

PEG Board Meeting – January 20, 2010
Clearlake City Hall

Board members present: Joyce Overton, Jeff Smith, Ed Robey, Candyce Hagler

1. The meeting was called to order by Joyce at 6:05 p.m.
2. Additions/deletions to the minutes – none
3. Approval of the minutes – this was postponed until the next meeting.
4. Public comment
 - Allen reminded the Board that he needs to present the volunteer manager's report at the next meeting.
 - Joyce read Shawn Swatosh's Board resignation. He stated that as manager of Mediacom, he cannot be on the Board when there is a programming issue. It creates a conflict of interest. He volunteered to continue helping with technical issues. Ed suggested we hold off accepting his resignation until the next meeting because it is possible for Shawn to serve if he recuses himself during Board discussions of certain subjects. Joyce said she doesn't feel Shawn will be willing to do this, but she will ask him. Vince Metzger said he felt Shawn wouldn't want to stay on the Board if there was a possibility that he or Mediacom could be open to a lawsuit. Jeff said he thought Shawn might have resigned because of the Grand Jury investigation, that it might have made Mediacom nervous. Ed then explained the function of the Grand Jury: to look at the operations of local government and make recommendations for improvement. The PEG station has never before been evaluated by them, so it was probably just routine.
5. Consideration of purchase of shotgun microphone – The cost should be no more than \$200. The Members' Manual says the volunteer manager must get 3 written estimates and include a justification for the expenditure to present to the Board. Jeff commented that the Board must adhere more strictly to the procedures in the Bylaws than it has done in the past. We definitely need to update the Bylaws. Vince Metzger suggested we consider using a purchasing agent to get us the best prices on needed equipment. Hiram Duke stated that the shotgun mic will not work on the current video cameras. The Board decided to carry over this issue to the next regular Board meeting.
6. Next steps – Where do we go from here? How do we get TV8 up and running again? Ed said we need a strategic plan which he said should state where we are now, where we want to go, and the process for getting there. Ed said that an ultimate goal should be to have a paid station manager. He explained about the money Mediacom gives to the County of Lake, Clearlake, and Lakeport for the privilege of providing cable services. The total is 5% of the gross income. It is an average of \$250,000 a year for the County and over \$100,000 for the City of Clearlake. The money goes into the general funds of these entities. An audience member asked why some of this money couldn't be used to pay a station manager. Ed answered that the entities will not want to let go of any of this money to the station unless the station is running well and it believes the money will be spent wisely. In addition, in this tight economy, the entities depend on this

money to pay their general expenses. Several audience members agreed with Ed's point of view.

7. Shut down of the station – Joyce stated that the station had been shut down because the volunteer manager had repeatedly not followed Board directions. For example, the regular Sunday replay of the weekly Board of Supervisors meeting was arbitrarily canceled and a banner with misinformation about PEG Board decisions was broadcast. This was a major cause of the current problems. Vince Metzger said the Board has the right to shut down the station if directions are not being followed. Barbara Christwitz said she was hoping we can now move on and take what is good and build on it. Another audience member suggested that our next step should be conflict resolution to arrive at a compromise that will get the station up and running as soon as possible.
8. Transition Television – Terri Larsen spoke about the Transition Television document she and several other interested parties put together.

She was thanked by the Board for the work she has done in the last week to help get the station back on track.

People who worked on this document: Terry Larsen, Dante DeAmicis, Lorna Sides, Lauren Leigh, Tamara Reed, Michelle Patrick, Allen Markowski, Vincent Reese, D.C. Wiseman, and David _____ (did not get this name). Joyce stated that the Board appreciated all the work done on the Transition Television document. The Board decided that the following three things need to be done ASAP to get the station running again: Update the bylaws for the Advisory Committee and the Board, write a strategic plan, and programming criteria. After this is done, the Members' Manual needs updating. Jeff said perhaps the station could be run by Yuba College as a class as was done before. Or we could enter into a joint venture with Carle High School concerning the running of the station. Joyce said she would talk to Yuba College and Bill McDougall (KUSD School Superintendent) to see if they might be interested in taking on this project. An audience member suggested that someone might be interested in running the station as part of a Master's Degree project. We will look into these possibilities after we have completed our strategic plan. The following are the names of the people who volunteered to work on the strategic plan committees:

- Bylaws – Hiram Duke, Cindy Ahern, Barbara Christwitz, Chris Kirkwood, Beth Kaiman, and Lauren Leigh. Will meet on Friday at 2 p.m. at Barbara's house.
- Programming – Shannon Nailer, Jeanie Hansen, Kurtis Nelson, D.C. Wiseman, Lauren Leigh, Amorilys Gudmunson, Michelle Patrick, Jed Chote, and Lorna Sides. Will meet Sunday at 12 p.m. at Kurtis' house.
- Strategic Plan – Vince Metzger, Terri Larsen, Lauren Leigh, Vincent Reese. Will meet at 5 p.m. on Thursday at Zephyr Zen.

The committees will report back to the Board on Wednesday, February 3.

9. Allen asked if he was still the Volunteer Station Manager. Joyce told him that he was not as we were going to "start over" and try to remedy the problems that have come up and reorganize the volunteers.. Allen then left the meeting.

10. Joyce stated that we should come up with a different title than Volunteer Station Manager as this is confusing because the actual Station Manager is the Clearlake City Manager.
11. Joyce was asked about background checks for volunteers. She will find out that involves.
12. Next meetings: Wednesday, Feb. 3, 6 p.m. for committee reports, and Wednesday, February 10, for next general meeting.
13. The meeting was adjourned at 9 pm.

Candyce Hagler
PEG Board Secretary

Attachments: Committee Members' List