

Del Mar TV Foundation Board Meeting January 24, 2007 - Minutes

In Attendance: Larry Marcus, Ingrid Hoffmeister, Philippe Lamoise, Eve Goldman and Luana Karr. Philippe Lamoise and Debi Salmon were absent.

The meeting was brought to order by Ingrid.

The fact that the Del Mar Foundation is about to receive approval to set up an Endowment Fund was discussed and that the Foundation would like Del Mar TV to make a documentary regarding this. Larry said he would meet with the president and see how they wanted to proceed.

It was decided to develop a mailing list for fundraising from the voters registration list and Go over the list of everyone who has donated.

It was decided that Denise would get a press list together and Luana would maintain it on the computer at the TV station.

We need to revamp the marketing packet with the new logo and 5 or 6 copies need to be made available for use when trying to obtain funding, along with a copy of the marketing video.

James Metzger presented a proposal for a program on the Cliffs Project or Gas station property. There will be several, workshop etc leading up to the vote. A motion was made by Ingrid; it was seconded by Larry to grant \$500 for the project and James could draw against the \$500 to start working on it. The motion was carried unanimously.

Pete Glaser joined us for his farewell and thank you. He hopes that Philippe will be able to take over the Community Calendar responsibilities entirely.

The live web cast feed was discussed and we were hoping to have that set up shortly. Ryan Fisher installed the equipment for the City Council Live feed and we just need to tap into that. Larry was to follow up with Philippe when he returns.

Luana reported that the producer's group discussed various shows and there about 13 in various stages of planning. Some of the project discussed was Kidsnews, Young Artists' Exhibit, special project by Del Mar Art Center and History Week by the historical society in the fall.

Eve discussed Kids Idol and that a date had been set for May 6th. There will be 2 auditions days to give opportunity for more children to participate. The dates are April 19th 3pm to 5pm and April 22nd at 11am.

The proposed new board members are not able to join at this time so we are still searching for 2 more board members.

Larry presented the budget that Jack finished and it was submitted and a motion was made by Ingrid to accept, Eve seconded and it was passed.

Larry asked Denise to think of ideas for our fundraising efforts and have them ready for discussion at the next board meeting.

It was decided that Luana will submit the press releases and take care of the mailing, Denise will Submit the articles to the Del Mar Times.

It was determined that Monday's might be a better date for the new board members to meet so at this time we have scheduled the DMTV Foundation board meetings for the 3rd Monday of the month.

The meeting was then adjourned. The next meeting will be February 19th 9am at the station.