

Minutes of Meeting  
January 24, 2005

A meeting of the MCT Board of Directors was held at 7548 Standish Place in Rockville, Maryland on Monday, January 24, 2005. The Board members in attendance were:

Theresa Cameron	Paula Moore
Fernando Cruz-Villalba	Nancy Poole
Ginny Gong	Eugene Saunders
Merrill Hessel	Roald Schrack
Ginny Hillhouse	Paul Silverman
Tom Hoopengardner	Francine Wyron

John Zakian

**Call to order and Roll Call**

The meeting was called to order at 7:39 p.m. The following Board members, having previously advised of other commitments were excused: John Hansman, Winnie Holbrooke, Bill Larson, Carla Satinsky and Noreene Wells. Nancy Poole moved and Ginny Gong seconded a motion to excuse them. The motion carried unanimously.

John Hansman designated Eugene Saunders to exercise his proxy for him.

**Approval of minutes of November 20, 2005**

The minutes for the November 20, 2004 meeting were approved with the following corrections.

The correct spelling of Tom Hoopengardner's name.

Gene Saunders introduced John Kincaide from Stoy, Malone & Company, P.C. who presented the audit report to the board. The report covered Montgomery Community Television's Fiscal Year 2004.

**The financial statements, in the opinion of the auditors, present fairly, in all material respects, the financial position of Montgomery Community Television. The audits were conducted for the purpose of forming an opinion on the basic financial statements taken as a whole.**

Ginny Gong moved and Fernando Cruz-Villalba seconded a motion to approve the November 20, 2004 minutes with corrections. The motion carried unanimously.

## **President's Report**

Eugene Saunders welcomed and officially recognized the new board members: Theresa Cameron, Merrill Hessel, Tom Hoopengardner, Paula Moore, Paul Silverman, Francine Wyron, and John Zakian. The new members were each asked to introduce themselves and give a brief description of their interests and motivations for joining the board.

Dr. Saunders stated that over the course of the first year the organizational representatives are invited to give a brief presentation on the missions and activities of their organizations.

Ginny Hillhouse read a brief summary of the minutes from the Executive Committee Meeting.

- The meeting was attended by Eugene Saunders, John Hansman, Nancy Poole, Ginny Hillhouse, Fernando Cruz-Villalba and Richard Turner.
- There was a preliminary review of the budget statements for six months ending December 31, 2004. Since Richard Turner had just received the report, a thorough review was postponed until further information was available.
- There was a discussion of a possible ad hoc committee to investigate the creation of an information policy.

Eugene Saunders informed the board that the Montgomery County Ethics Commission Financial Disclosure Statements need to be filed between February 15 thru April 15, 2005, for ongoing Board members. All new board members are required to file their Financial Disclosures within 15 days after entry into active service on the board. The Ethics Commission will contact the board members to give them information on filing.

## **Standing Committee Report**

Public Access Policy Committee

Fernando Cruz-Villalba reminded the board that the committee had created the recently adopted revisions to public access policy.

Technology Committee

Ginny Hillhouse indicated that there was nothing to report at this time.

Personnel Committee

Ginny Gong informed the board that Nancy Poole will be the new Chair of the Personnel Committee. At their next meeting the committee will be reviewing the Employee Handbook.

## **Executive Director's Report**

Richard Turner's report discussed the following items:

- Outreach

The African American Health Program would like MCT to apply for a \$12,000 grant to create an ongoing series of programs.

Montgomery Community Television will be joining the Montgomery County Chamber of Commerce as a member and looking into various ways to utilize the Chamber of Commerce resources to extend our outreach into the business community.

Richard Turner is now a director on the Arts and Humanities Council Board.

Imagination Stage will be submitting programs to Montgomery Community Television for airing. MCT and Imagination Stage are discussing various kinds of opportunities for future partnership.

MCT is working with Gilchrist Center for Cultural Diversity on a proposal to document some of their existing programs. This would be in conjunction with the PEG Network.

Impact Silver Spring, a training program, is interested in exploring how our training program might be imbedded into their program for community leaders.

MCT is moving forward with an agreement with the Capitol PC User Group that would allow us to have a community based training lab for PC's. This would allow MCT to begin to explore the development of multimedia and other training classes. They will bring in 12 computers and a server for their classroom environment.

- Marketing Activities

Montgomery Community Television is in discussion with Enten, a marketing firm. They were selected by the county and receive funds through the PEG network for some of their marketing. We are in the process of developing a specific plan with them for redesigning our corporate image, channel identities, web branding, print materials and promotional marketing materials.

Richard Turner stated that he is developing a revenue plan to try and meet our \$30,000 goal. This is part of the program from the County through which, if we raise \$30,000, the county will match the \$30,000 above and beyond the amount in the master contract. Funds anticipated to be raised by MCT toward this goal, to date, include:

- \$5,000            PEPCO - underwriting 21 This Week
- \$3,900           Youth Sportscaster Camp
- \$1,300           Chamber of Commerce new proposed program
- \$7,000           Chamber of Commerce new program if it develops into a series

John Zakian expressed a concern about the revenue for the \$30,000. He would like the county to clarify which revenue streams will qualify for matching the \$30,000.

- Production Services

Last production of NEWS 21 will be January 28, 2005.

MCT is involved in the following productions:

Coverage of the Maryland Non Profit Annual Conference  
County Executive Ball for the Arts  
State Transportation ICC Hearing  
Martin Luther King, Jr. Ceremonies

- Programming Distribution

Mr. Turner stated that in six months there will be a reformatting of channels into programming blocks. Also MCT is exploring the transition to all digital formats.

The software FACIL will be brought on line in March.

Richard Turner introduced Cintia Cabib, Director of Training, who gave a demonstration of Final Cut Pro.

Paul Silverman expressed his concern about the absence of the Monty Awards at the 2004 Award Ceremony, saying that the Monty Awards give producers an incentive to produce.

### **Old Business**

#### **Down County Phase II Report (CBG Communications)**

Richard Turner handed out a summary of the Down County Report with his written reply.

The report had expanded on the needs of the services we offer to the community and expanded the definition of what an access center should provide. According to Mr. Turner, the study is biased in its recommendations in that it has only received input and developed findings based upon the needs of the down county population. The survey suggests a number of areas of potential partnerships and centralized locations. The consultants surveyed all segments of the community including businesses, non-profits, individual users and other people they could identify as stakeholders.

The information contained within the PEG Network review states that the Montgomery Community Television's Open Channel provides the most individually produced programming that addresses issues related to diversity. It also states that Montgomery College is the PEG network member with the greatest potential synergy concerning the development of the down county media facility.

The report short term recommendations suggest partnering with various organizations for ready-made programming, as well as finding community partners that have a natural presence within the communities which we want to target.

Richard Turner recommended that Jane Lawton, the Montgomery County Cable Administrator, attend the next board meeting in order to hear her comments on and observations concerning, the recommendations of the consultants.

### **Strategic Plan**

Richard Turner presented the strategic plan to the cable office. Jane Lawton recommended that we make a one word modification to our mission statement because she thought it would help MCT significantly in the future in a changing Federal telecommunications regulatory environment. The cable office was very enthusiastic about the plan and Mr. Turner felt a strong sense of endorsement.

John Zakian moved and Ginny Hillhouse seconded a motion to make a one word modification in the mission statement, replacement of the word “internet” with the word “broadband”. The motion carried unanimously.

### **New Business**

#### **Board Committee Assignments**

#### **Budget and Finance Committee**

John Hansman – Acting Chair, Tom Hoopengardner, Nancy Poole, John Zakian

#### **Public Access Policy Committee**

Fernando Cruz-Villalba – Chair, Theresa Cameron, Bill Larson, Carla Satinsky, Roald Schrack, Paul Silverman, F. Noreene Wells

#### **Strategic Planning Committee**

Eugene Saunders – Chair, John Hansman, Richard Turner, John Zakian, Stan Doore

#### **Personnel Committee**

Nancy Poole – Chair, Ginny Gong, John Hansman, Francine Wyron, John Zakian

#### **Technology Committee**

Ginny Hillhouse – Chair, Merrill Hessel, Francine Wyron, Stan Doore

#### **Information Policy Committee**

Ginny Hillhouse - Chair

#### **Bylaws Committee**

Paula Moore expressed an interest in joining a Bylaws committee.

#### **Nominating Committee**

John Hansman – Chair, Merrill Hessel, Winnie Holbrooke, Nancy Poole, Carla Satinsky

### **Announcements**

Eugene Saunders and Richard Turner would like to conduct another orientation meeting with the new members. Mr. Turner will decide on the new date and time.

Eugene Saunders stated that the appointing of a Bylaws ad hoc committee will be at a later meeting.

### **Adjournment**

John Zakian moved and Fernando Cruz-Villalba seconded a motion to adjourn the meeting. The motion carried unanimously.

The meeting was adjourned at 10:02 p.m. followed by a closed session.