

KLTV -BOARD MEETING MINUTES

May 26, 2015 12:00 p.m.

Call to Order: Gary Chapin, President, called the meeting to order at 12:00PM.

Roll Call:

Post. 1 – Andy Hamilton	Present
Post. 2 - Gary Chapin (President)	Present
Post. 3 - Brian Magnuson (Treasurer)	Excused
Post. 4 - Rick Winsman	Present
Post. 5- Keath Huff	Excused
Post. 6- Erin Brown (Vice President)	Present
Post. 7- Vacant	
Post. 8 - Melissa Boudreau (Secretary)	Present
Post. 9 - James Johnston	Present

Approval of the Agenda:

Erin approves agenda as written

Andy seconded approval

No discussion

Agenda approved

Approval of Minutes:

Rick approves minutes as written

Jim seconded approval

No discussion

Minutes approved

Treasurer's Report:

(No report from treasurer)

Member discussion:

Barry mentions money to be spent on Kalama replacement cameras in the near future.

Andy asks for clarification on continuing education and property taxes line items

Rick asks for clarification on taxes from City of Longview as a line item

Andy approves report as written

Erin seconded approval

No further discussion

Treasurer's Report approved

Old Business:

All trim around all windows must be replaced and repainted there are about 30+ windows.

Current bids are all comparable in price; estimated cost is around \$30,000.

Barry reports that money to replace windows will be spent from line item 5165.

Next step = Facility Committee to come forward with a recommendation for accepting a bid.

JVC 200 cameras are here for members to use.

JVC 100 cameras update- 3 sold to David Futcher 2 to Gary Chapin 1 is still up for grabs... Jim and KHS expressed interested in purchasing the remaining camera.

Jim reports on his experience attending the recent board training seminar. A “true colors” test was given to staff to demonstrate how people relate to one another.

Gary also reports that the training and information has been really helpful in his work with the board.

New Business:

Andy shares the City of Kelso and Comcast conversation/negotiations and then deferred to Barry for clarity and further information. Barry explains that Comcast is in negotiations with the City of Kelso currently. Barry gave a brief example of what standard negotiations look like. Example: Comcast asks the city to give up their education channel, KLTv asks for more money than we want, wait 12 to 15 months and then meet in the middle to cement a franchise agreement. Barry reports that KLTv is currently waiting for each city to make their decisions on what their franchise agreement will look like with Comcast. Barry hopes that each city will come forward and ask that KLTv continue our PEG services.

Gary Chapin begins discussion of board member replacement; the Board would like to pursue Bill Marcum from the Chamber of Commerce to fill Don MacDonald’s position.

Gary reviews the recent changes made to By laws explaining that members have 30 days to reply by email. More discussion to take place at June meeting.

REPORTS-

Strategic Planning:Rick Winsman
(no report)

Public Relations/ Marketing:.....Erin Brown

Erin reports that once we have a 3 to 5 year strategic plan we could link it into our franchise agreement negotiations etc...

Erin mentions a using a survey (possibly survey monkey) to members to gather input for future planning

Barry shares that we may not get enough responses using this method as a first strategy

Government Affairs: Keath Huff, Rick Winsman

Rick reported on his experience at the WATOA spring conference in Lake Chelan, the main focus of the conference primarily dealt with government affairs. “As a warning statement to others moving into negotiations with large cable companies” the trend has been... he shares a story about a small town was hijacked by Comcast all parties were happy with the agreement.

However; once signed city council changed some things, Comcast corporate made some changes and then refused to sign and everyone was back to the drawing board. The entire process took 1 ½ year of time, Comcast was in the wrong. A possible solution would be designating one person to be the contact person responsible for fielding phone calls and contacting with Comcast to

solve the issue. Cost is another big issue; big companies are now allowing internet access to programs for a smaller fee.

After Rick’s report the conversation shifted to creating possibilities to stream our content instead of giving it away for free.

Technology/ Building: Gary Chapin, Brian Magnuson
(no report)

Education:Jim Johnston/Brian Magnuson
Melissa reports that classes are growing in both Longview and Kelso high schools. Rick asks if we could play the “LCC Community Conversations” speakers events on KLTV.

Non-Dues/Non-Franchise Revenue: Keath Huff/Rick Winsman
Rick suggests we tie this conversation into our strategic planning. Barry suggests we bring in people from the city before moving forward. Currently we are not good a “back slapping” the more you do this the better of you are in the community.

Executive Director Report:Barry Verill
Barry reported that the awning is back on the truck. New cameras will be here by next board meeting. Barry spoke with City of Kalama about getting the robotic cameras and they are very excited. This is a good opportunity to enhance our community partnerships
NWACC report —KLTV didn’t participate in filming the event because they contracted with a company out of Idaho. \$350 for a single camera shoot and they had 2 cameras on site to film. Pasadena in August- Andy will be attending this Alliance for community Media (ACM)

Membership Comments:
(no comment)

Adjournment:
Gary Chapin adjourned the meeting at 12:50

Minutes Approved _____ Board Secretary _____