

## **Del Mar TV Foundation Board Meeting September 10<sup>th</sup>, 2007 - Minutes**

In Attendance: Larry Marcus, Ingrid Hoffmeister, Debi Salmon, Philippe Lamoise and Luana Karr. Jim Kerr was absent.

The meeting was brought to order by Larry.

Ingrid gave an update on the Premier of "Save It for Me". There will be drink & food outside as well as a dance performer, then everyone will move inside for introductions and then the video, after a panel discussion with representatives from Climate Smart and Next Earth & Schnetz Landscape of what families can do to help the environment.

There will be articles in 3 papers for publicity and we are at capacity as far as attendance goes at this time.

Ingrid had contacted Sempra Energy to see about helping with the premiere but they do not fund such events, however, they contacted her back as they do fund educational efforts. So she will be looking at incorporating the video into the school curriculum with perhaps funding by Sempra.

Larry reviewed the finances, expenses are normal. Since we haven't done any general fundraising as yet we are behind. We need to organize the fund raising efforts and really try and expand so that we don't have to delve into our endowments. Luana suggested we divide it up into areas of interest on projects to help gain funding for projects related to various area such as environment, cultural, children etc. If we target specific areas we may be more successful.

Ingrid also reminded that we need follow up phone calls in order to make the mail campaign work. All were in agreement. Larry was going to check with contacts to see when the mailings should be sent. We are preliminarily targeting the end of November.

The website really needs to be updated and revamped with correct information etc. Debi suggested we all take a look and make suggestions as to some of the changes that need to be made. Luana reminded everyone that we had talked about dividing up the VOD to areas of interest and list the videos that way so people could target their interest quickly.

We were joined by Wally Papciak, from CTAC. Wally talked about ways that we might make more use of the studio by marketing it's availability for rental and after the city's compensation goal was met that the foundation could possibly also receive some compensation. Also discussed was to have a representative of CTAC join the foundation board so we could work more closely together and understand the goals of the city and CTAC.

Debi was going to send both Philippe and Luana a copy of the new logo so it could be incorporated into the website and also to order needed stationary.

The meeting was then adjourned. The next meeting will be October 8<sup>th</sup>, 8:30am at the station.