

Del Mar TV Foundation Board Meeting September 22, 2006 - Minutes

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

The meeting was brought to order by Larry Marcus.

Larry presented the financials in Jack's absence. A discussion was launched regarding New programming has been lacking due to being frugal in the absence of incoming funding. Funding has been obtained for specific shows but not general funding.

Since fund raising is set in the fourth quarter, we are \$7,000 behind funding in the first 8 months of the year. Discussion of last year's effort determined that there was some personal solicitation but the follow up was inconsistent or non-existent. Eve in efforts for the Grand Idol stated that the area seems saturated as the same people/businesses are solicited by the local non profits.

It was determined that besides the mailing that direct contact and persistent follow-up is necessary. It was also discussed that if we had the man power we could hit up the corporations. It was decided that Luana will check with Lucie Walthers regarding the cost of a mass mailing. It was also decided that the mailing will include a cover letter, brochure and return envelope.

John suggested checking with the internet company Surveymonkey. You can set up a questionnaire and they provide a variety of statistics that might prove helpful to determine further programming and where or how we might market DMTV.

Luana was asked to prepare a packet for the meeting at Larry's house with the previous Hot Topics guests. A letter that Ingrid & Larry will prepare, a questionnaire and the current brochure with a return envelope will be provided to the guests for input.

Ingrid Hoffmeister proposed Denise Lara join the board. She is going to help with the Hot Topics Election Forum and the education training. Denise would be a good asset to the board.

There will be 2 Hot Topics shows with the 4 candidates. First a forum based on the League of Women Voters structure with Richard Levak moderating. The second show will be an interview with each of the candidates, by Richard. The forum will be very structured, no audience participation. A questionnaire will be available to the voters they will be able to submit their questions in front of the DMTV station and at 15th street. The flyer will also go out in the Del Mar Times. There has been \$2000.00 underwriting collected for the election special. It will be taped and aired Oct 6th and Oct 9th. It will also be streamed and available on the website as well.

Ingrid stated that the process is underway to submit a grant request to County Television for their annual grant submission program. The grant request is due November 2nd. It will be based on the outreach program working with the Del Mar Hills Academy. Tracy Phillips was asked to produce the program. The teachers and children are working on the specifics of the project. This is part of their GATE program and 11 students will document the project.

Pete discussed the auto cast system and the fact that the manufacturer will not have the promised version available for a couple of years. The balance of the funding from the County needs to be used. He suggested that we obtain a new Alpha Gen that is the associated piece that enables us to put on the community calendar etc. A decision needs to be made soon, even though he sent a letter (signed by Larry) for an extension.

The meeting was then adjourned. The next meeting to be October 18th.