

# EDUCATIONAL TELEVISION FOR THE CONEJO, INC. (ETC)

## BOARD OF DIRECTORS

March 15, 2016, 8:15 a.m.

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

All of the following were present:

##### Board of Directors

Peggy Buckles, President, ETC

Ann Bonitatibus, Ed.D, Secretary, ETC

Jon Sand, Ed.D, Treasurer, ETC

##### Other Attendees

Terry McCallum, Executive Director, ETC

Sue Wells, Vice President, Conejo Schools Foundation

Denise Reader, Secretary, Conejo Schools Foundation

#### **C. Public Comments**

(None)

#### **D. President's Comments**

(None)

#### **E. Individual Board Members Comments**

Dr. Jon Sand provided an update regarding ETC tax returns and tax exempt status. Today, ETC is submitting amended 2013 and 2014 tax returns to the Internal Revenue Service and Franchise Tax Board, an updated Statement of Information, an updated Annual Registration Renewal Report, and a California Exemption Application.

Dr. Sand reported that the ETC account is at Wells Fargo Bank. The bank is charging a \$14 per month fee, but the account may soon be handled by Conejo Schools Foundation and transferred to their bank of choice. The Bank balance as of 2/29/2016 was \$10,007.00. The adjusted balance is \$9,149.51 after payment for a television (to replace a television stolen from TOHS) and revised tax return preparation fees.

## **F. Executive Director's Comments**

Terry McCallum, ETC Executive Director, is working with CIF to expand our high school sports coverage. CIF said we could operate under their streaming system, but there would be a \$50 charge to each viewer. CIF has offered to put programming on the channel after 11:00 p.m. on the day of the event and thereafter without charge.

The National Federation of State High School Associations (NFHS) governs high school sports and has subcontracted with a company in Atlanta. NFHS offered that if ETC would pay \$2,500/year with 500 or more viewers, we would have access to districtwide coverage, any sport, without further charge. NFHS can stream live and provide delayed coverage of the same broadcast, too. The Athletic Directors do not want to pay the \$2,500. It is normal for us to have 10,000 viewers on the weekend, but there are substantially less viewers that stream. The funds currently in the ETC checking account were paid by CVUSD for broadcast marketing services provided by ETC. Funds for the NFHS streaming agreement could also come from Conejo Schools Foundation (CSF) for specific purposes. Terry encouraged ETC to approve payment of the \$2,500. Terry proposed 4 hour blocks of programming because the channel on the network (not streaming) is divided into 4-hour blocks by the TV guide. Jon Sand recommended meeting with Terry & Jim Garza to discuss educational content that would support ETC broadcasting.

Terry is also working to get student concerts broadcasted. There are complications due to royalties that must be paid. Alan Rose has offered a library of video productions recorded over the past 35 years. Terry and Cindy Goldberg continue to work on this project.

## **ACTION ITEMS**

### **A. Approval of Minutes – November 10, 2015**

Denise Reader moved to approve the Minutes as written, Peggy Buckles seconded the motion, and the motion carried unanimously with no further discussion.

## **INFORMATION / DISCUSSION ITEMS**

### **A. Memorandum of Understanding Between Educational Television for the Conejo (ETC) and the Conejo Schools Foundation (CSF)**

The Board reviewed a Memorandum of Understanding (MOU) regarding Conejo Schools Foundation (CSF) providing the following services to ETC: accounting services, office services, website management, and business marketing. Denise Reader questioned if there is an expiration date of the MOU. It was requested that the MOU be revised to include a beginning and end date. Sue Wells moved to revise the MOU to state that the MOU is effective July 1, 2016, through June 30, 2017. Denise Reader seconded the motion, and the motion carried unanimously. The amended MOU will be on the agenda of the next ETC meeting for action.

### **B. Amendment of Bylaws Regarding Voting Rights**

The Board reviewed proposed amendments to the ETC Bylaws which serve to clarify voting members and voting rights. No concerns were stated.

**ADJOURNMENT**

Jon Sand adjourned the Open Session at 1:40 p.m. The Board of Directors will reconvene on Tuesday, April 19, 2016, 1:00 p.m, in Conference Room A. [Due to scheduling conflicts, this date was changed after the March 15<sup>th</sup> meeting to Wednesday, May 18, 2016, 1:00 p.m., in Conference Room F.]

Date

5/18/16

Peggy Buckles

President