

COMMUNITY MEDIA CENTER OF MARIN  
Board of Directors Meeting  
Thursday October 22, 2009  
819 A Street, San Rafael  
4:00 pm – 6:00 pm  
Minutes

A. Call Meeting to Order – Bruce Bagnoli – 4:09

CMCM Board Members

- Bruce Bagnoli, Chair – P
- Bill Sims, Treasurer – P
- Larry Paul – P
- Trish Hibben – P
- Janette Gitler – A
- Flor Emert, Vice Chair – P
- Linda Davis – P
- Open MTA appointment (retired David Dodd)
- Gregg Clarke – A
- Lynn Bornstein – A
- Frank Crosby – P
- Mark Essman – A
- Jim Geraghty, Secretary – P
- Dane Lancaster – P
- George Rodericks – P
- Michael Eisenmenger, Executive Director – P - non-voting

B. Agenda Approval - 5 Minutes

M/ Geraghty 2nd/Emert - approved

C. Initial Public Comment - 5 Minutes

1. Charlie Smith CMCM Member

Asked if the financial report/auditor report be available to the public.

Treasure Sims responded – Yes, via the report to the MTA (Marin Telecommunications Agency)

What type of fundraiser responsibility/actions are set for 2010? Mr Smith offered his experience as the former president of the Marin Labor Council.

D. Approve Minutes of CMCM September Board Meeting - 5 Minutes

M/Lancaster – 2nd/Sims - Approved

E. Executive Director Report - 30 Minutes

• CMCM updates

Grand Opening Celebration – The event was very successful. We had over 200 people attend the event. Our staff conducted demonstrations with our equipment including the cameras, editing suites and the studio. The staff also taped about 6 hours of footage from the event.

Mill Valley Film Festival – CMCM hosted director interviews and produced seven shows.

Sam Long, Digital Media Manager - is currently working on a system for web streaming of local origination shows.

CMCM Web Development – CMCM staff will be conferencing with the developers as expanded website roll-out nears.

CMCM Taxes – tax filing is early 2010 and we are working with our accountants to meet our obligations.

- Facilities updates (819, Civic Center, AT&T, etc.) - final work on the HVAC and remodel are being completed.
- Planning for next two months (member meeting, election coverage, etc.)

CMCM Membership meeting and Election – The Board slate will be offered to members for voting through an online survey/voting tool, “Monkey Survey”. An email and snail mail will be sent out to CMCM members with instructions for voting.

#### F. Old Business - 50 Minutes

- Finance and Budget Committee Report – Treasurer Sims

Swabb, we have not invested in bond funds yet.

The 1023 IRS Application is completed and will be submitted for approval.

CMCM has another payment from the MTA reflecting the interest on the initial sum.

One of CMCM's Certificate of Deposits is due in November and will be moved into the Swabb Account.

- Outreach Committee Update – NONE

- Board Development/Governance

a. Oct 31st Member Meeting and Elections - Chair Bagnoli will report on CMCM to date with a brief financial update and the opportunities and challenges of the future.

- Possible Board Retreat

• MTA Report – Barbara Thornton – MTA Member Heller was excited about the advances of the CMCM and the taping of the MTA meeting by CMCM member Norman Carlin.

The Federal Franchise Bill would allocate a 1% fee for PEG centers that could be used for capital or general expense.

Next MTA meeting, November 11 at the CMCM facility.

Government programing is being viewed, is there a way to measure the viewers? (No, not at this time.)

#### G. Public Comment - 10 Minutes

Charlie Smith – Plans on attending the National Association of Broadcasters April 10–15, 2010 • Las Vegas, Nev. and encourages others too.

#### H. New Actionable Business - 15 Minutes

- Date and Time for next Board meeting –

October 31st Membership meeting,

No meeting in November,

Thursday, December, 3, 2009 4 – 6 PM

- Executive Session - If necessary - none

#### I. Adjournment at 5:35 PM

M/Geraghty - 2nd/Emert