

Lake County Peg TV Board Meeting Minutes October 14, 2015

Meeting was called to order at 6pm. Board Members Ed Robey, Denise Loustalot, Martin Scheel and Brock Falkenburg were present. Board Member Eric Hoeffler was not in attendance.

Agenda approval was moved by Denise Loustalot and seconded by Martin Scheel.

BUSINESS:

1. Approval of Minutes of 9-9-2015 meeting – Brock moved for approval and seconded by Denise.
2. Report on Fundraiser for Fire Victims – Tina Lewis

The Rocky Fire fundraiser will be hosted at Twin Pines Casino on November 15th from 3-7pm. Tina is looking for raffle items.

Board member Eric Hoeffler arrived at 6:06pm

Tina continued to say that David Neft will play from 3-3:45pm. Bill Noteman will be the headliner and Anthony Paul will be the backup. All donations will go to the local chapter of the Salvation Army who have direct contact with the fire victims. She asked the board for \$100 sponsorship of the fundraiser with the station's name on the program and a stable to disseminate station information. The request for sponsorship was approved. Eric promised to send the already approved logo to Beth for inclusion in the program.

3. Update on Joint Agreement negotiations with County of Lake, Clearlake and Lakeport – Ed said they had gotten past the issue of proportional funding contributions. The revised fee structure for member entities is 2k for the City of Lakeport, 15k from the County and 8k from the City of Clearlake. The 3 entities will be sending the revised Agreement to their governing boards in November.
4. Progress report on equipment purchase options – Ed

Due to Ed's mandatory evacuation from the Valley fire he was only able to do limited research, primarily from B&H in New York. He passed around data sheets and the bid they had given. He requested more time to research more options.

5. Progress Report on internet equipment & software options – Eric suggested the company Tightrope for streaming directly to the internet. Their documentation is at www.trms.com

6. Consideration of purchase of furniture, equipment and software for PEG office – Beth discussed the need for office furniture and a new rack for the Leightronix. Eric found a website which offered an air-conditioning unit for housing electronic equipment, perfect for protecting the equipment. That company is Tripp-Lite and the product Smart Rack. Beth said the station also needs a locking cabinet for holding cameras etc. and a computer desk or two. Beth was directed to find specific items and get back to the board next meeting with prices.

7. Programmers Report

Beth talked about the potentialities of offering blogs to nonprofit groups who have no online presence. The nonprofit group would manage their own blog with a minimal setup by the office. Office support would be available for a small fee per month to use the lynda.com resource. The first edition of the blog will be a featured article in The Highlands, the station's internet magazine.

There was a discussion of the former Ning site the station had 5 years ago which was fine for a while until it got weird with nasty comments from a member towards other members.

The board decided that the station's anti bullying policy needs to be beefed up for the modern digital age, in fact we don't have a non-bullying policy in place yet. It was also decided that the contract between the station and the blog/owner will contain this policy. BLOG MEMBERS must sign a contract in order to get a blog stating they will not participate in bullying or allow bullying to occur on their blog. This contract would be much like a producers' agreement. The goal is to have a blog/member agreement which holds the station harmless from any liabilities.

8. Chairman's Report – Ed said he and Beth had an appointment with Annette Lee on Friday October 16th at 9am.

Eric suggested we keep the education training programs in house and not outsource the management to the college but to find out what we have to do to meet the requirements of offering CE credit.

CE credit was discussed and Brock offered to find out more in his industry as to which professions can get CE credit for taking a class on how video can highlight your life, assist your business in sales and service, tell a story of something you have researched, your family's history and how it has been here in Lake County, local football games etc.

Ed gave a report of the station's finances.

Meeting was adjourned at 7:12pm

Minutes respectfully submitted by Beth Katherine Kaiman, Board Secretary