

Del Mar TV Foundation Board Meeting December 13, 2006 - Minutes

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

The meeting was brought to order by Ingrid.

Welcomed were guests Jim Coleman and JoAnn Kilty. They were invited as potential new board members for the Del Mar TV Foundation.

Members retiring from the board are founder and past president Pete Glaser, Treasurer Jack Batzler and John McCauley. John will still help us out as needed with logo designs and branding.

New Members proposed are Richard Levak, Jim Coleman and Joanne Kilty. All have been offered a seat on the board by have not accepted as yet. Debi Salmon was offered and has accepted a seat. Steve Rose was offered a seat by declined at this time due to time constraints.

Larry and Ingrid have agreed to stay on as Co-Presidents another year. They will discuss committees to be chaired and at annual meeting in January officers will be voted in. Ingrid mentioned that she would like to expand the board with more members.

Luana stated that the fundraiser letters were all sent out and Ingrid suggested a script for the Follow-up phone calls to the "hotlist". The list was divided up and those board members making the follow up phone calls should report to Ingrid.

Pete reported that he spoke with Mark at Time Warner and that we need to go through the city that are franchised and get agreement to put the signal on. About \$3,000.00 would be the cost to make the connection, once the city gives the ok. We need to find out whom to speak with at the San Diego City Council. It was suggested that we appeal to Councilman Carl Hilliard to help us Approach the City Council of San Diego. Scott Petersen's district is Carmel Valley which we would like to expand into.

Video on Demand is a definite go ahead if we obtain the needed insurance.

Larry reported on the financials in the absence of Jack. All in all we have done a good job in managing funds. Not all the initiatives were achieved but well. Financially were are ok but need more outside grants to achieve more of the goals we set forth in the planning session. Jack is putting together a first draft of the new budget. Larry and Jack have discussed the bookkeeping and bookkeeper. It was contracted outside of the foundation as there had been so many personnel changes regarding the treasurer's seat.

Larry suggested Luana become treasurer following Jack's departure and it was noted that signature cards needed to be changed at the bank. It was suggested that Denise take over as publicity chairman and submit articles to the Del Mar Times. Suggested to submit article in March regarding upcoming Hot Topics "Drugs in Schools" and Kids Idol in April or May.

Eve reported on the Grand Idol. The consensus was that it was very successful but felt there was not enough support from the board. Support in the community is lacking due to over use of the same businesses for all the activities this year. The DMVA did not support the Grand Idol. She spoke to Crystal Crawford as to how the organizations can help each other rather than compete with each other and the fact that the DMVA has too many activities going on. It was also discussed that DMTV is still not seen as a valuable entity in the community.

Philippe said he was trying to get a hold of John McCauley so he could move forward and update the website. He also needed to get the contact information to move forward with the live streaming. There are 40 shows on streaming video on the website at this time. Philippe mentioned he was going to be gone most of January.

The guests were asked to please consider becoming board members and to let Ingrid know of their decision.

The meeting was then adjourned. The next meeting to be January 24th 9am at the station.