

Lake County PEG Board
Regular Board Meeting
El Grande Hotel Restaurant
Clearlake, CA 95422
April 15, 2009

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Members Present: Joyce Overton, Ed Robey, Jeff Smith, Shawn Swatosh, Candyce Hagler

PEG Advisory Committee members present: Barbara Christwitz, Allen Markowski

Call to Order - Meeting called to order at 7:06 a.m. by Joyce.

PEG Advisory Committee - Barbara read the minutes of their last meeting. The Advisory Committee voted to recommend to the Advisory Board that a non-profit organization called Friends of TV8 be established to raise money and accept donations. Joyce commented that the process to begin a non-profit is both expensive and complicated. Ed wanted to know the advantages of a non-profit group. It would be an advantage to the city because it would no longer be liable for TV8. This is a disadvantage for TV8, however, as it would no longer be covered by city insurance. Ed suggested the the Advisory Committee do more investigation on this issue. Barbara will ask Jeff LaFrance to address the board about this subject at a future meeting.

Public Comment - none

Business

1. **Minutes** - Jeff moved that we accept the March 18 minutes as written. The motion was seconded by Shawn. The motion passed unanimously.
2. **Appointment of Officers** - Jeff moved that we appoint these people as officers: Joyce, Chair; Ed, Vice-Chair; Candy, Secretary. All agreed to serve and the appointment was made
3. **Discussion and Action on Consideration of Quarterly Meetings** - Candy volunteered to do an "Action Items" list as an addendum to the Board minutes. Joyce discussed meeting quarterly. The Board expressed concern that quarterly might not be often enough to take care of important business as it comes up. Joyce suggested we try bi-monthly meetings. The Board agreed to this on a trial basis with the option of calling meeting in the off-months should it be necessary.
4. **Consideration of Policy on Reviewing Submitted Videos** - restated his concern, expressed at the last Board meeting, about using the city seal as a background when filming public spots in the council chambers. Ed said he was concerned about broadcasting videos with inaccurate or out-of-date information. Jeff was concerned about too much repetition of some programming. Allen said there had been some complaints about this. There is currently no limit to the number of times a program can be shown. Jeff commented that we need to give the public service announcements and programs

priority in broadcasting. We also need disclosure statements at both the beginning and end of videos submitted by the public that these programs do not represent the opinions of either the City of Clearlake or the County of Lake. The Advisory Committee will draft a policy on the above items and submit to the Board at the next meeting. To cover these issues until we see the policy, Ed moved that programs other than public service be shown no more than 3 times a week and that any gaps be filled in with public service programming and that TV8 should not allow locally produced shows to use the city seal as a backdrop (which conveys approval of the program by the city) without prior consent of the City Council. Shawn seconded the motion. It was passed unanimously.

PEG Manager's Report - Allen

1. 2 people have been trained to burn CDs for viewing and to fill out the necessary paperwork.
2. Ed has been helping TV8 with their computer hard-drive problems (increasing the memory).
3. The printer that was faulty has been replaced.
4. The new Ultra Nexus software needs to be installed.
5. No auxiliary auto switcher yet.
6. The PEG Committee is working on new check-out forms for equipment and other materials.
7. Manager is working on a procedure manual so someone can take over the running of the station when he is not available.
8. The station went down twice recently due to an overheating problem; there was not adequate ventilation in the computer cabinet. This issue has been resolved.
9. A new goal is to get the Panasonic camera up and running so it can be used to film local events.
10. Manager is still working on the live-broadcast form and will present it at the next meeting.
11. The summer months will allow for more live broadcasts. The form needs to indicate that live broadcasts must follow the same protocol as submitted videos, including disclaimers at the beginning and end of each program reflecting that the shows do not reflect the opinion of the city or county. Jeff asked that the form be brought to the PEG Board for approval. Ed suggested that a half-hour video about TV8 informing the public how it operates and what the guidelines are for live broadcasts and video submission be made - a kind of "infomercial" on the station itself. Ed would be willing to get on local radio to promote TV8. Ed commented that we need a delay system to control live broadcasts. Shawn said a DVR could be used to include a 7-second delay. We are hoping to get a donation of this equipment.
12. Manager feels that using the city hall conference room for live broadcasts would be a good idea.....it is small, private, and there is no city seal on the wall. It does need to be wired for use. Allen will ask the City Manager if he will allow TV8 to do the wiring.
13. Allen asked secretary to mail him the minutes ASAP after the meeting.

Other Business - Jeff said that perhaps we could have a fundraiser in the new high school gym, which is a state-of-the-art facility. Ed said we could use the fundraiser to buy

equipment to do the live broadcasts in the field. This would create a greater sense of community if we broadcast more local activities.

Next Meeting - Wednesday, June 17, 7 a.m.

Adjournment - Joyce adjourned the meeting at 8:53 a.m.

Action Items

1. Barbara will ask Jeff LaFrance to speak at a future Board meeting about creating a TV8 non-profit.
2. The Advisory Committee will draft a policy for reviewing submitted videos and present at the next Board meeting.
3. Allen will work on procedure manual for running the station when he is not there.
4. Allen will ask City Manager about installing wiring in the city hall conference room.
5. Candy will email Board meeting minutes to Allen ASAP after each Board meeting.

Submitted by
Candyce Hagler
PEG Board Secretary