

# CreaTV San Jose Board Meeting Minutes

## March 25, 2009

**Board Attendees:** Don Blankenship, Ross Braver, Tricia Creason-Valencia, Gerry De Young, Breanna Gilbert (via phone), Michael La Rocca, Kim Lawson, Chris Laxton, Brenda Mc Henry, Margherita Pagni, Charlotte Powers, Steve Preminger, Gerard Roney,

**Executive Director:** Suzanne St. John-Crane,

**Programming Manager:** Luis Costa

**Members attending:** Judy Verona Joseph

Meeting started at 4:35 PM, by Gerry De Young

Motion to approve agenda by Steve, 2<sup>nd</sup> by Charlotte. Board approved, no abstentions.

Motion to approve February minutes approved by Brenda, 2<sup>nd</sup> by Steve, Board approved, no abstentions. January Board minutes to be reviewed and approved at next meeting.

**Board announcements:** Tricia selected as fellow for Arts Council Silicon Valley.

### **Public Input:**

Judy Verona Joseph (“On the Town” show) – spoke on the new lottery system, for herself and other Producers. They have spent lots of time and money to advertise shows. She wants Board to reconsider the pending lottery system.

Questions were asked:

Steve: Wanted to know what feedback Judy has had about her show.

Judy: Gets e-mail and phone calls on show.

Suzanne gave information about research on what other stations are doing to schedule programming. She said that City contract contains language about being fair to all. Gave brief outline on help we will be giving Producers to advertise show play times. Also some information on video on demand for same day playback, to be available after playback is moved to CreaTV studios.

### **Exec. Director Report - Suzanne:**

Suzanne working on audit. Auditor has everything he needs to complete audit. Audit is due to City by April 10.

Working on Producer workshop for Monday (3/30). Subject is to be on copyright regulations.

Premiere party taking much of Suzanne's time, But we are almost done.

PSA day taping was fun, next one this Friday (3/27)

Taking bulletin board off the channel, space to be filled with PSAs and other material.

Seven interns are now working at the station.

Suzanne held a roundtable meeting with schools in area. We have a school personnel directory to reference now.

Maribel has done lots of artwork and coordination of station redecorating.

Greenlight workshop in progress.

Station has had its first fly pack shoot for Silicon non-profit.

Suzanne wants to put out a weekly highlight e-mail on upcoming programming.

PSA/taping work to be done for several non-profit.

Marabel questioned write-up of education roundtable. She felt the topics reported were dull. She felt that student would want more than what was on report from Suzanne.

Suzanne said that she wants to work with schools to make the K-12 channel material more interesting. Student programming would be one way to make it more interesting.

### **Executive Committee Report – Kim/ED**

Committee Changes: Transition committee done with its work. Tricia's Producers Network to pickup work with Producers. Gerry suggested to make Education Channel Committee to work on the Educational Channels coordination effort.

New committees: Strategic Plan/Mission Statement Committee and Development Committee.

Gerry asked for volunteers for each committee.

Don volunteered for the Strategic planning/Mission Statement Committee, Gerry Roney and Michael La Rocca volunteered for the Development Committee.

Suzanne will have been here for one year on April 1<sup>st</sup>. Will be doing something to recognize the event. Gerry will need to write up first year performance evaluation on Suzanne. Wants everyone to help/input.

Lottery was discussed.

Suzanne, asked Luis to talk about the information that he is receiving. Suzanne has been discussing with a few of the Producers.

Luis talks daily with Producers. Luis said that the lottery is brought up in almost all conversations.

Discussion followed. Showed the current program playback schedule and discussed. Gerry wants the Board to give any thoughts to Luis and discuss again at the next meeting. Wants formal decision made on what we will do at the next meeting. Implementation of lottery will be Mid May. Changes at the end of July.

Suzanne has seen several programs (Judy's program is one) that have had commercial content. She will be notifying the Producers of the problem.

### **Board Search - Brenda:**

Board Connection Program has been applied for. Waiting for acceptance, but shouldn't be a problem.

Suzanne has candidate for grant writing. Focus Bank can help with Grant writer.

### **Equipment/Facilities – Jim:**

Fiber optic cable to be installed this week. New playback should be here in 2 weeks. Portable HVAC to be used in the closet to reduce heat in room. This will eliminate the need to run the building HVAC on a 24/7 schedule.

Furniture has been delivered. New reception desk is here and installed. Pictures in work. Lobby graphics pending.

Two fly packs specifications are in work. Purchase to follow.

### **Transition Committee report – Kim/ED:**

Round table meeting with schools to talk about changes to education channel for K-12. Suzanne gave tour to participants of our studio. Discussion of the Round Table meeting followed.

Suzanne discussed a memo of understanding to be written for Education channel participants. Wants to emphasize that CreaTV controls the education channels. Looking at spring 2010, for the changeover of CCN channel programming. This is because of existing programming by the Community Collages.

Suzanne showed the video invitation for the Premiere party. Still in rough draft. To be aired on channel 15.

Save the date for Premiere Party, was sent out via e-mail to membership list.

**Financial Report – Charlotte (for Sam):**

Charlotte requested everyone to read the profit/loss report from Marcia (our new bookkeeper).

Gerry requested that we have coversheet with profit/loss statement, on what is changed or needs extra review, in the report.

Suzanne to send out YouTube link to the Board, for Premiere Party.

Suzanne talked about income being brought in. She showed slides of income balance sheet.

We will need to raise operating budget money.

Charlotte motioned to accept the January 2009 budget report, Steve seconded. Board approved, no abstentions.

**Premiere Party report – Breanna:**

The list of invitees, to the Premiere party, was given to Orloff/Williams.

Suzanne asked the Board to find items for the give-away baskets.

Michael said he has 4 tickets to the Giants/Angel game to give-away.

Suzanne asked for people to volunteer to help with the party.

Prices for the Premiere Party are \$25 members, \$35 non-members.

People who want to attend will be able to buy tickets on-line.

Board suggested CreaTV open house to be rescheduled to the following Saturday.

Michele talked about the upcoming Board Show. Ross and Charlotte will be the Board representatives on the show. Tech rehearsal to be 4/17 at 4 PM

**Producers Advisory Committee – Tricia**

No update.

**Old Business:**

Board to be on Premiere Party hosting committee. Everyone is to call friends to come to the party.

**New Business:**

None.

Executive session

Meeting adjourned at 6:45 PM

Submitted by Kim Lawson