

## Minutes of the DMTF Board Meeting

October 26, 2005 / 9:00am

Attendees: Jodi Kennedy, Peter Glaser, Bob Ganey, Jack Batzler, Eve Goldman  
Philippe Lamoise, Larry Marcus, & Ingrid Hoffmeister.

Absent: Richard Earnest

**Approval of Minutes:** Larry made a motion to approve the minutes, Pete seconded, all agreed.

**Meghan Update:** The next set of classes is scheduled for the end of November. Copies of the Hot Topics show are available at the Del Mar Library. They are dropped off the beginning of the following week after the program is shot. It will also be shown on Time Warner and Adelphia Channel 3. Meghan will email Board members with the schedule. She will also talk with Steve Rose about getting an air time that is closer to the time the show is completed.

**“Del Mar Hot Topics”:** Hot Topics is a great success, people are emailing comments and there is quite a buzz. This week show #3 *Building in Del Mar* is in production. Hot Topics will try to have people other than the City Council Members talking about the issues. Topics for shows #4 & #5 might change. The next show might be about the Alleyways instead of School Funding. Ingrid has put 6,500 flyers in the upcoming Del Mar Times to further promote the show. She has also purchased 24 bottles of wine to hand out to the guest. Eve will conduct a “Hot Topics” survey to find out what viewers thought about the show. Jodi has spoken with the guests that have participated and they have had a positive experience.

The Board needs to decide how Hot Topics will continue. The Board agreed to finish shooting these five shows which will end on November 10. We will shoot one episode in the beginning of December. In January 2006 (start date to be determined) we will begin shooting an episode of Hot Topics every other week. We will shoot 20 episodes next year.

Ingrid will discuss this with Debi Salmon and Edward Kramer. We will be more organized for the other Hot Topics shows as we will have the procedures and lists of what needs to be done written down. This will be useful for whoever produces the other Hot Topics programs.

There will be a crew party after the fifth show has been shot. It will be on Tuesday November 15<sup>th</sup> at 6pm at Ingrid’s house.

### **Underwriting Rate Sheet:**

Ingrid has come up with a new rate list for underwriting:

\$1000 – Group underwriting for 5 shows **or** full screen identification for 1 show but it is not exclusive

\$500 – Group underwriting for 2 shows

Jack will email the new rate sheet to everyone. Larry and Eve will put together an advertising packet.

Hot Topics has gotten more underwriters. Bocall and Sneed has given \$1000, Coleman \$500, Parker \$500 and Hoffmeister \$500. Ingrid is trying to contact Landmark Bank and has already spoken to Torrey Pines Lodge.

A question to consider is whether the Board can continue to support Hot Topics. Jodi made a motion, Eve seconded and the Board agreed that the planned proposed budget for each show of Hot Topics is \$1500. Next year the Board has planned on 20 shows. This means the Board will be giving \$10,000 towards Hot Topics. The Board will need to raise \$20,000 exclusively for Hot Topics.

**Fundraising Campaign:** It is time to fundraise!! Pete made mailing labels and will leave them at the station for everyone to pick up. Meghan will send packets to people that have not been assigned to anyone. Please include a Hot Topics brochure and take the time to add a personal touch before sending out your letters.

**Del Mar Idol:** The contest is scheduled for March 25, 2006. Auditions will be held on March 4, 2006. Press releases will be sent out on January 30<sup>th</sup>. The Del Mar Idol will be for kids only, we will not have an adult competition. The fee has been raised to \$25.00. Thanks to Nicole and everyone for keeping organized what needs to be done. The advertising packet that Larry will work on will include information on the Del Mar Idol. There will be a Del Mar Idol Meeting on Thursday November 10, 2005 at 9am at Eve's house.

**Next Year's Officers:** Please email Jack with your nominations for President, Vice-President, Treasurer and Secretary. This will be discussed further at the next meeting.

**Website Homepage:** The website now has Hot Topics as Streaming Video.

**New Grant Applications:** The County Grant is due on November 14<sup>th</sup>. We should submit a proposal for the 2<sup>nd</sup> Middle School Sports Magic. We will need to get a letter from the County Dept. One of DMTV's interns Michael Wang mentioned that he is trying to start a Del Mar Hot Topics at Torrey Pines High School.

**Other Business:** Jack and Pete will be working on the Budget. It will be put on the agenda for the next meeting. Adelphia now wants a rating at the beginning of shows. Pete spoke at a recent City Council Meeting regarding Time Warner's takeover. He discussed how we would like DMTV to reach Carmel Valley, Solana Beach and Del Mar Heights.

**Next Regular Meeting will be Wednesday, November 16<sup>th</sup> at 9:00am @ DMTV**