

Community Access Television of Silver
Board Meeting
MINUTES
June 11, 2010 @ 5:30 p.m. in the CATS Studio

Attendees: Cissy McAndrew, Howard Reinert, Kendra Milligan, Peg, Tater Todd Dennely, Lori Ford, & Joe Kellerman

- I. **Introduction**-Cissy welcomed everyone to the meeting and read the CATS Mission Statement.
- II. **Review & Approval of June 2010 Agenda** – Howard moved to approve the June agenda as presented. Joe seconded the motion, which passed unanimously.
- III. **Public Input:** Member Todd was in attendance. Todd presented information on the potential for advertising revenue from Channel 8 and he was willing to investigate the feasibility of the opportunity for a contact position in sales. There is potential interest in the community and businesses with specific marketing money they are currently unable to tap for advertising. Todd stated he needed the following support from CATS to continue the venture:
 - a. Marketing kit be assembled.
 - b. Forms and contract templates for buyers and CATS
 - c. Follow up on accounting practices on invoicing and payments.
 - d. Requested Right to initial advertisers.
 - e. Tear sheets which prints as each commercial is run to verify broadcast with script of commercial run. Printer for this and paper. The board was very interested in the possibility of tear sheets being printed to verify broadcast as many non-profits on CATS Cable Channels could use the information for displaying market shares and number of times broadcast for grants and reports for reaching audiences within the community. Government could use such verification to exhibit community outreach efforts on projects.
 - f. Ability to Affidavit tear sheets for confirmation of broadcast.
The Board was impressed with Todd's commitment to the project and requested a potential sales figure and proposal for the project to expand sales. Peg moved to have Todd present a further investigated and solid proposal. Lori moved to have Todd investigate the opportunity further. Howard seconded the motion, which passed unanimously.
- IV. **March & May 2010 Minutes** - Kendra presented the May minutes written and Cissy presented the March minutes with amendments made that she read. Lori moved to accept the March 2010 minutes as presented. Joe seconded and the board unanimously approved the March 2010 minutes. Lori moved to accept the May 2010 minutes as presented with amendments. Joe seconded and the board unanimously approved the May 2010 minutes.
- V. **New Board Member**-The board thought of potential members to add to the board. David Chamberline, Faye McClarmont of the Mimbres Region Arts Council.
- VI. **Treasurer's report**- Ester had sent a treasurers report via Cissy. There continues to be steady infow and outflow keeping CATS budget neutral. Kendra requested that the board consider at this time filling one of the two vacant executive board positions due to extended time the positions have been vacant. Howard volunteered after some peer pressure to serve as interim Vice President. The Board was unanimous on his appointment and thanked Howard profusely for his dedication.
- VII. **General Manager's Update:** Joe Kellerman
 - a. Cissy informed the Board that John Waters was taking a leave of absence. Joe will be acting general manager.
 - i. Joe reported there had been unexpected problems but the office was functioning well despite the chaotic situations listed below. Power problem with a brown out (lights down and air conditioner situation) which affected the first floor court which required the involvement of the Town's Building Manager due to courts complaint CATS was drawing too much electricity. Bill has ascertained prior to this that CATYS at full electrical draw (during Morning Show filming only

draws 14 wtz with an allotted 100wts). During the inspection to verify the electrical usage 'mickey mouse' wiring was discovered by town electrician between the floors. This caused...

- b. Fire Marshall Milo Lambert to come and inspect the building and give a report on changes needed due to fire code.
 - i. Replace substandard wiring in walls.
 - ii. End daisy chaining and multiple powerstripe usage
 - iii. Overuse of outlets
 - iv. Joe had ordered outlets and surge protectors that meet fire code standard. 24 needed at cost of about \$700.
 - v. Fire extinguishers need to be replaced
 - vi. Storage problems to meet fire code. Bill drafted a shelving solution and Joe requests \$300 for building materials. Staff and contractors (Bill) will construct shelves which design has been approved. Howard moved for the expenditure to be made to meet fire code requirements. Kendra interjected the staff lacked an office supply budget as well. Howard amended the motion to allow \$400 for shelving material and \$100 for office supplies. Kendra seconded the motion, which passed unanimously. (Joe excused himself from the vote due to employee conflict of interest.)
 - vii. There is a need for cold storage for achieves. Peg recommends updated policy for retention and destruction of materials and records.
- c. FCC law for Robert Scavern. Town has tasked him if CATS has an FCC complaint.
- d. NEW KOOT-FM web site. Koot881.com, which offers streaming radio, feed 24 hours a day.
- e. Channel 8 has been a learning experience with managing
- f. A clean up is underway in the offices (recommended by Fire Marshall). Old suitcases will be donated. Kendra suggests CYFD because many foster children lack bags to carry their possessions.
- g. Cissy discussed the need for a potential move to new office space due to the city's concern and the call in of a building inspector. Lori added that the building with the steep stairs was not ADA compliant and there was a serious accessibility issue with the building and the CATS office. The board concurred.

VIII. **Bylaws-** None presented as yet.

IX. **Committee Reports-**

- a. **Administration** – Presented Board job description. Requested possibility for an office person and to aid; job description development at \$7.50 an hour to aid staff in keeping the office open. Lori moved such a position be created and to work Mon-Fri from noon to 4 p.m. Howard seconded the motion, which passed unanimously. (Joe excused himself from the vote due to conflict of interest).
- b. **Operations** began to discuss the policy of 15-second sponsorships (previously 30-seconds) and rescheduling broadcast times on KOOT-FM. This opened a large discussion on schedule and sponsorship time allotted. At this time the meeting was past scheduled end. Milligan recommended a work session in the next week (June 29th at 5:30 p.m.) to keep this meeting short and allow for committee reports as these topics were important and time would not allow for much needed discussion.
- c. Outreach and Marketing reported BluesFest outreach was successful and request this outreach be an annual event. Peg moved to keep BluesFest as an outreach event for CATS. Howard seconded the motion, which passed unanimously. A quick report on success of first outreach effort: 25 surveys completed, 60 KOOT-FM Call Letters recorded, and 22 video shorts recorded. Over 100 interactions with community!

X. **Work Session: Tuesday June 29, 2010 @ 5:30 in the CATS office.**

XI. **Next Board Meeting: Friday, July 9, 2010 @ 5:30 p.m. in the CATS office.**

Short notes from Work Session:

Topics discussed

- Salary of office assistant increased to \$8 and allotted 20hr/per week.
- Long discussion of the merits/flaws of 15-second sponsorships vs. 30-second sponsorships- decided to present options and examples to board at next meeting for a policy setting vote.
- Update from Todd on advertising-need to look into Linux programmer
- Serious discussion on scheduling radio shows and allotting time for new producers and members. Need KOOT-FM Member Mixer to receive their input.
- Air-time is a privilege, not a right.
- Review and revision of stations (TV & Radio) policies for violations and repercussions. Forms and policy will be presented at next board meeting for consideration.