

Minutes of the DMTF Board Meeting/Annual Meeting

March 15, 2006 / 9:00am

Attendees: Peter Glaser, Larry Marcus, Ingrid Hoffmeister, Eve Goldman
& Philippe Lamoise

Absent: Jack Batzler & Richard Earnest

Late Arrival: Luana Karr

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

Potential New Board Members:

- Luana Karr has produced many shows for Del Mar TV. She will act as a representative from the Producers Group and be able to provide open communication between the Foundation and the Producers Group.

-John McCulley has been working on the marketing for the Main Street Program and will bring marketing knowledge to the Board, which will help in promoting the station.

-Morgan Scudi is a lawyer that has business knowledge and is connected in the community.

- Dex Allen is the publisher for The Village Voice and will provide an opportunity to have a good relationship with one newspaper rather than a mediocre relationship with all newspapers.

All of the new potential Board members have accepted. Since they are not present at this meeting they will be voted in at the next meeting. This means that there are nine Board members plus Richard. Currently the By-laws state that there will be nine members on the Board. If Richard does decide to come back from his leave of absence Pete will move off the board but continue to participate. He will not have a vote but will still participate in Board discussions.

Del Mar Idol: The First Republic Bank is sponsoring the Idol for \$1500. There will be 10 Junior contestants and 7 Senior contestants for the Idol competition. Eve decided since the competition will be over by 12 noon that lunch will not be served to the contestants but snacks will be served. All of the prizes were donated which include:

1st place: a recording session and \$100

2nd place: a photo session and one 8x10 photo

3rd place: a packet of CDs

There will be three judges and one host. The Juniors will perform first followed by the Seniors.

There seems to be a lack of participation from the Producers Group and crew members. The Board would like to get Luana involved with this situation and see what recommendations she can come up with. One of them is to set a requirement that if you take the production classes you will have to volunteer for a certain amount of hours and help out on productions such as Del Mar TV Idol. Ingrid will talk to Luana about this. The Foundation would like to have a Thank You party for the Idol crew. At the party the Board can mention the Adult Idol to try to get crew lined up. They will be paid for working the Adult Idol.

The Adult Idol will be a Fundraising event. The set date will be October 14th. Perhaps some of the winners from the Children's Idol can participate somehow with the Adult Idol.

"Del Mar Hot Topics": Ingrid is planning on applying for a grant from the Del Mar Foundation. The deadline is June 1st and the maximum amount is \$2500. Pete recommended that Ingrid ask for a matching grant. Ingrid would like to get more grants to

fund this program. Richard Levak has been interviewing guests to get a good dynamic for the show.

Meghan Update: The San Diego County Fair is now accepting video entries; if anyone is interested in more information please let Meghan know. As of April 3rd Meghan will be taking over Charlie's position, because of this she feels that she will not be able to devote the time needed for her job with the Foundation. She will continue to work for the Foundation until someone is hired to fill the position and she will stay long enough to train them. Meghan will write up a job description and email it out to the Producers Group to see if anyone is interested. She will also look into posting the job at nearby Universities such as UCSD.

Marketing Materials: Larry passed out the first draft of the Marketing Materials. He has already worked with Meghan on making some changes for the second draft. Larry met with Joe Hoefgen and the money the Foundation is receiving from city is more or less accurate but is not guaranteed. The 2% from Adelpia goes to the City of Del Mar and not necessarily to DMTF. Joe suggested that the Board make a Promo Video for the presentation to the City Council Meeting on Funding on June 1st and 2nd. Larry will work on getting it done at one of his stations. Ingrid can write a script and Philippe can assist with the production. John McCulley will hopefully work on creating a new logo and improving the marketing materials. There will be a meeting for organizing the Promo Video on Monday, March 20th at 12pm at the station.

Grants: Ingrid went to the San Diego Library to get more information on Grants. It was discussed that a plan needs to be created for fundraising. The Board should identify individuals and Corporations that would be interested in donating money. The Board needs to make a list and identify what is being sold. It was also suggested that the Board not get a Grant Writer as it is not necessary. Ingrid also went to the City Council Meeting on 2/21/06 to ask for continued financial support for this year. It was a positive experience. She was able to talk about the Board and the direction it is headed. There are four new categories this year and the Foundation fits right in.

Fundraising: What is the overall fundraising goal? There will be a special meeting for fundraising on Sunday, April 9th at 9am at Larry's house. Larry will email the new members to let them know.

Website: We have 15GB of space for steaming video so we can add more programs. Should we rent out the space for programs? Currently individuals pay, unless it was a grant program. The Kids News program should be updated to a recent episode. Pete mentioned that there are a lot of sites that have video such as Google, Yahoo and Microsoft and there are new programs that are available online everyday. The Board should look into expanding the website.

Production Status: There are three grants that are going to carry over. *The Del Mar Reef Restoration* and *Kids News 2005* are completed. Two episodes of *The Kitchen Shrink* are currently being edited. The new grant for this year is four episodes of *Kids News*. One Producers Showcase has been completed and one Pulse. The total Programming Commitments for 2006 is \$30,250.

Equipment: The "Soloist" Autocast system is scheduled to be installed the last week of March.

Other Business: Ingrid is planning on producing a show on Global Thinking and would like to premiere it here at the studio. She plans on inviting students and teachers from Del Mar Heights School to come and view the program. It was discussed that the Del Mar Village Association and DMTF work together to possibly create a video. Larry will contact Jen Grove to discuss this possibility further.

Next Regular Meeting will be Thursday, April 13th at 9:00am @ DMTV