

2017 CMCM Board Election - Candidate Statements

Cheryl Scheurer

2017 Statement for Cheryl Scheurer seeking CMCM Member Board position:

1) On which Board committee/s would you be interested in serving:

Board Development/Governance

2) Name any Boards or Advisory groups on which you have served in the past:

Bellevue School District Secretary, Science of Mind Church Treasurer, Stockton School District Co-President for City Council

3) Name any organizations with which you are affiliated:

Prof. Women, Art of Active Networking

4) As a board member, what areas below could you contribute expertise:

Accountancy, Outreach/Community Development

5) Please list other Non-Profit/Board Experience:

Religious Science of Mind Treasurer - San Rafael

6) Please list other Affiliations (organizations, corporations, foundations)

Powerful Women International (past)

7) Why do you want to serve on the CMCM Board of Directors?

I think I can contribute my experience, creativity and innovation. I always look for solutions and am a good listener and contributor. I feel very passionate and grateful for CMCM for providing the space for my series and would like to give back to show my gratitude.

8) What relevant experience do you bring to this board position?

Having been on three boards in the past and one non-profit contributes to my expertise and solid commitment for values and integrity. I have produced and hosted a TV series "Wakeup with Dr. Cheryl" for over 5 years with CMCM.

9) What is your vision for CMCM and how will you achieve it?

To expand the acknowledgement and awareness of Marin TV beyond Marin County as well as local population. Continue talking to people when I drive Uber. Get involved with other organizations to spread the word.

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Michael Wolpert

2017 Statement for Michael Wolpert seeking CMCM Member Board position:

1) On which Board committee/s would you be interested in serving:

Outreach/Fundraising, Board Development/Governance

2) Name any Boards or Advisory groups on which you have served in the past:

For the past 6 years I've served as a Board Member of CMCM Marin TV, in the past I've served on local community Boards from the MDA to Basket Brigade to Habitat for Humanity

3) Name any organizations with which you are affiliated:

N/A

4) As a board member, what areas below could you contribute expertise:

Marketing, Fund Raising/Development, Strategic Planning, Marketing/Public Relations, Outreach/Community Development

5) Please list other Non-Profit/Board Experience:

In addition to my years serving on the CMCM board, my company, Social Jumpstart, serves several Bay Area non-profits with pro-bono work done by our team at their premises and in our studio.

6) Why do you want to serve on the CMCM Board of Directors?

Having served on the Board for the past 6 years, I understand what a powerful asset CMCM is to our Community. We have navigated some rocky financial roads over the past few years as we solidified our funding from Comcast through the MTA, now that we are on much more secure footing it's time to focus on the future and the changing landscape of cable television and media in general. CMCM plays a key role in showing people just how powerful their voice is; we are more than just 'access' – we are a media training and production organization that supports our members in making change in the world. This is important work, I look forward to being part of it, as the member and producer representative for one more term.

7) What relevant experience do you bring to this board position?

As your member elected board representative for the past 6 years I have been involved in most aspects of the board's leadership and oversight; we worked for several years with the funding agencies in Marin to secure bridge funding and then long term funding for the center. As part of the outreach and Development team, I understand the opportunities that are before us as we raise additional funds for our future from the community we serve.

8) What is your vision for CMCM and how will you achieve it?

My vision for CMCM is to sustain an independent, Community Media Center that provides access to cable television and the training and support to develop and realize the creation of shows. This simple process gives voice to many and inspires others about what is possible. In our current climate where some feel that our country's leadership does not hear them, we help give them voice and connect with others in the world. This media center is the spring board for many great projects, many wonderful ideas and I will continue to work for the longterm success and stability of the organization.

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Greg Brockback

2017 Statement for Greg Brockbank seeking CMCM Member Board position:

1) On which Board committee/s would you be interested in serving:

Outreach/Fundraising, Board Development/Governance

2) Name any Boards or Advisory groups on which you have served in the past:

See attached public service record

3) Name any organizations with which you are affiliated:

See attached public service record

4) As a board member, what areas below could you contribute expertise:

Legal, Fund Raising/Development, Accountancy, Non-Profit Admin, Strategic Planning, Marketing/Public Relations, Outreach/Community Development

5) Please list other Non-Profit/Board Experience:

See attached public service record

6) Please list other Affiliations (organizations, corporations, foundations)

See attached public service record

7) Why do you want to serve on the CMCM Board of Directors?

I've long had a passion for expanding access to our public airwaves to people who want and need to reach out to the public. I'm one of those people. I started performing in school and was a theater major in college. I have since performed in dozens of community theater and musical productions and continue to do so.

I also enjoyed it when, starting 25 years ago, someone producing our local Democratic Party public access TV show stuck a microphone in my hand and had me interview various political candidates and office-holders. In the 90's, I began to host and produce nearly a dozen series on various topics, mostly political, and became the first Chair of the Media Access Advisory Committee (MAAC) early in the last decade. After that, I was elected to the San Rafael City Council and became an alternate representative to the Marin Telecommunications Agency (MTA), which the MAAC advised. I served on the Board of Conveners to help approve the first set of bylaws and select the first CMCM Board, which sort of succeeded the MAAC, and thus was a co-founder of CMCM.

Since then, I've appeared on several shows a year as the Democratic Party guest on a four-decade-old local public access TV show, "Public Advocate" - 12 years and running. I've also co-hosted (with Peter B. Collins) "Live Election Night Coverage" for Channel 26 in recent years.

8) What relevant experience do you bring to this board position?

Please see my attached Public Service Record. I was elected to and served 22 years as an elected official on the College of Marin Board of Trustees and the San Rafael City Council, in addition to several dozen other nonprofit, civic, and political boards. It also lists the dozen or so public access TV series I've hosted and produced, and been a regular political commentator on a long-running show, "Public Advocate," and recently have co-hosted "Live Election Night Coverage" shows.

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Greg Brockback (cont.)

9) What is your vision for CMCM and how will you achieve it?

As a member of the Media Access Advisory Committee (MAAC), I toured various media centers and studied their organizational structures, including those in Petaluma, Santa Rosa, and Foothill College. We in Marin long knew that, ultimately, we had to break away from the controlling confines of Comcast and have our own independent media center, but had to wait patiently (and sometimes impatiently) through years of franchise negotiations between Comcast and the MTA, and to convince the MTA of the value of such a media center and board. I probably would have applied to be on the first board, but having just been elected to San Rafael City Council (where I was immediately named as an alternative representative to the MTA Board), it would have been a conflict of interest.

I think I could successfully raise money -- I have an extensive list of friends, supporters, and former donors to my campaigns - as well as bring public awareness of CMCM to a broader audience. My 32 years as a Marin attorney (all in Marin, and currently in downtown San Rafael), has also given me a wide reach into the community.

I expect that my extensive Board experience will help me make sure the CIVICNI Board is as efficiently run as possible, and my political experience will help CMCM navigate the sometimes choppy political waters of the various city councils we work with (most of whose members I still know well), and my media experience will help me reach out to and help provide access to currently underserved groups and individuals who don't know about, or don't know how to access, the services of our wonderful local media center.

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PUBLIC SERVICE RECORD OF GREG BROCKBANK

- FORMER ELECTED POSITION** San Rafael City Council (2007 – 2011)
Assignments included: city rep to Assn. of Bay Area Gov'ts, Jt. Powers Authority Oversight Committee, No. Bay Division of the League of Calif. Cities (2nd Vice Chair), County Priority Setting Committee (for CDBG funds), Farmers Market Oversight Committee, and alternate member of the Marin Energy Authority and the Marin Telecommunications Authority
- PRIOR ELECTED POSITON** (1989 – 2007) Marin Community College District Board of Trustees (Board Chair in 1994, 1999, and 2006)
- OTHER CURRENT POSITIONS** Elections Advisory Committee (Marin County Registrar of Voters)
Sustainable San Rafael Board Member
CALM (Creating a Livable Marin) Board Member
Marin County Bar Assn. 2017 slate of recommended board members
- OTHER MEMBERSHIPS** Sierra Club
Marin Conservation League
Environmental Forum of Marin
Sustainable San Rafael
League of Women Voters
Progressive Democrats -- Marin Chapter
Democracy for America – Marin Chapter
- PAST CHAIRMANSHIPS** Sustainable Marin
Health Care for All – CA
Health Care for All – Marin (Co-Director)
Marin Working Group of the California Clean Money Campaign (Marin Coordinator)
Democratic Central Committee of Marin
Marin Democratic Club
Public Education Coalition of Marin
Social Justice Center of Marin (Board Chair, then President)
A.C.L.U., Marin Chapter
Marin Coalition
Citizens League of Marin
Marin Green BERST (Building Energy Retrofit and Solar Transformation)
Leadership Institute (of the San Rafael Chamber of Commerce)
Media Access Advisory Committee (to the Marin Telecommunications Agency)
San Rafael Housing Corporation
Human Race (fundraiser) Steering Committee

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