

WEST LANE TRANSLATOR, INC.
Post Office Box 91, Florence, Oregon 97439
westlanetv.org Since 1959
A nonprofit corporation dedicated to maintaining free direct
Television and FM broadcasting in West Lane County

Agenda for Board of Directors Q2 2022 Meeting
April 27, 2022 -- 6:00 PM
Virtual Meeting via Zoom

1) Attendance and Quorum Check for Board Members

- Call to order: 6:00pm PDT
- Board members present: Julie McGrew (President), Jeff Williams (Secretary), Chris Sorensen (Treasurer), Chris Murray, Scott Anderson, Dennis Hunt, Chris Murray, Ralph Garono
- Board members absent: None

2) Additions and Deletions to the Agenda

- Chris Murray: Addition - Sale of KLSR to Cox Media and subsequent sale of Cox Media

3) Approval of Minutes (previously sent by email)

- Unanimous approval of January 26, 2022 minutes by board members present.

4) Reports:

a) President: Julie McGrew

- Thanks to all those in attendance and specific commentary to be provided during business portion.

b) Treasurer: Chris Sorensen

- Unanimous approval of financial reports by board members present.

c) Site Manager: Sparks Scott

- Sparks unable to attend the meeting; reports moderated by Julie McGrew.
- Items of note:
 - It was observed that the power to the Charter backup equipment has been removed. The past Charter technical resource is no longer with Charter. Dennis has another contact and will furnish the information to Julie for a follow up.
 - The proper wattage block heater for the generator has resolved the coolant loss issue.

5) Unfinished Business:

a) KCST Transition Update (McGrew)

- No new information since last meeting. Activity has been anticipated in the spring/summer timeframe. Julie will reach out to John for an update

b) Potential new customer update: Ark Multicasting (Hunt)

- Dennis feels at least 1/2 of the estimated capital expenditure by Ark is mitigated by WLT having the needed combiner already in place. The open issue is whether horizontal polarization is truly needed as requested by Ark in the past. If not, then the cost is just re-tuning of the combiner. WLT has no plans to consider vertical polarization prior to ATSC 3.0.
- Chris Murray suggests that we put Ark on the air with the current polarization scheme and see if it the resulting signal meets their needs.

c) KQFE / KRVM swap between Glenada Hill and Herman Peak (Murray)

- Chris Murray waiting for a response from Jeff Zimmer at KQFE that this is still a desired direction for them.

d) Technical Committee recommendations for site improvement (McGrew / Murray):

- Original scope: finalize contractor quote for roof and awning work on current vault and demolition of old cinder block building.
- Julie asked the Technical Committee to instead consider and propose a new building in place that as turnkey ready for attracting new customers.
- Current reserve is losing value just sitting in the bank - investing in new customers with improved facilities could be a better use of funds to expand WLT income in the long run.

e) ATSC 3.0 upgrade strategy (Chris Murray / Dennis Hunt)

- Watching and following what the local broadcasters decide to do and working with them as needed to have them cover any costs needed to support ATSC 3.0.
- KMTR and KVAL have installed 3.0 capable transmitters in the racks on Glenada. KEZI has put upgrades on hold due to sale to another owner.

f) ATSC signal meter for public use via Siuslaw Library (Scott Anderson)

- Guide and packaging is essentially done and have been provided to the Siuslaw library for evaluation and next steps.

6) New Business:

a) Updated Roseburg lease (Julie McGrew)

- A new, simplified replacement lease agreement with Roseburg has been crafted by Julie and Roseburg and has been given approval by both the Roseburg legal department and WLT legal counsel.
- Purpose: keep the existing "deal" while removing the complexities in the structure and language that have crept in through various amendments.
- There will be a bit more fine tuning and incorporation of board feedback. The intent is to get the agreement finalized and in place by 6/1/2022 so that this year's payment falls under the language/calculations/schedules of the replacement lease.

b) Sale of KLSR to Cox Media and subsequent sale of Cox Media (Chris Murray)

- KLSR, a stand-alone FOX affiliate in Eugene, owned by California-Oregon Broadcasting of Medford, has been sold to Cox Media Group effective 5/1/2022 (FCC approved).
- Cox Media Group also owns the Fox affiliate in Medford (KMUU), which brings some financial efficiencies by combining the Eugene and Medford markets. Fox content centric approach aligns well with ATSC 3.0, however...
- Cox Media has since decided to sell all northwest properties, including Eugene and Medford, to INSP (successor to PTL), and as such any investment in ATSC 3.0 is likely on hold for at least 6 months.

7) Remarks For The Good of the Order

a) Scott: Do we want to resume an in person component into future WLT meetings?

- Discussion:
 - Zoom is an extremely efficient means of meeting - using Zoom the past 2 years has demonstrated that the board works very well on Zoom with no inherent need to meet in person to be effective.
 - Community involvement in board meetings has dropped off, even in pre-COVID times; the appeal of the board meetings / business to the public/community has dwindled, and the WLT web site provides details to the community.
 - Will look into making the annual meeting an in person session / hybrid while the other board meetings remain on Zoom.

8) Adjournment

- The meeting was adjourned by Julie McGrew at 6:55pm PDT
- Next WLT Board of Director meeting: July 27, 2022 6:00pm PDT