

## **Del Mar TV Foundation Board Meeting April 19<sup>th</sup> 2007 - Minutes**

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

The meeting was brought to order by Larry.

Luana reported on the financials. Funds were transferred from Money Market account into checking as the County Grant Check had not been received but funds were disbursed so that the Save it For Me grant video could commence taping.

Luana also reported that the error and omissions insurance has been obtained so we can now approach Time Warner to participate with video on demand .

The streaming live video will not be operational until the first part of May. The city wants one Of their IT staff to be in attendance when Ryan makes adjustments to the equipment and no one From the city would be available until the end of April – 1<sup>St</sup> of May.

Packet Video is willing to donate \$50/a month to offset the \$200 per month fee that it will take to Manage the live streaming. We will in exchange put their link on our website as sponsors in part.

The power button logo was discussed and since Carlsbad Community TV has a similar looking Logo and no one seems to understand what it is, it was decided to seek another option. Debi has agreed to spearhead this and speak with her graphic contact about developing a new branding/logo.

Ingrid reported on the grant video and one family interview has been completed and a meeting is scheduled with Tracy on script changes and the upcoming shooting schedule.

Eve discussed the progress of the Kids Idol contest. The 3 judges have made commitments and during judges deliberation the entertainment will be provided by the Torrey Pines High School Choir and last year's Senior division winner Matthew Vettel.

Eve also discussed the DMVA banner program and it was voted to participate with the banner program at \$300 the first year and \$100 for changes every 6 months there after. It was decided not to list events but to put the website on the banner with the logo.

Philippe will update the website once we have decided on a new logo etc.

Debi Salmon discussed the next Hot Topic will again be with a live audience. She is working with Richard Levak to set up the program regarding Drugs in Schools. Larry suggested it might be appropriate to discuss violence in schools since we have had so many incidents and with the recent events that took place.

Larry discussed the fact that the funding request to the city was due April 20<sup>th</sup> and he was working on that.

Eve discussed the fact that since Denise left the board we had no that followed up with our community page in the Del Mar Times and that she would call and inquire about the status.

It was decided to enter the Grand Idol Finals, Project Concern, and Magic & Comedy Evening into the Fair competition. Luana will enter the videos online.

It was suggested that with the internet now we can appeal to companies for donations and underwriting all over the county as they will have broad exposure.

It was decided that the 2<sup>nd</sup> Monday of the month be scheduled for meetings going forward.

The meeting was then adjourned. The next meeting to be May 14th 8:30am at the station.