

CABLE COMMUNICATIONS COOPERATIVE OF PALO ALTO, INC.

Minutes of Special Meeting

December 8, 1981 7:30 - 9:30 p.m.

A special meeting of the Board of Directors of the Cable Communications Cooperative of Palo Alto, Inc., was held in the Meeting Room of the California Avenue Co-op, 158 California Avenue, Palo Alto; Hollis Russo, President, presiding.

Directors Present: Taylor Barcroft, Bernice DiGiovanni, John Kelley, Eugene O'Sullivan, Hollis Russo, Karl Schmidt, Stan Smith and Marc Strassman.

Director Absent: Robert Dewis.

Members Present: Tom Carter, Joe DiGiovanni, Jim Dinkey, Neil Janklow.

Guests Present: Liza Loop (who joined during the meeting), Jim Warren, Edith Zitelli.

Minutes of the previous meeting were approved as distributed. Summary of financial report: 58 Class A memberships, 24 Sustaining memberships; balance on hand, \$350.

The self-education portion of the meeting was devoted to reports on the Western Cable Show held in Anaheim last week by John Kelley and Taylor Barcroft. John investigated the hardware and said that although much is available, he saw nothing to compare with Sytek's planned modem/converter which will be available in 18 months for about \$200. Sytek's current modem is priced at \$1200 for two connections. He said that fiber optics is still not a realistic possibility for the near future. He also got estimates of the cost of a market survey of approximately \$20,000.

Taylor's report on the Show included 150 lbs. of materials he picked up for use by our co-op: periodicals, brochures of all kinds. Hollis Russo will organize a set that will be available for study by our group, and possibly for a special reference section in the Palo Alto library system for use by the community. Taylor gave an in-depth report on the many specialized ^{channels} ~~channels~~ now in existence and proposed for the near future, saying that there is real concern among community groups that much is promised but not yet being delivered by the private franchisers. The fragmentation of advertising revenues among many channels with smaller audiences is not necessarily bad for us, since we can develop local advertising as part of our revenue.

Committee Reports:

The brochure mock-up was presented and discussed. It was moved and seconded that the committee incorporate the changes agreed upon at the meeting and submit a final draft for approval at the next meeting on December 22.

The slide presentation committee asked for and received clarification of the slide presentation's purposes: primarily to be used by our Speakers' Bureau for use in talking to service clubs, community organizations, school administrators and other public groups to sell people on the idea of local control, cooperative ownership and to provide them with basic information on the kinds of services a cable system can and should provide to the community. Work in progress to be reported on at the next meeting.

In an up-date on the business plan, John Kelley reported that the revenue projections look very good at this time as work continues on the plan. The final draft will not be ready for the December 22 meeting, but the committee will have a three-page outline t

Members present voted their thanks to Hollis Russo for her excellent letter replying to Bill Hall's Palo Alto Weekly guest opinion which was very critical of the proposed City ownership of cable.

Guests present were introduced and polled for their interests and concerns about cable services. Jim Warren and Liza Loop were invited to be members of our

Advisory Board and they accepted. Names of additional possible members are still being solicited.

In a discussion of office needs, it was agreed that Bernice DiGiovanni will investigate and report back to the next meeting on prices and availability of office space, and look into telephone charges and typewriter rental. We will also discuss the need for money to pay for these and other desirable services to members, possibly instituting monthly dues.

Meeting adjourned at 9:30 p.m.

Respectfully submitted,

Bernice DiGiovanni, Secretary

AGENDA FOR REGULAR MONTHLY MEETING

December 22, 1981 7:30 p.m.

Co-op California Avenue Meeting Room, 158 California Avenue

- I. Call to Order
- II. Approval of Minutes of December 8 meeting
- III. Education - to be announced
- IV. Committee Reports
 - A. Proposed Guidelines for Committees
 - B. Business Plan
 - C. Brochure
 - D. Slide Presentation
 - E. In-depth Interviews
- V. Other Business
 - A. Report on Costs of Office Space and Equipment
 - B. Possibility of Instituting Monthly Dues and Other Financing Mechanisms