

# 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
(28.00)	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

6/21/16

President

Peggy Buckles