

CreaTV Board Meeting  
February 25, 2009

In Attendance: Board members--Brenda McHenry, Maribel Andonian, Margherita Pagni, Sam Sakulsinghdusit, Steve Preminger, Tricia Creason-Valencia, Chris Laxton, Don Blankenship, Michael LaRocca, Ross Braver, Jim Risinger.

Community Producer—Gary Shara

Not in attendance:

1. Meeting called to order by Vice President, Brenda McHenry.
2. We will approve January meeting minutes at next Board meeting, as we didn't have enough copies for approval.
3. Announcements
  - Jim Risinger is working with Suzanne to develop focus groups with K-12 educators about how the educational channel can serve that community.
  - Tricia Creason-Valencia was named Arts Council of Silicon Valley Fellow for 2009. She'll plug CreaTV during her tenure.
4. Board members introduced themselves to Gary Shara, Producer of *Minding Your Business*. Gary was invited to the meeting today to speak with us his concerns about the implementation of the lottery as it affects current producers.
  - Gary shared a packet of e-mails that he has written with Suzanne on this issue for our review.
  - Gary's show has aired on Tuesday nights at 7:00 for the last ten years. He has spent years developing his marketing and branding, including his time slot. He'd have to change website, business cards, etc. every year.
  - Gary's understanding of our approach in introducing the lottery is to get "more eyes on the channel" and increasing "diversity". He thinks that is good, but he is concerned that the change in time slot might have a negative impact on his viewership.
  - Gary suggests the following solution: New producers should be made aware of the rules when they start at CreaTV, and they will be assigned a slot according to the lottery. Other producers may not care about their time slot, so they could switch during the lottery if they want to. Producers like Gary (current producers) should have the right to opt out of the lottery (do not make the lottery mandatory) and be allowed to maintain their slot until they decide to stop producing their show.

Suzanne thanked Gary for stepping forward and offering a solution. Only two producers have offered solutions in Producers' meetings.

The Executive committee will discuss this issue and Suzanne will put together a report including what other stations do for the board to review at our next meeting.

## **5. EXECUTIVE DIRECTOR'S REPORT**

- A. Executive Committee meeting discussed how we need a Business Plan. Clarify CreaTV's priorities for the future (next two or three years) regarding staffing, funding, vision—a big picture statement. Suzanne hopes to move that forward in the next month.
- B. Suzanne is meeting with potential grant writers (contract position) and /or Development Director (part-time).
- C. The Grand Opening is scheduled for April 25 at the Hotel De Anza, 7-10 PM. The PR Committee/Grand Opening Committee needs to meet again ASAP. Orloff is busy, and we are doing a DVD invitation for the event that we need to produce and edit. Suzanne is compiling a list of public faces to appear in the DVD invite. We are reaching out to: The Sharks, Sam Liccardo...
- D. 3 Marketing interns are starting in the next week! Sam and Chris got the word out to Evergreen and SJSU students for recruitment. Go Sam and Chris!
- E. Suzanne took at web 2.0 workshop. Our blog and forum are now up. People have begun to use the forum online. Check it out!
- F. Mercury News trade has happened. Maribel is designing ads for us. We get a full page ad per quarter in exchange for producing two spots for them.
- G. Suzanne has been asked to be on the educational committee at the Chamber of Commerce.
- H. Michael La Rocca will bring Suzanne to the downtown S.J. chamber meeting next week as his guest.
- I. Suzanne met with Bruce Davis from the Arts Council of Silicon Valley and is exploring collaborating on an art exhibit at CreaTV.
- J. Suzanne spoke at the SF Board of Supervisors on Monday. The SF access channel will be closing in June, due to lack of funding.
- K. Suzanne had a great meeting with San Jose Jazz festival.
- L. CreaTV will have banners up at the filmmaker's lounge at Cinequest.
- M. We started the Final Cut Pro and Field Production classes this month.
- N. We are providing 5 or 6 scholarships to youth to produce films for the Greenlight Environmental Film Festival in Palo Alto. Tricia will serve as a judge on the festival panel.
- O. We are working on a video with Pete Constant's office about how to present to City Council.
- P. Facility updates:
  - Playback equipment will be coming back to CreaTV in April.
  - Maribel has taken on the Design Response project to finish the design of the CreaTV space.

## **6. COMMITTEE REPORTS**

- A. Policy Changes: Suzanne had sent out an e-mail with proposed clarifications and changes to the Policies. Don Blankenship moved to approve the changes. Maribel Andonian seconded the motion.
- B. Executive Committee: has begun exploring the idea of getting a Board member with expertise in Development. The Board will need to start fundraising efforts. Started discussion about instituting a “give or get” policy for our Board.
- C. Public Relations/Outreach:
  - 1. *Community Views/Community Voices* show: Michael reported that the first show was a success, with some tweaks to the set. The next is scheduled for rehearsal on May 1, 4 PM and taping on May 8, 4 PM. The next show will feature Ross and Breanna as the Board representatives. Michael has reached out to a few producers to recruit them to appear on the next show.
- D. Producer’s Advisory Committee: will be renamed as Producer’s network. We brainstormed a list of their interests, and Tricia will put out a “job description” for the Network and solicit letters of interest for leadership positions. The hope is that the Network will become self-directed by producers and CreaTV will provide snacks and space for their meetings.
- E. Finance Committee:
  - 1. Steve moved that we create an audit committee of three people. Maribel seconded the motion.