

## **Del Mar TV Foundation Board Meeting November 13, 2006 - Minutes**

In Attendance: Larry Marcus, Ingrid Hoffmeister, Philippe Lamoise, Pete Glaser and Luana Karr. Jack Batzler, John McCauley and Eve Goldman were absent. Denise Lara joined later.

The meeting was brought to order by Ingrid.

No financials were available for discussion as Jack was absent. A discussion was launched regarding the Grand Idol program that everyone thought it was a great success as a show but unfortunately did not generate the community support that was expected. Most of the guests were friends and family of the contestants. Which is not bad as it widens the area of familiarization but not support from the community.

Denise and Ingrid will make sure that follow up conversations are held with past donors during our annual fundraising bulk mail efforts. Each board member will contact previous donors and ask for funding this year. Luana will email the list to members and each one will email back who they will contact and/or add names.

Philippe checked on the hits that the Candidates Forum and Interview Shows received and there were 230 hits on the Forum and 158 on the Interviews. 23 full download for the Forum and 22 full downloads for the Interview program.

Pete asked Philippe about the live on the web set up and Philippe said he has been out of town and still has to work on it. The insurance issue has to be resolved. The current estimate is around \$2000. Larry and Jack will work on the budget to see if it will be feasible. A discussion was held regarding the update of the website that definitely needs to be updated and revamped. Denise and Luana need to send photos to Philippe for the website.

Luana is to send Philippe the winners' names etc of the Grand Idol so he can update the website.

Eve reported that the County Grant proposal is about finished and that the school's contact was going to make copies and hand deliver the proposal to the County Offices.

Names were suggested as potential new board members for the annual meeting in January. Pete and Ingrid were going to check with a couple and Larry and Luana were going to check with a couple of prospective members.

It was discussed and decided that we need to go back to a funding by project concept that was the original method used to gain funds outside of the general funds received from the city and other sources. By targeting particular areas and persons/companies that might be more willing to fund specific projects or programs that they are concerned with. Involving children in the programs in some way was thought to be an asset.

It was decided that Hot Topics be funded and produced when there was a hot topic to cover and Larry suggested making it an hour long show and include audience participation.

Kids Idol is to be included in funding next year, the date and time to be decided.

Pete announced that he was retiring from the board at the end of the year. He will be sorely missed. His commitment to the community and to the Foundation has been immeasurable. He is expecting a 57 inch LCD in lieu of the gold watch on retirement (joke).

The meeting was then adjourned. The next meeting to be December 13<sup>th</sup>.