

Del Mar TV Foundation Board Meeting April 14, 2006 - Minutes

In Attendance: Larry Marcus, Ingrid Hoffmeister, Eve Goldman, Jack Batzler, Philippe Lamoise, Pete Glaser, John McCulley and Luana Karr

Absent: Richard Earnest

The meeting was brought to order by Ingrid Hoffmeister.

Ingrid made a motion to approve the minutes, Jack seconded and minutes were approved.

New Business:

Luana Karr will be taking minutes from this point on. Philippe posted the minutes on the web site. It was discussed that minutes need to be approved prior to posting. It was also agreed that the minutes should be transcribed as soon as possible but no longer than a week past the meeting date.

New Board Members Report:

Larry announced that the other two proposed board members; Dex Allen and Morgan Scudi had to withdraw due to restrictive personal schedules. The board discussed ideas of new board members and what area of expertise to draw upon would be good to complete the board. It was agreed that if we could obtain an attorney to sit on the board it would be advantageous as well as a print media person or perhaps someone connected with schools in the area.

Del Mar TV Idol Report:

Eve reported that the Idol Singing Contest went well. It was exciting and successful. We came out in the black financially, so that was a plus. Eve held a post Idol committee meeting in which a discussion was held on what worked well and some possible improvements for next year. Eve had received suggestions that if we were going to hold a party for the crew members, we instead give them compensation. John mentioned that if we gave them cash it was more of a payment rather than a gift. Luana suggested possibly a gift card, or gas card. Eve felt a Trader Joe's gift card would be good. Ingrid made a motion to provide each Idol crew member a \$25 Trader Joe Gift Card, Jack seconded and it was passed unanimously. Eve volunteered to obtain the gift cards. When the editing is completed, Philippe is to put both the Junior and Senior Finals on Streaming Video.

Fair Submittals:

Pete proposed 3 submittals for the San Diego County Fair. The finals of the Idol Contest, The best of Hot Topics and the Del Mar Jr. Guard program; Surf & Sand Summer School. Ingrid suggested that the Hot Topics #9 regarding the Torrey Bridge was the best for submittal. Jack motioned we move forward with the submittals, Eve seconded and it was passed.

Budget Grant Submittal to City of Del Mar:

Larry has been working on the grant submittal, which is due to the City next week. He is developing a template for large grant proposals that can then be adjusted to fit the particular request or entity that we are trying to solicit. It will include topics, plans and reach of our programming. This past year the

DMTV Foundation received \$18,000 from the city. Larry is planning to ask for \$25,000 as we are including more and better quality programs plus a “cost of living” increase as business expenses have increased. He is also going to ask them to trigger their option in the franchise fee, a line item addition to the cable bill, which would off-set some of the proposed increase. Ingrid and Philippe are choosing clips to use for a short visual promotional piece to be used with the written proposal and Larry is having his station in Pennsylvania edit the piece.

Adult Idol Competition & Fundraiser:

Eve has been gathering names for possible host for the Adult Idol Fundraiser. She is working on getting a commitment from either Bob Siggins, or Kimberly King. The possibility of entertainment at break intervals such as Angie , a judge for the Idol contest last year & also a professional singer and & Bob Siggins & group is also a possibility. Perhaps having the Children Idol contest winners perform was also discussed.

We need to budget in the cost of paying the crew. It was decided that a maximum of 10 finalists would work within time allotment. It was discussed that the TV studio would not allow us the space for the necessary attendance to indeed make this a good fundraiser. Pete suggested the Powerhouse. A formal dinner as opposed to a cocktail/club style atmosphere was discussed. Ingrid pointed out that a recent dinner fundraiser for another non profit cost \$40,000 just for the food. It was unanimously agreed that a club style affair, open bar with the Foundation would providing the tappas would work best and be most cost effective.

Ingrid motioned we hold it at the Powerhouse, Larry seconded and it was approved. John suggested we maybe hold several audition times to create buzz for the event. Luana suggested we tape it, very simply, bare bone studio and minimal crew. Then we can show it during the weeks leading up to the final and create more interest in the community. Philippe suggested putting the auditions on streaming video as well. John suggested a title of Del Mar Club Idol as contests will be 21 or over. The title will be discussed and agreed upon at another date. Eve volunteered to call the Powerhouse and see what dates might be available in November. Ingrid suggested we have either tiered seating or donation options and send out special invitations to select group for fundraising and then we could advertise the donors on subsequent invitations or flyers.

Other Business:

Ingrid submitted a request for a grant to tape a show entitled “Think global, Act Global”. It will be taped on April 25th. She is requesting matching funds of \$500 as she has received some money from Project Concern as well as a private donor. There will be an audience and Project Concern is holding a reception at the studio, immediately following the taping. Ingrid is planning on compensating the crew.

Luana is working on a variety show for the fall and will be submitting a grant proposal at the next meeting.

John will be exploring a new idea for a logo for the Del Mar TV Foundation. He will be working on it and then submit it when he has it completed.

Larry announced that Joe Sullivan will be giving him names to work with on writing outside grant opportunities.

Ingrid announced that the show “Inspire Art for Kids” that she worked on with Ann Berchtold just won a Telly Award. Ingrid also said that she was approached by Don Terwilliger to film part of a 25th

Anniversary Event that one of the local non-profits will be holding. She will call him back and confirm which organization, dates etc.

Ingrid, Steve Rose, Luana and possibly Bob Ganey will be meeting with the Sunset Alternative School Group to see if there is a way that we can help them produce a video project. The meeting is scheduled for April 21st, the time to be determined.

The Village Association may also need a video produced and the board will ask them help underwrite it.

Larry asked for feed back from the strategy meeting held on Sunday April 9th. Eve thought that it was helpful and in general everyone was enthusiastic and felt we are heading in the right direction.

Ingrid brought up that she had heard good comments regarding the Del Mar TV Foundation and that it had a solid reputation in the community.

With that last positive thought and no more business being brought forward the meeting was adjourned.

Next regular meeting scheduled for Friday May 19th at 9am