

EDUCATIONAL TELEVISION FOR THE CONEJO (ETC) BOARD OF DIRECTORS

MINTUES – JANUARY 23, 2020 3:00 P.M.

Conejo Valley Unified School District

District Educational Center

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 3:00 p.m. and called roll:

Board of Directors

Sue Wells, ETC President	Present
Denise Reader, ETC Secretary	Present
Victor Hayek, Ed.D. Treasurer	Present
Mark McLaughlin, Ed.D. Director	Absent
Vacant, Director	Absent

Other Attendees

Terry McCallum, Executive Director	Present
Richard Blake, A/V Technician	Present
Cindy Goldberg, Exec. Dir., CSF	Present

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

Approval of the Agenda

Dr. Hayek made the motion to approve the Agenda as written, motion seconded by Ms. Denise Reader. Motion carried 3-0.

Comments

1. Public – None
2. Board of Directors –Clarification on the vacant Director

EXECUTIVE DIRECTOR REPORT

Mr. Terry McCallum made the following report:

- AT&T no longer accepting new UVerse customers and Frontier announced today they will be filing for bankruptcy.
- The FCC created a new rule that city governments can't charge over the 5% cable companies are already paying for PEG funds. The cities must take their fees from the amount being paid and will no longer carry the PEG channels if its costing them more then the 5% amount paid to broadcast.
- Would like to start discussions with Roku and other streamers to see what are the options for the channel.
- Met with the President of NFHS to get our channel back for CIF. Mr. McCallum found out that CIF charges public school broadcasts but not private or parochial schools. As well as there are 149 districts across the county doing broadcasts and we're one of the top 20 districts. If we can become one of the top 10, we can get our own contract. We can become this by doing more than 1 broadcast a week.
- NFHS is adding ETC into their negotiations with FOX to get us where we were 5 year ago because we're the only group in the area that would like to do the broadcasting.

- Is going to a conference next month for broadcasting groups and will bring back what he learns from there.
- In the process of restructuring the website since it needs to be bigger than what was initially anticipated.
- Sponsors: started working with some opportunities, something came up. NFHS brought up that if we get the deal with CIF it allows us nation wide broadcast rights. Spectrum would sign a contract with us to get sponsors to broadcast.
- We have increased broadcasts of sports activities, NPHS has approved the broadcasting of all sports. There is an issue with TOHS because their sports are not doing well.
- Found out that a good amount of sound equipment was stolen at TOHS, so they couldn't record the winter concerts.
- Still trying to find a studio space to do shows.
- We will be broadcasting more programs since we now have multiple crews to be able to film shows.
- Presented a list of expenses Mr. McCallum would like to do for the remaining of the year.
- Has requested a secure space for storing equipment, District will rekey a space at TOHS for them.

ACTION ITEMS

Approval of Minutes Dated October 28, 2019

Dr. Hayek made the motion to approve the Minutes for October 28, 2019 as submitted, motion seconded by Ms. Denise Reader. The motion carried 3-0.

Appointment of Director

Ms. Denise Reader made the motion to accept the nomination of Richard Blake for the open Director position, motion seconded by Dr. Hayek. The motion carried 3-0.

INFORMATION / DISCUSSION ITEMS / OLD BUSINESS

Appointment of 6th Director

Dr. Hayek said the by-laws don't preclude the Board to appointing a sixth Director.

Review of Financial Report

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

Topics for Next Meeting

Appointment of Derrick Grimes
Mr. McCallum's report from the conference
Concert broadcasting

ADJOURNMENT

Ms. Wells adjourned the Open General Session at 3:51 p.m. The next scheduled meeting is:

Date: Thursday, May 14, 2020

Time: 3:00 p.m.

Place: District Educational Center Conference Room B1

2/19/2021

Date

DocuSigned by:
Susan Wells
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President/Secretary