

## **Del Mar TV Foundation Board Meeting August 2007 - Minutes**

In Attendance: Ingrid Hoffmeister, Jim Kerr, Debi Salmon and Luana Karr

Absent: Philippe Lamoise, who was out of the country and Larry Marcus.

The meeting was brought to order by Ingrid Hoffmeister.

Ingrid relayed the information that was sent to all board members regarding Eve Goldman's resignation from the board due to restrictive personal scheduling. Eve said she would be glad to help out on particular projects, if she is available.

A note was sent by Ingrid to Eve to thank her for her dedication and service to the board.

### **Logo Update/Website:**

Debi presented the new logo via her laptop. It was suggested that if she could get recommendations from the graphic artist as to what changes we could make to the website to make it more up-to-date and visually appealing and then we would have Philippe implement the changes.

### **Financial Report:**

Luana forwarded to Larry the financials for June. We didn't have the July yet, as the bookkeeper was on vacation. We did receive our grant from the City. Also, the second invoice will be sent to the County for the "Save it for Me" grant.

### **Save It For Me Update:**

Ingrid said the video was on schedule, all the shooting was done and it was now being edited. She has not seen it but feels it will be a great program. The Premier is set for September 26<sup>th</sup> at the Powerhouse. Climate Smart and SD Earth Project will be in attendance and presenting. She is \$500 short on the cost of the premier but is working on getting more funding. She did receive a \$250 donation from the Gaylords.

She also reported that she is speaking with Kim Bess and Nancy Walker who are in charge of the curriculum for the San Diego School District to see about creating a lesson plan around the video.

A discussion was held about putting 4 sections on the website with VOD videos that were applicable to the areas such as: Community, Educational, Arts & Cultural, and Environmental.

Mercedes Martin City Clerk of Del Mar was able to join us. She has taken over as the liaison since Joe Hoefgen left. She discussed maybe another video regarding the various departments so that the community would know where to go to address particular interests etc.

Nothing further to discuss the meeting was adjourned.

