

EDUCATIONAL TELEVISION FOR THE CONEJO (ETC) BOARD OF DIRECTORS

MINTUES – SEPTEMBER 18, 2018 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

Dr. Hayek called the meeting to order at 3:00 p.m. and called roll:

Board of Directors

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

Other Attendees

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

Dr. Hayek led the Pledge of Allegiance and read the procedural announcements.

Approval of the Agenda

Denise Reader moved to approve the Agenda as written, Dr. Hayek seconded the motion, and the motion carried 3-0.

Comments

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

Terry McCallum reported that last year was the first year with NFHS and it worked out well for ETC. Mr. McCallum has already signed the agreement with NFHS for the 2018-19 school year. Mr. McCallum submitted a report of all activities covered in 2017-2018. The satellite dish has been removed from Thousand Oaks High School and the Roku interface has been installed so the channel can now play UCTV and Nasa. One issue reported with this set-up is the station has to be manually set once a day or it reverts to the menu; Mr. McCallum is working on fixing that. The website is in the development stages, the format of the site is based on UCTV.com's website.

ACTION ITEMS – GENERAL

Annual Elections

Dr. Hayek moved to re-elect Sue Wells and Mark McLaughlin as Directors for ETC. Denise Reader seconded the motion, and the motion carried 3-0.

Dr. Hayek nominated Sue Wells for President for the 2018-19 fiscal year. Seconded by Denise Reader. Accepted the nomination. The motion passed 3 yes votes.

Dr. Hayek nominated Denise Reader for Secretary for the 2018-19 fiscal year, seconded by Dr. McLaughlin. Accepted the nomination. The motion passed 3 yes votes.

Denise Reader nominated Dr. Hayek for Treasurer for the 2018-19 fiscal year. Seconded by Dr. McLaughlin. Dr. Hayek accepted the nomination. The motion passed 3 yes votes.

Approval of Minutes Dated May 16, 2018

Dr. McLaughlin moved to approve the Minutes as submitted. Denise Reader seconded the motion, and the motion carried 3-0.

INFORMATION / DISCUSSION ITEMS / OLD BUSINESS

2017-2018 Recap of Activities – Terry McCallum

Terry McCallum submitted a report of activities done during 2017-2018

2018-2019 Budget – Terry McCallum

Terry McCallum submitted the budget for 2018-2019. Mr. McCallum mentioned he needed to switch the training program he uses with the students because it will no longer support classes for students. Splitting the capital will allow the ability to get different funding for our capital needs that are different then our expenses. This will allow us to replace and upgrade equipment that will allow for more broadcasting flexibility. It was suggested to purchase the stationary from the District's Print Shop to get a better deal than other print places.

Donations from Sponsors Update – Terry McCallum

Terry McCallum submitted a report of campaign contributions received from various vendors. Mr. McCallum met with the City of Thousand Oaks to receive funds from the PEG capital program and is having issues getting the money since the City of Thousand Oaks states that we're not allowed to raise money for our channel. Mr. McCallum is exploring the legal requirements to submit to the City of Thousand Oaks to receive the percentage of funding that we can use for capital equipment.

Mr. McCallum would like to try raising funds by setting up a viewer contribution program. He would like to try doing a fundraiser show on Conejo TV for a joint special guest event with the City of Thousand Oaks where we would gift free tickets for the event to viewers who have donated \$220 or more. The possible event that is being planned right now is David Foster and friends for a date next month.

Other donation ideas Mr. McCallum would like to try is sending a brochure/packet to the family foundations in the area asking for donations for specific items. He also reported that ETC is allowed to take money from sponsors as long as the funds go to the operating expenses of the station. The proposal he has put out is offering 30 30-second spots per month for \$420 a month. We can also have a sponsor for a program which Mr. McCallum already has a handful of restaurants that are interested in this idea. He is currently working on the brochure to get this program going.

ADJOURNMENT

Dr. Hayek adjourned the Open General Session at 3:35 p.m. The next scheduled meeting is:

Date: Tuesday, January 29, 2019

Time: 3:00 p.m.

Place: District Office Conference Room B1

Date

1/29/19

President/Secretary

Dee Wells