

Del Mar TV Foundation Board Meeting May 5, 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 Larry Marcus. Ingrid made a motion to approve the minutes and it was seconded and motion approved. Philippe will now post on the website.

Jack submitted the completed budget and passed around the copies to the board members for review. A discussion was held regarding the some of the figures and Jack explained some of the hold over from the last year on particular programs and the budget projections. Jack also stated that the taxes have been processed and submitted for the 2005.

A discussion was held regarding Errors & Omissions insurance. Jack stated that one bid has been received of \$2500 per year, from the firm of Johnson and Wood. If sued the Foundation would have to pay the first \$10,000 and the coverage would be a total of \$100,000. We have Directors and Officers Insurance already. It was suggested that Jack obtain one more quote to ensure we have the best rate.

Larry motioned that Errors & Omissions be part of our standard insurance package. Pete seconded and the motion passed. Jack found out that because we have no employees we can bring the cost of the D&O Insurance down from \$1400 to \$600. Jack is to follow up on this.

A discussion was held to have petty cash on hand for mailings etc. Eve moved that we start with \$100. Pete seconded and the motion was carried. Luana is to keep the petty cash and give Jack the receipts as necessary to replenish.

Eve and Ingrid are working on a host for the Adult Idol. The Powerhouse has been secured for November 9th which is a Thursday. Pete suggested that they check with Doug Manchester who is developing the Grand Resort. If we can get some underwriting we could use Grand in the title such as "Del Mar TV Grand Idol" or something to that effect. Eve is going to follow up with the possibility. It was suggested that we get started with the publicity to generate some buzz for the event.

Pete suggested that we follow up with the Del Mar Video History program as well as other events such as Powerhouse Park July 6th, History week event Joe Harper at the Powerhouse and Hollywood at the Castle. Eve and Ingrid are going to contact the organizations to see if they have any budget to contribute to the effort. Pete handed out a sheet with upcoming events and grants that have been issued with program status.

The City is moving forward with web casting the DRB and Council meetings. Philippe stated that everything that goes out to channel 66 would go out to the web.

It was motioned and approved that Philippe move forward with obtaining the domains: Del Mar.tv , Del MarTV.org, Del Mar TVLive.com etc.

John McCulley brought forward some designs for the logo and branding of Del Mar TV. He had a wonderful laptop presentation. Larry moved to accept the design, Jack seconded and John was asked to move forward with the Power Button Graphic and to definitely use Del Mar TV as opposed to DMTV because of the familiarity of “Del Mar” as a destination. It will be layered so that several effects can be used for video presentations. A slogan of Power on Del Mar TV etc could be used.

Everyone thank John for the great work and expressed their appreciation.

The meeting then went into the control room to view the promotional video that was put together by Larry’s TV station in Philadelphia. Everyone generally liked the video. It was suggested that we cut it down from 5 minutes to 3 minutes and to update some of the footage with current show clips. John and Luana are to submit photos to update the foundation board members shown. Larry, Ingrid and Philippe will review to cut some redundancy from the piece.

The meeting was then adjourned. The next meeting to be date to be determined.