

PEG Board Meeting Minutes
April 11, 2012 - Clearlake City Hall

Members present: Candyce Hagler, Joyce Overton, Vince Metzger, Joel Moore, Jeff Smith, and Jo Bennett

Call to order – The meeting was called to order at 6:10 p.m. by Joyce

Additions or Deletions to the Agenda – Approval of Jo Bennett as the PEG Board replacement for Candy. She will act as the liaison between the educational community and the Board. It was moved, seconded, and voted unanimously to accept Jo Bennett. Candy will no longer be a voting member of the Board, but will remain as Board secretary.

Public Comment – none

Approval of Agenda – Jo moved and Jeff seconded to approve the agenda. Vote was unanimous.

Approval of Minutes – It was moved by Vince and seconded by Joyce to approve the Feb. 8 minutes. Vote was unanimous.

PEG Volunteer Staff Report – Joyce commented that there have been problems with the website email access. Messages sent are bouncing back to the senders. Beth said the submission form on the site is not working either. She will try to fix them both. Beth feels that perhaps the DVD player is not working because it is overloaded with DVDs. Beth will take them out. Jeff will call Ed Robey, Vince will call Duke Pilcher, and Beth will talk to Mark, the repair guy, about DVD vs. MPEG and report back at the next meeting. We need to encourage viewers to buy DVDs of shows they want replayed, especially if they are not educational programs. No one wants to see repeated airings of the Christmas parade! Beth talked about the DVD storage problem. Joyce and Beth will check into the most efficient way to store/file the DVDs. Dante recommended using slotted file boxes which would keep each disk separate. We have to decide how we are going to file the DVDs as they are piled up all over the office. Jeff suggested Ed Robey could help with their organization and he will contact him about it.

Manual Update on Political Campaigning – Joyce said that City Counsel recommended we make it clear in the manual that each candidate will get equal airtime. Jeff suggested we broadcast only public forums to which all candidates have been invited. Dante will call several other PEG stations to find out their campaign policy and report back to the Board at the next meeting. Jo volunteered to contact the Petaluma PEG station for information. The Board will decide on this issue at the May meeting.

Production Return Form – Jo presented the Production Return Form that she and her committee have developed to be included with DVDs returned to producers when the quality is not up to station standards. Joel suggested we use the official name of the station at the top of the form. It will now say “LCPTV” in place of “PEG TV8.” Also, in line two, the word “content” will be removed. It will just say “your production.” Joel moved and Vince seconded that the Board approve the form as amended. The vote was unanimous.

Jo is also working on a Video Submission form and will bring it before the Board next month.

Jo discussed the possibility of the station applying for grants. She has talked to Linda Conway, who is a grant-writer, for help. She has also called PG&E about possible grants.

Joyce mentioned the possibility of using the old Chamber building as a PEG studio. She is looking into this.

Marketing and Fundraising – Joel stated we still don't know how much money was made at the spaghetti dinner. The Bikin' and Hikin' with Clan Dyken fundraiser was this past weekend. No information on it yet. Joel is currently working on the pledge drive telethon. Vince stated that the marketing team is looking into what the station can do to promote local businesses and also raise money for the station by charging a commission to producers. The committee will bring back information regarding the legality of such promotions.

Joyce has tried to contact the Lakeport City Manager about the pass-through survey. The manager has not returned her calls.

Next Meeting - The next meeting will be on Wednesday, May 9 .

Adjournment - 8:30 p.m.

Candyce Hagler
PEG Board Secretary