seconded the motion, and the motion carried 5-0.

Comments

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

Terry McCallum reported that discussions have been fruitful with sponsors and he will continue to reach out.

ACTION ITEMS – GENERAL

Approval of Minutes Dated September 18, 2018

Ms. Denise Reader moved to approve the Minutes as submitted. Ms. Sandee Everett seconded the motion, and the motion carried 5-0.

INFORMATION / DISCUSSION ITEMS / OLD BUSINESS

Donations from Sponsors Update – Terry McCallum

Terry McCallum submitted a report of the games and broadcasts for the first half of 2018-2019. Mr. McCallum reported that CIF communicated to all the schools that televised CIF games would now require a fee of \$1,000 per game. NFHS conveyed to Mr. McCallum that ETC could broadcast games 72 hours after the game and reached out to CIF saying ETC has a contract with NFHS stating this, but CIF didn't agree. Mr. McCallum has continued to record the games but has held off broadcasting them while NFHS is negotiating with CIF to figure out a solution.

Mr. McCallum reported that during the Woolsey Fire ETC lost cable for 24 hours and lost Fios for 200 hours because the cables were burned in Calabasas. Mr. McCallum continued that all the classes that are taking place at different sites for broadcasting have been fantastic and there's even a 7th-grade play by play broadcaster that pro announcers have started asking about him and saying he's wonderful. The goal for these classes is to create a solid schedule with student-created programs that highlights CVUSD activities.

Mr. McCallum has held off creating the website for ETC because he is still awaiting approval to broadcast the recordings done. Another concern is closed captioning; ETC is excepted from closed captions because the budget is less than \$3 million a year. However, several neighboring cities have been hit with an ADA complaint because they receive federal money and that should qualify their board meetings to be broadcast with closed captions.

Mr. McCallum submitted an updated budget for the fiscal year. Mr. McCallum said he has held off spending more money this fiscal year until the issue with CIF is resolved.

The committee then discussed the different ways of reaching out to the community for donations and sponsors. Some ideas mentioned were strategic ads during big events in the Acorn, doing a ValPak insert, and a banner for the channel during the Board of Education meeting to advertise businesses. The committee agreed that the contact for the advertising banner should be an ETC email.

Review of Financial Report

Dr. Hayek submitted the financial report for the year to date fiscal year.

ADJOURNMENT

Ms. Sue Wells adjourned the Open General Session at 3:30 p.m. The next scheduled meeting is:

Date: Tuesday, May 14, 2019

Time: 3:00 p.m.

Place: District Office Conference Room B1

Date

5/14/19

President/Secretary

Sue Wells