

CONEJO VALLEY UNIFIED SCHOOL DISTRICT

**REGULAR MEETING OF THE
EDUCATIONAL TELEVISION FOR THE CONEJO (ETC)
BOARD OF DIRECTORS**
TUESDAY, FEBRUARY 16, 2021
1:30 P.M. OPEN SESSION

AGENDA

LOCATION

Conejo Valley Unified School District
District Operational Center
750 Mitchell Road
Newbury Park, CA 91320

**Public advisory: The location of the Educational Television for the
Conejo Board of Directors meeting is closed to the public.**

Join Zoom meeting via Video
<https://zoom.us/j/86884888752>

BOARD OF DIRECTORS

Sue Wells, President (2021)
Denise Reader, Secretary (2020)
Victor Hayek, Ed.D., Treasurer (2022)
Mark McLaughlin, Ed.D., Director (2021)
Richard Blake, Director (2023)

EXECUTIVE DIRECTOR

Terry McCallum

HELPFUL INFORMATION

PURSUANT TO THE EXECUTIVE ORDER, AND IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (ADA), IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THE EDUCATIONAL TELEVISION FOR THE CONEJO BOARD OF DIRECTORS MEETING, PLEASE CONTACT THE DISTRICT AT 805-498-4557, EXTENSION 7501 WITHIN 48 HOURS OF THE MEETING.

The Educational Television for the Conejo Board of Directors regular meeting will be a teleconference meeting where one or more members of the Board will be attending the meeting via teleconference/video conference.

If you wish to register your opinion on a topic but not speak, you may submit your written comment via email to mneff@conejousd.org (please indicate the agenda number in the subject line). To give the Board of Directors adequate time to review your comments, please submit your comments prior to 9:00 a.m. on the day of the meeting (February 16, 2021). Members of the Board of Directors will review these written comments prior to the meeting.

If you wish to address the Educational Television for the Conejo Board of Directors, members of the public can address the Board of Directors via Zoom. If you would like to speak on an agenda item, please submit your request to speak via email to mneff@conejousd.org (please indicate the agenda number in the subject line) or by calling Business Services' office at (805) 498-4557, extension 7501, by no later than 3:00 p.m. the day before the meeting (February 15, 2021). When participating via teleconference, please remember that you are participating in an official meeting of the Educational Television for the Conejo Board of Directors. Disruptive individuals will be disconnected. Members of the public will be required to provide their name and be logged in to Zoom to address the Board of Directors when the item is being discussed during the meeting. Please be advised that communications directed to the Board of Directors are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under the applicable law. Communications will NOT be edited for redactions; will be printed/posted as submitted. Pursuant to the Brown Act, the Board of Directors cannot enter into a formal discussion, nor can a decision be made in regard to public comments. The Board of Directors 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. PLEASE NOTE: Public comments via Zoom will be limited to three minutes. On those occasions where there is an unusually large number of requests to speak, the Board of Directors President may make the decision to decrease the time for individual speakers and/or the total 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. Know that your comments may be heard by students who are present in this room or students who may watch the broadcast of this meeting.

REGULARLY SCHEDULED COMMITTEE MEETINGS 2020/2021

February 16, 2021

May 5, 2021

AGENDAS ARE POSTED AT THE FOLLOWING LOCATIONS

CVUSD District Educational Center, 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 District Operational Center, 750 Mitchell Road, Newbury Park, CA

District website: www.conejousd.org

AGENDA
EDUCATIONAL TELEVISION FOR THE CONEJO (ETC)
BOARD OF DIRECTORS
Tuesday, February 16, 2021

I. 1:30 P.M. REGULAR SESSION

Opening Provisions

- A. President will Call the Meeting to Order and Roll Call
- B. Pledge of Allegiance
- C. Announcements and Procedures
- D. Approval of the Agenda
- E. Public Comments

Pursuant to the Brown Act, the Board members cannot enter into formal discussion with individuals making public comments to the Board. The Board cannot take action on any issues raised during public comments that are not on the meeting agenda. Individual Board members may respond to public comments during the individual Board Member's Comments section of the agenda.

- F. Executive Director Report

II. ACTION ITEMS

- A. Approval of Minutes of January 23, 2020 Meeting (Attachment A of this packet)
- B. Discussion and Potential Approval of Revision to [Bylaw](#) Article 3, Section 2 (change number of Directors from 5 to 6).
- C. Appointment (re-appointment) of Directors
 - a. (Re-appointment) Denise Reader – term: 2020-2023
 - b. (New appointment) Derrick Grimes – term: 2021-2024
- D. Annual Elections
 - a. President
 - b. Secretary
 - c. Treasurer
- E. Approval to submit funding request through the 2020-2021 Memorandum of Understanding with Conejo Valley Unified School District
- F. Approval of 2021-2022 Meeting Schedule
 - a. September 15, 2021
 - b. January 19, 2022
 - c. May 4, 2022

III. INFORMATION

- A. Budget Update
 - a. 2019-2020 Final
 - b. 2020-2021 Current Budget

IV. ADJOURNMENT

NEXT MEETING

May 5, 2021

ATTACHMENT A

Tentative Minutes of the January 23, 2020, Board of Directors Meeting
presented for action by the Board of Directors on February 16, 2021
(Action Item II, A)

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:

<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
Mark McLaughlin, Ed.D. Director	Absent		
Vacant, Director	Absent		

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

Date

President/Secretary