

Blue Mountain Translator District  
Board of Directors  
May 23, 2018 Regular Meeting Board Packet

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# Blue Mountain Translator District 1

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# Blue Mountain Translator District 2

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Regular Meeting at 1:00 PM  
Daniel Chapin Building, Misener Conference Room  
1001 4th St  
La Grande, OR 97850

## **Board of Directors Regular Meeting Agenda May 23, 2018**

1. Call to Order, President Pro-Tem Election, and Roll Call Vote - 5:00
2. Declaration of Conflict of Interest - 1:00
3. Old Business
  - a. Safety - 1:00
4. New Business
  - a. Approval of Expenditures - 5:00
  - b. Advertising Authorization - 5:00
  - c. Budget Committee Appointments - 5:00
  - d. Legislative Proposals - 5:00
5. Public Comment - 5:00
6. Scheduling of Next Meeting and Adjournment - 1:00

# Blue Mountain Translator District 3

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## 4.A. Approval of Expenditures

Payee	Description	Line Item	Account
Baker City Herald	Meeting Notice	Advertising	\$36.00
Brent Clapp Media Services	3 Video Advertisements	Advertising	\$1,022.00
Brent Clapp Media Services	Election Night Special Advertisements	Advertising	\$99.00
C's Storage	June Rent	Rent Expense	\$33.00
City of Baker City	June Rent	Rent Expense	\$125.00
Baker City Herald	Meeting Notice	Advertising	\$26.25
OTECC	April Beaver Mtn. Power	Power Usage	\$190.65
OTECC	April Mt. Fanny Power	Power Usage	\$1,667.69
OTECC	April Mt. Harris Power	Power Usage	\$205.19
Payroll & Accounting Services, PC	Quarterly Payment and Payroll Reports	Professional Services	\$715.00
RS Technology	April Work	Technicians	\$2,912.50
RS Technology	Replacement Antenna Pre Amp	Equipment	\$30.00

# Blue Mountain Translator District 4

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## 4.B. Advertising Authorization

TitanTV, Inc. creates and maintains online TV channel guides for full power and low power television stations. Several networks broadcasting over BMTD's network utilize TitanTV's services to create online guides for their own channels. The Elko TV District in Nevada contracts with TitanTV to provide a channel guide for the channels it translates. TitanTV has offered two different channel guide services at a discounted price:

### **TitanTV Tier 1 Next Gen Guide - \$500.00 per year**

TitanTV Tier 1 Next Gen Guide provides a quick and simple way to present accurate program information in an easy-to-navigate and attractive format on your station's website.

Features of the guide:

- Mobile Responsive
- Channel Logos
- Program Show Cards
- No Ads

Sample guide: <https://elko.tv/tv-guide/>

### **TitanTV Tier 2 Next Gen Guide**

TitanTV Tier 2 Next Gen Guide provides a quick and simple way to present accurate program information in an easy-to-navigate and attractive format on your station's website.

Features of the guide:

- Mobile Responsive
- Channel Logos
- Program Show Cards
- New revenue by placing your own banner ads on the guide (or eliminate them entirely)
- Program Description Page (when released live- currently in development)
  - This new page would provide additional revenue opportunities. Banner ads at the top and bottom
- Search functionality
- Multiple views, (daily, 3-day grid or 14 day by channel) you choose default

# Blue Mountain Translator District 5

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## 4.C. Budget Committee Appointments

The Blue Mountain Translator District Budget Committee includes 10 seats by law, including all members of the Board of Directors and 5 at-large voting residents of the District. Appointments to at-large Budget Committee seats carry a duration of three years and must be staggered into three classes. The following at-large seats and a designated chair from among the ten members must receive nominations by Directors and confirmed by a vote of the Board of Directors. Nominees have the same qualifications for office as Directors, residency and voter registration within the boundaries of the Blue Mountain Translator District.

Chair: Term expires July 1, 2021.

At-Large Seat with a term ending July 1, 2018: 1

At-Large Seat with a term ending July 1, 2019: 2

At-Large Seat with a term ending July 1, 2020: 2

# Blue Mountain Translator District 6

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## 4.D. Legislative Proposals

Staff research into legislative changes included attendance at the 2018 National Association of Broadcasters Show and consultation with an elected municipal official in Union County. The following legislative changes related to changes in technology, partnerships with local governments, and public records are presented for endorsement by the Board of Directors.

### **Changes in Technology**

- State funding for the procurement of set-top boxes compatible with encrypted ATSC 1.0 broadcasts
- Authorization to fund District operations through video ad insertion, and graphic and text ad overlays
- Authorization to offset property tax service charges based on advertising revenue
- Authorization to transmit advertisements in specific locations
- Authorization to aggregate and transmit local emergency alerts
- Authorization to transmit video on demand content and finance district operations from these transmissions
- Authorization to distribute signals through other means besides over-the-air broadcasts
- Authorization to implement all features utilizing ATSC 1.0 and 3.0 standards

### **Municipal Enforcement Partnerships**

- Authorization for agreements with cities to allow municipal code enforcement officers to inspect properties for the presence of an antenna in order for a service charge or tax on property to be collected
- Authorization for cities to collect service charges on municipal utility bills and transfer service charge revenue to the District for a processing fee at the same rate as the County Assessor's processing fee
- Authorization for cities to assist in purchasing and distributing set-top boxes compatible with ATSC 1.0 broadcasts

### **Public Records**

- Authorization to collect signal viewing data
- Creation of a separate fee schedule for the disclosure of signal viewer data records
  - Requirements to insure that the personal data of viewers is not disclosed