

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

AGENDA

Tuesday, June 21, 2016
1:00 p.m. Open Session

MEETING LOCATION

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

BOARD OF DIRECTORS

Peggy Buckles, President
Ann Bonitatibus, Ed.D., Secretary
Jon Sand, Ed.D., Treasurer
Sue Wells, Director
Denise Reader, Director

EXECUTIVE DIRECTOR

Terry McCallum, Executive Director

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HELPFUL INFORMATION

PERSONS WITH DISABILITIES REQUIRING SPECIAL ACCOMMODATIONS TO PARTICIPATE IN AN EDUCATIONAL TELEVISION FOR THE CONEJO MEETING SHOULD CONTACT THE BUSINESS SERVICES OFFICE PRIOR TO THE MEETING - PHONE 805-497-9511, EXTENSION 206, OR EMAIL DMONTGOMERY@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 dmontgomery@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).

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 Maintenance and Operations Office

District website: www.conejousd.org

SECTION A: AGENDA
EDUCATIONAL TELEVISION FOR THE CONEJO
BOARD OF DIRECTORS
TUESDAY, JUNE 21, 2016

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. 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. 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 18, 2016 (Section B of this packet)
- B. Approval of the School Broadcast Program Contract with National Federation of State High School Associations (NFHS)

The Board of Directors shall consider approval of a contract with NFHS for live broadcast streaming services and delayed broadcasting services.

C. Amendment of ETC Bylaws

The Board of Directors shall review proposed amendments to the ETC Bylaws, which serve to align with the rules of the Brown Act, remove redundant information, and clarify policy.

D. Authorize Transfer of the ETC Checking Account to Conejo Schools Foundation's (CSF) Bank of Choice and Authorize New Signers on the Account

The Board of Directors shall authorize transfer of the ETC checking account from Wells Fargo to Conejo Schools Foundation's bank of choice and authorize signers on the account.

III. INFORMATION / DISCUSSION ITEMS

(For discussion only; no action is taken on information items)

A. Approval of the ETC Meeting Schedule for 2016/2017

The Board of Directors will consider establishing ETC meeting dates/times for 2016/2017.

IV. ADJOURNMENT

NEXT MEETING

Tuesday, August 16, 2016, at 1:00 p.m.
Conference Room A

AGENDAS ARE POSTED AT THE FOLLOWING LOCATIONS

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

CVUSD Website: 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 Maintenance and Operations Office

SECTION B: MINUTES

Tentative Minutes of the May 18, 2016, Committee Meeting
presented for action by the Committee on June 21, 2016
(Action Item II, A)

EDUCATIONAL TELEVISION FOR THE CONEJO, INC. (ETC)

BOARD OF DIRECTORS

May 18, 2016, 8:15 a.m.

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

MINUTES

OPENING PROVISIONS

A. Opening Provisions/Flag Salute

Peggy Buckles, ETC President, called the meeting to order at 1:03 p.m. She conducted the Pledge of Allegiance and made procedural announcements.

B. Roll Call

Mrs. Buckles called roll, as follows:

Board of Directors

Peggy Buckles, President, ETC	Present
Ann Bonitatibus, Ed.D, Secretary, ETC	Present
Jon Sand, Ed.D, Treasurer, ETC	Present
Sue Wells, Vice President, Conejo Schools Foundation	Present
Denise Reader, Secretary, Conejo Schools Foundation	Present

Other Attendees

Terry McCallum, Executive Director, ETC	Present
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Guests

Jim Garza, Director, Secondary Education
Cindy Goldberg, Executive Director, Conejo Schools Foundation

C. Public Comments

(None)

D. President's Comments

(None)

E. Individual Board Members' Comments

Dr. Sand, Treasurer, provided the following report:

\$9,149.51	Balance reported at ETC Meeting on March 15, 2016
(25.00)	Paid to the Franchise Tax Board for the Exemption Application
<u>(28.00)</u>	Wells Fargo Bank Fees 3/31/2016 and 4/30/2016
\$9,096.51	Bank Balance May 18, 2016
<u>(712.01)</u>	Pay CVUSD for tax & nonprofit status doc prep (Action Item II.D.)
\$8,384.50	Remaining Balance

F. Executive Director's Comments

Terry McCallum, ETC Executive Director, discussed high school broadcasting. Westlake High School (WHS) is ready to broadcast games; however, when FOX broadcasted we didn't have rights to put anything on. A couple months ago, Thousand Oaks High School (TOHS) decided that the media department would not film the TOHS graduation this year; they are instead outsourcing it to Richard Blake. Historically, this filming helps to fund the media department activities. Newbury Park High School & WHS don't broadcast their graduation. It is inexpensive to broadcast graduation and it would be simple to broadcast if the Board approves the School Broadcast Program Contract with National Federation of State High School Associations (NFHS) (see Information Item III.A.). Mrs. Reader added that the broadcasting of graduations is great for District families, and for the public relations, as well. Terry McCallum noted that advertising could be a source of revenue for ETC.

The music festivals and holiday concerts were recorded. A major student recruitment has been initiated; many students are responding to the recruitment.

The broadcast studio at TOHS is not being used, per Lou Lichtl; it is not known why that decision was made. Dr. Sand asked Terry McCallum to discuss this further with Jim Garza, so that Mr. Garza can report back to the committee regarding this unused asset.

ACTION ITEMS

A. Approval of Minutes – March 15, 2016

Mrs. Wells moved to approve the Minutes as written, Mrs. Reader seconded the motion, and the motion carried 4-0 with Mrs. Buckles, Dr. Sand, Mrs. Wells, and Mrs. Reader voting aye, and Dr. Bonitatibus not available for the vote.

B. Memorandum of Understanding (MOU) Between Educational Television for the Conejo (ETC) and the Conejo Schools Foundation (CSF)

The Board of Directors discussed a MOU regarding CSF providing the following services to ETC: accounting services, office services, website management, and business marketing. The MOU is effective 7/1/2016 to 6/30/2017, with review and renewal to be decided upon in the Spring of 2017.

Mrs. Wells moved to approve the MOU as written, Mrs. Reader seconded the motion, and the motion carried 4-0 with Mrs. Buckles, Dr. Sand, Mrs. Wells, and Mrs. Reader voting aye, and Dr. Bonitatibus not available for the vote.

C. Amendment of ETC Bylaws Regarding Voting Rights

It was proposed to amend the ETC Bylaws in order to clarify voting members and voting rights.

Mrs. Wells moved to approve amendments to the ETC Bylaws as proposed, Mrs. Reader seconded the motion, and the motion carried 4-0 with Mrs. Buckles, Dr. Sand, Mrs. Wells, and Mrs. Reader voting aye, and Dr. Bonitatibus not available for the vote.

D. Approval of Payment to CVUSD for Tax and Non-Profit Status Documentation Preparation

ETC has received an invoice from CVUSD to reimburse the District for preparation of tax and non-profit status documentation.

Mrs. Reader moved to approve payment to CVUSD for preparation of tax and non-profit status documentation, Dr. Bonitatibus seconded the motion, and the motion carried 5-0.

INFORMATION / DISCUSSION ITEMS

A. Approval of the School Broadcast Program Contract with National Federation of State High School Associations (NFHS)

The Board reviewed a contract with NFHS for live broadcast streaming services and delayed broadcasting services. Terry McCallum reported that in the past, the charge for CIF broadcasting varied from game to game. Then, CIF established a \$700 charge for playoff game broadcasting. This agreement would allow us to broadcast all football games and other sports with live streaming on Channel 20. For a charge of \$2,500 per year with 500 or more viewers, we would have access to districtwide coverage, any sport at any of the 3 high schools, without further charge. NFHS can stream live and provide delayed coverage of the same broadcast. This does not cover playoff games. This would be a tremendous savings to the schools. Advertising sponsorships can be sold for a series of commercials for one month for approximately \$450. There is a potential for approximately 1.4m viewers, excluding FIOS.

B. Amendment of ETC Bylaws

The Board reviewed proposed amendments to the ETC Bylaws, which align the Bylaws with the rules of the Brown Act, remove redundant information, and clarify policy.

C. Authorize Transfer of the ETC Checking Account to Conejo Schools Foundation (CSF) Bank of Choice and Authorize New Signers on the Account

The Board considered transfer of the ETC checking account from Wells Fargo to CSF's bank of choice and authorized signers on the account. Cindy Goldberg said she is hoping CSF's bank will provide free checking, but that decision is made by the bank. Dr. Bonitatibus noted that this will provide a separation of duties, as the ETC Bylaws state that the ETC Treasurer monitors bank transactions. Dr. Sand acknowledged that the ETC Treasurer will monitor the account and two signatures will be required on checks. Mrs. Goldberg said the ETC Treasurer will need to open the account and CSF's accountant will prepare the required tax documents. The ETC Board may request an audit, if desired.

ADJOURNMENT

Mrs. Buckles adjourned the Open Session at 1:47 p.m. The Board of Directors will reconvene on Tuesday, June 21, 2016, at 1:00 p.m., in Conference Room A at the District Office.

Date

President