

## **Minutes of the DMTF Board Meeting**

April 27, 2005 / 9:00am

Attendees: Jodi Kennedy, Peter Glaser, Philippe Lamoise, Bob Ganey  
Jack Batzler, & Eve Goldman

Guest: Larry Marcus

Absent: Richard Earnest, Nicole Holliday, & Ingrid Hoffmeister

**Welcome Larry Marcus:** Larry has 30 years of Television and Broadcasting experience. He moved to Del Mar this past year and has many new ideas for programming. Larry will be assisting the board in many projects. We are all glad to have his help and input.

**Approval of Minutes:** Motion to approve minutes by Pete and seconded by Eve.

**Grant Status:** Pete turned in a request for funds to the city so we will just wait for a response.

**New Programming Ideas:** On 4/15/05 Jodi, Richard, Pete, and Larry had a meeting to discuss new programming ideas. Recent surveys show that DMTV viewers want local interest programs. Keeping this in mind some new programming ideas include:

- A 30min news broadcast that covers local events
- A 30min political debate type of program. We could get Richard involved in this show.
- High school sports- This type of program is costly; however, Larry knows someone that is trying to provide low budget sports coverage to the high schools. He will get in contact with him and find out the details for this program idea.

**New Grant Applications:** Howard Gad – *Del Mar Perspective Pilot*

The show will be a 30 minute program that has a roundtable discussion on one or two topics that are currently under consideration by the City of Del Mar or topics that should be considered. The panel will need to have someone to moderate this discussion that is impartial to the topics discussed. After the show the viewers or in studio audience will be able to take a poll on what they think about the topic discussed. The results of this poll will be discussed in the first five minutes of the next show. We will need to get a producer that understands how to budget and someone that does not have a political persona. By making this a DMTF production we can fund \$1000 to make the pilot. The question to consider is whether or not the Foundation is ready to get involved in a political program. There are many things to consider and we might need to talk to the City to get their approval on such a program. The Board will think about whether they want to proceed with this program idea and discuss their decision during the next Board meeting.

**Del Mar TV Idol:** Jodi passed out a copy of the most recent version of the sponsor letter. If you notice anything that needs to be changed please let her know as we will be sending it to potential donors. Jack will put it on the letterhead. Contact him for a letter and he will print one out and give it to Jodi to sign before sending it out.

**DMTF Production Status:**

- There is a 30 min *Del Mar Idol* version that will be used for potential sponsors.
- *Children's History of Del Mar* is being reworked to add a Hollywood movie star section. This might be played at the fair this year to go along with the theme of "Cinema Summer."
- *Middle School Sports Magic part 2* is in the works. It still needs some notables lined up.
- This July will mark the beginning of the Del Mar JR Lifeguard Program. Luana will be doing a show on about this Program.
- The Del Mar Restoration Project being produced by Jeff Stone is delayed due to all of the rain.
- Production shoots for *Coffee Talk* and *KidsNews* are scheduled for mid-May.
- Reflections 2 is complete.

**Selection of New Equipment:**

Bob has created a list of new equipment selections but we will purchase them when we raise funds. There is a plan to procure a Character Generator – Inscrubber CG Supreme System which costs \$10,000. The funding for this will come from the City of Del Mar. The other item is an Autocast System – Adtec Soloist Digital Media Server, which costs \$8,000. The funding for this will be split between the City of Del Mar and DMTF.

**Website:** If there are new shows that need to be added to Video on Demand please let Philippe know. We will add the latest Producer's Showcase *Travel Photography* & when we get the new version of *Children's History of Del Mar* it will replace the one currently available on the website.

**Next Regular Meeting will be Wednesday, May 25<sup>th</sup> at 9:00am @ DMTV**