

**ACCESS MONTEREY PENINSULA
BOARD OF DIRECTORS**

Tuesday, July 14, 2009

4:00 PM

204 Vista Verde

Carmel Valley

Minutes

Attendance: Fred Cohn, Frank O'Connell, Mary Ann Leffel, Mark Baer, Vince Guarino, Bob Massaro. Staff: Paul Congo

Come to Order/Establish Quorum: ~ 4:30 PM

Review/Approve Minutes from June 4, 2009: Motion to approve by Leffel, seconded by Baer. Passed unanimously.

Developments Regarding PEG Funding and Operations - Update on Agreement with the City of Seaside: The City of Seaside has still not received a response from Comcast for a dedicated city channel; therefore AMP must continue to program their meetings working with MCOE Channel 26. The Board recommends that there be no change in this approach that would involve the other current AMP channels. Fred Cohn is willing to offer guidance to Seaside to continue their efforts to acquire their own city channel.

Review FY 09 Financial Data: Congo gave a pre-audit report on status of year-end budget, with some revenues and expenses yet to be booked. AMP will end the year with revenues ahead of expenses, possibly as much as \$12,000. The report was accepted by the Board without formal vote.

Selection of Appointed Members to the AMP Board: Continued to next meeting.

Establish Next Meeting Date(s): August 20, 2009 for 4:00 to 8:00, if sufficient members are available for an extended meeting.

Board Retreat (Summary): Facilitation was provided by Kim Ha. The Board reviewed the purposes of AMP (as stated in the Bylaws) to assess the organization's efforts to meet its mission. Three areas of concern seemed to emerge from this discussion:

1. Promotion and outreach - How well is AMP known? How well is its mission understood? How much effort and resources should be devoted to outreach as part of the ongoing work?
2. Programming - How well does AMP assure that programming meets the community's interests and that programming is of consistent quality, especially given the mandate of public access to serve all producers regardless of content and expertise? Is there a need and means for curating content on a separate channel? Could Channel 27 be utilized for this purpose?
3. AMP has not been highly focused or successful to date on traditional fundraising efforts like grants and contributions. To what extent should and can AMP pursue revenues and new program initiatives in this way? How can AMP more effectively build partnerships with major community institutions to increase and sustain revenues for the future?

There was a general recognition that AMP's revenues must be diversified and expanded to meet challenges to the historic funding paradigm, and particularly to ensure that AMP has a permanent Center - offices and studios - from which to operate. Analysis of where existing revenues come

from and where they are expended raises questions of the sustainability of continuing public access services at the same level as today.

Next steps are:

1. To continue the assessment begun at this meeting in one or more subsequent meetings.
2. To create task forces that will explore the various areas of concern and make recommendations to the Board for action. A task force to look at possible development of Channel 27 was discussed at this meeting.
3. To answer remaining questions about the direction of AMP - what new or different areas should become a focus for the organization, how these changes will be resourced and what role(s) the Board will play.

Adjournment: ~ 8:15 PM