

Board of Directors
September 17, 2019 Regular
Meeting
Board Packet

Blue Mountain Translator District 1

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Blue Mountain Translator District 2

Regular Meeting at 12:00 PM
Umpqua Bank Meeting Room
1215 Adams Avenue
La Grande, OR 97850

Board of Directors Regular Meeting September 17, 2019

1. Call to Order and Roll Call Vote - 1:00
2. Declaration of Conflict of Interest - 1:00
3. Reports
 - a. Director Reports - 5:00
 - b. Staff Report - 5:00
4. Old Business
 - a. Safety - 1:00
5. New Business
 - a. Expenditures - 10:00
 - b. TV Summit - 10:00
 - c.
6. Public Comment - 5:00
7. Scheduling of Next Meeting and Adjournment - 1:00

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3.b. Staff Report

Executive Director

- Submitted reimbursement applications to FCC for 2017 repack.
 - Due to the intense workload of filing these forms, an audit has been delayed. This is the next main project on the docket.
- Visited Mt. Harris and Mt. Fanny facilities.
- Facilitated TV summit.
- Prepared Report in Lieu of Audit for Secretary of State.
- Began annual antenna search in La Grande. 18 new antennas discovered since 9/6/19.
- Discussing emergency alerts with Portland networks. Meredith refuses to place local emergency alerts on KPTV and KPDX. Tegna (KGW) and Sinclair (KATU) are favorable.
- Paying health insurance via monthly bill pay is recommended.

RS Technology

- Proposal to increase hourly rate to \$95.00.
- Proposal for alternate transportation fee when required: \$200 to bring a tracked ATV or Snowmobile; \$100 to bring a standard 4 wheeler.

5.b. Expenditures

Payee	Description	Line Item	Amount
EO Media Group	Observer/Herald Agriculture Tab Ads	Advertising	\$200.00
RS Technology	Transmitter Replacement	Technicians	\$1,207.50
RS Technology	Transmitter Replacement Parts	Equipment	\$85.00
Oregon Secretary of State	Report in Lieu of Audit	Fees	\$40.00
Payroll & Accounting Services	Accounting Services	Professional Services	\$1,139.10
SDIS	Worker's Comp. Insurance	Worker's Comp. Insurance	595.35

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Union County Chamber of Commerce	Farmer Merchant Banquet Sponsorship	Advertising	\$100.00
USPS	200 Stamps	Postage	\$110.00

Chaves Consulting Proposal

BMTD's former office assistant proposed researching an enhancement to the database permitting the emailing of receipts to customers once payments or exemptions have been recorded. Chaves Consulting has reviewed the labor and changes necessary to program this enhancement.

- Emailing Receipts to Paying Customers: Up to \$2,960.00.
- Emailing Receipts for Exemptions: Up to +\$900.00.
- Total Proposed Cost: Up to \$3,860.00.

Generating and emailing receipts typically adds 1 minute of processing time to the already labor-intensive system for processing liability notices. Processing 3,500 notices per year means 3,500 minutes for receipt process, which breaks down to 58 hours (Executive Director wages are \$15.50 per hour). The 2019-2020 budget does not include funding for an upgrade at this cost, but it can be considered for the 2020-2021 budget.

5.c. Future of TV Summit

Attendees

- Union County Commissioner Matt Scarfo & Emergency Services - JB Brock
- Baker County Emergency Services - Jason Yencopal
- Brent Clapp, Brent Clapp Media Services/EasternOregonAlive.TV
- Will Bowman, We Heart Create
- George Mendoza, La Grande School District
- Jeff Crews, EONI
- Suzannah Moore-Hermann, Union County Chamber of Commerce
- Andrew McHaddad, community member, broadcast TV industry
- Christine Jarski, La Grande Economic Development
- Dick Mason, La Grande Observer

Local TV Channel

Staff Notes: Participants were generally favorable to creating local content. Concerns were raised about the cost of creating content. Multiple models for procuring content will be necessary.

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Alternate viewing times for content is also important. Additional takeaways:

- Attendees really want an emphasis on ensuring that the content is local.
- Content creators need flexible financing options when it comes to placing video on a local channel.
- Local governments are concerned about the additional costs of broadcasting live meetings.
 - This is a bit different than a Cable public access channel. Cities get franchise fees from cable companies and they often use the revenue to cover the cost of broadcasting meetings.
- There is excitement about creating additional educational and workforce development opportunities for students to learn about technology and broadcasting.
- I managed expectations about our endeavor. We won't effectively compete against newspapers and radio stations immediately, but we have strong potential for growth.
- People with live events, e.g. sports, are worried about people watching on TV/online rather than spending. However, this is the same concern aired at the national corporate level for the NBA and networks like ESPN.
- The best approach is to start out by making this the alternative for people who cannot watch events in person, both by broadcasting events live and creating the streaming component so that people can watch events later.
- BMTD needs to enlist an advertising service, either local independent contractors or another company, such as a radio station.

ATSC 3.0

- As with the local channel, we are managing expectations. ATSC 3.0 can make us competitive in the long run.
- Emergency communication - Union and Baker County can envision us as a backup tool rather than the main method for mass communication in an emergency, particularly because there are more cell towers than broadcast towers.
- The technology is interesting but there's a lot of "wait and see" given how long it will take to upgrade. That's the vibe everywhere these discussions are being held.

Next Steps:

- Attempt to hold a meeting in Elgin for outlying communities and in Baker City for Baker County stakeholders.
- Discussing advertising services with potential contractors
- Review technology needed for broadcast and streamed channel.
- Write strategic plan by Q1 2020.
- Create 501(c)3 fundraising arm to fund projects.