

Del Mar TV Foundation Board Meeting May 14th, 2007 - Minutes

In Attendance: Larry Marcus, Ingrid Hoffmeister, Debi Salmon, Eve Goldman and Luana Karr. Philippe Lamoise was absent as he was out of town.

The meeting was brought to order by Larry.

Eve recapped the Kids Idol program and it seems we broke even on it. Luana will make the DVD's once the editing is completed. Larry suggested we partner with another non-profit Voice for Children in order to make it a true fundraising event.

We were then joined by prospective board member Jim Kerr, editor of the Del Mar Times. He was welcomed and Ingrid explained our mission and that we would like to have him join. Jim stated he was definitely interested and that he would have to double check with the publisher to make sure no one would view it as a conflict of interest.

Luana reported that she transferred part of the funds from the money market that was maturing to the checking account. And the balance will mature in October. Luana also noted that the live streaming was about to go online, and that Emily from the City of Del Mar IT Department will monitor and give the ok when all is working properly from the city's point of view.

As far as Video on Demand goes, Luana has been corresponding with Time Warner and is awaiting the agreement form. Once that is in place we will need to dub all the programs that we wish to put on VOD onto DV cam.

Ingrid reported on the progress of the county grant program "Save It for Me", they need \$2,500 more to complete the project. It was discussed and there was concern that the funding be raised as not to jeopardize funding for other projects. Ingrid was going to try and raise the money. Ingrid also mentioned that she spoke with Sarah Vaughn from Community Connections at the recent non-profit meeting and that they were interested in being on Coffee Talk or another program to more visibility to some of their on going projects. Ingrid was going to pass on the contact information to Debi.

A discussion was also held regarding the Preview for "Save It for Me" in September, with a variety of ideas being discussed., including presenting at the Dad's Club at the Hills Academy. Since it involves children and the environment, it might be feasible to approach the Birch Aquarium, since they have their Explorer Program and perhaps we could hold a red carpet event there. Debi Salmon was going to check on this, since she volunteers there.

The meeting was then adjourned. The next meeting will be June 11th 8:30am at the station.