

Del Mar TV Foundation Board Meeting June, 2006 - Minutes

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

Absent: Richard Earnest, Philippe Lamoise, John McCulley

The meeting was brought to order by Larry Marcus. Ingrid noted that Philippe was in Europe and would be back for the next meeting. John McCulley was also out of town on business and Richard Earnest was attending a DMVA meeting.

Luana handed out copies of the producer's group list of qualified crew members as well as an email contact list. This will be an ever changing or evolving document as people either move or become certified in different positions.

It was suggested that each crew member write up a very brief biography so that all involved could get to know about the crew members.

The committee to restructure the curriculum of classes is in the process of doing just that and will present the information as soon as it is completed. Luana mentioned that the producers welcomed a mentoring program and thought it was a great idea, so that each can learn more about the various crew positions and feel comfortable in the technical roles.

Pete announced that 2 out of the 3 shows submitted to the fair won prizes.

The DMTV Idols Finals took 2nd place in the entertainment category, producer: Eve Goldman. The "Sand & Surf Summer School" Jr Guard video took 3rd place in the Education/Entertainment category, producer: Luana Karr. And Hot Topics #7 received an honorable mention, in the community category, producers: Debi Salmon and Ingrid Hoffmeister.

A discussion was held and a vote to proceed with the taping of the Joe Harper Lecture, providing the Historical Society will let us tape the event. It is scheduled at the Powerhouse in July.

Ingrid discussed the upcoming meeting regarding Hot Topics. A further discussion was held regarding the cost of the production and ways to conserve costs etc. It was determined that 1 show per month be completed per season and that 2 shows again be shot on one day to conserve costs. Eve suggested an evaluation be done to find out if it's effective outside of a circle of concerned citizens with the issues and also if the right topics are being covered etc.

Eve and Ingrid are working on a pilot program for the Del Mar Hills Academy in conjunction with DMTV. It will be a documentary with the children participating and learning about video production. It will be for the 4th through 6th graders. They will meet with the principal some time later this summer so that it can be incorporated into the curriculum.

Larry reported that the city granted the TV Foundation the same funds as last year. There was no positive response regarding the user's fee. It was relayed that the city wants to wait and see what the outcome of the legislation that is currently being discussed both in the state and at the federal level will be.

It was decided to use the new logo for all future programs and stationary. Philippe will need to change the website as well.

Eve discussed the upcoming "Grand Idol" at the Powerhouse. November 9th is the confirmed date, which is a Thursday. We have 2 possibilities for Hosts and Eve will have a confirmation later this summer. The judges will be those that have participated in the past at the junior idol competitions. We hope to have 25 contests with 10 moving on to the final show at the powerhouse. The cost for crew is forecast at \$2,265. It was decided to have a cash bar (wine & beer) and the tickets for the event will be \$30. The facilities can hold up to 100 people.

Luana brought a proposal from Alcatel to partner for a demonstration project of live shows on mobile phones at their next trade show. It was suggested that they submit a formal letter and to ensure that programming will not be sold/used for profit.

The next meeting will take place on July 17th due to conflict of schedules. After that, we hope to maintain the 3rd Wednesday of each month.

The meeting was then adjourned.