

CMCM 2018 Member Board Elections - Candidate Statement

Bruce Bagnoli

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

I have served on the Media Access Advisory Committee that advised the Marin Telecommunications Agency on public access and other telecommunications issues. I've served on the Board of the organization since the founding of CMCM. I have also served on the Board of an Agricultural Cooperative.

Please list other Non-Profit/Board Experience:

Advisor to Telecot Institute (1990s – 2001)

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

As a founding member of CMCM, I want to continue to serve the organization as it moves beyond the first decade. I want to help with negotiations with the Marin Telecommunications Agency for the renewal of the Designated Access Provider [DAP] contract, which provides the authority to operate CMCM's cable channels and provides the major funding source for CMCM. I hope to bring those negotiations to a successful conclusion. I believe that my expertise in video production and the public access arena will continue to be valuable to the organization as it grows. I want to continue to help the Community Media Center of Marin to implement its vision and expand its relationship with the community.

What relevant experience do you bring to this board position?

As a founding member of the CMCM Board of Directors, I have a deep knowledge of the contracts with the sponsor agency, our organization's bylaws, State law relating to public access, and the history of public access in Marin County. I also have worked with the Marin Cities and County to bring transparency to government operations through the telecast of government meetings. This is now a major part of the CMCM service to the public and now includes Marin Clean Energy, Novato City Council meetings as well as cities in the Marin Telecommunications Agency.

I have over 30 years of experience in film, video, and multimedia production, as well as in web and social media. My management experience qualifies me to provide budgeting, human resources, government relations, public process, and other relevant support to the organization. I've been working with public process in government for decades and know many of the present and former elected representatives who serve on the constituent agencies that make up the Marin Telecommunications Agency as well as many of the community organizations that work with CMCM.

My background in video and TV production and my active participation as a volunteer on many of the productions at the Media Center give me a unique perspective as to the strengths and needs of the organization. I've worked on dozens of productions as director, camera operator, and TD, and have also produced over 80 programs that have aired on public access in Marin.

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

I see that CMCM brings many different parts of the community together and provides a portal to the human treasures of Marin County. CMCM gives voice to points of view that otherwise would never be heard and opens a window into the operations of our local government: a vital function in our society.

CMCM has some good educational programming but could do much more in this area, and I hope to help the organization grow in service in this important area. Likewise, the potential for CMCM to connect area residents with the government and to make government transparent is a vital part of our Democracy, and I believe I can help to make this area grow over the next two years.

Public access is a passion of mine, and while the programming and the groups of folks who produce for broadcast on the station are vibrant and expansive, there are serious financial challenges that must be addressed. I look forward to applying my skills and knowledge to help keep the Community Media Center of Marin strong and growing.

If I am elected to a new term on the CMCM Board, I intend to work diligently to secure the new contract with the MTA and to reach out to the community to raise the funds to keep CMCM viable as well as actively participating in member events and as a producer.

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Jim Geraghty

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

Sustainable San Rafael, San Rafael City Bicycle Pedestrian Advisory Committee, San Rafael City 2040 Planning Committee Alternate, Coalition for a Livable Marin, United Marin Rising, Marin Peace and Justice Coalition, Social Justice Center of Marin, Ice Out of Marin, Multicultural Center of Marin, Marin Equity Coalition, Marin Immigrant Rights Coalition

Name any organizations with which you are affiliated:

Sustainable San Rafael, San Rafael City Bicycle Pedestrian Advisory Committee, San Rafael City 2040 Planning Committee Alternate, Coalition for a Livable Marin, United Marin Rising, Marin Peace and Justice Coalition, Social Justice Center of Marin, Ice Out of Marin, Multicultural Center of Marin, Marin Equity Coalition.

Please list other Non-Profit/Board Experience:

Communications, Web Development, Community Relations, Video, Photography, Event Planning, Political Research, Campaign Consulting

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

I've served on the board since the organization began, selected from the community to help make connections so all diverse stories in Marin could be told. I have continually reached out to non-profits, government departments, and minority communities, encouraging use of the center as an avenue for telling their stories. I think we can do even more now that we are about to celebrate 10 years of operation. We also have funding challenges in the future with changes in how people access "TV" and Cable. We need to lobby for and adapt to these changes so we can ensure our center stays healthy and continues to serve the community with programs from all three channels.

What relevant experience do you bring to this board position?

I currently serve as the CMCM Board Secretary, taking action minutes and preparing minutes for our meetings. I continue fundraising with the boards development/outreach committee, bringing in thousands of dollars of donations while reaching out for new underwriter opportunities. I've introduced many non-profits to the services of the center, many now produce shows by hiring staff to cover their events.

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

I would like to see more issue-based shows that deal with housing, transportation, education, equity and other issues that can be addressed locally. I'd pursue the youth voice and talent from non-profits I work with that would engage and promote more civic participation with the younger residents of Marin. I would also encourage more shows produced by cities, towns, and villages that address local issues and solutions, such as fire prevention, sea level rise strategies, housing policies solutions, traffic reduction.

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Cheryl Scheurer

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

Madison Elementary School Site Council - Bellevue, WA Co-President, Admore Elementary School Site Council - Secretary,San Rafael MSM Church - Treasurer

Name any organizations with which you are affiliated:

PWI, NOW, Art of Active Networking

Please list other Non-Profit/Board Experience:

Oceanic Society, Zero-Geoengineering and Zero 5-G

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

I've been a member, producer for going on 7 years and have been on 3 other boards in different capacities and would like to contribute to CMCM's healthy governance.

What relevant experience do you bring to this board position?

Being able to see the vision, Big picture and details of an organization. Having been on other boards and having had my own Accounting and Finance Business for over 25 years.

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

To maintain a healthy open communication in achieving the board's goals that are agreed upon. Staying focused and committed to the goals set forth and achieve them appropriately.