

# **COMMUNITY MEDIA CENTER OF MARIN**

**Board of Directors Meeting  
Thursday July 23<sup>rd</sup>, 2009  
819 A Street, San Rafael  
4:00 pm – 6:00 pm**

## **Draft Minutes**

### **A. Call Meeting to Order – Bruce Bagnoli: CALL TO ORDER 4:16pm**

#### *CMCM Board Members*

- Bruce Bagnoli, *Chairperson* – P
- Bill Sims, *Treasurer* – P
- Larry Paul – P
- Trish Hibben – P
- Janette Gitler – P
- Flor Emert, *Vice Chairperson* – P
- Linda Davis – P
- David Dodd – P
- Gregg Clarke – P
- Michael Eisenmenger, *Executive Director* – P
- Lynn Bornstein – A
- Frank Crosby – A
- Mark Essman – A
- Jim Geraghty, *Secretary* – A
- Dane Lancaster – A
- George Rodericks – A

### **B. Agenda Approval - 5 Minutes: M/Dodd, 2<sup>nd</sup>/Emert. Approved.**

#### *Additions to the Agenda*

- Introduction of new board member, Linda Davis.
- Janette's Outreach Committee report moved to earlier in the meeting.

### **C. Initial Public Comment - 5 Minutes:**

Barbara Thornton, MTA: Positive feedback about channel and viewership.

### **D. Approve Minutes of Board Meeting - 5 Minutes: M/Sims 2<sup>nd</sup>/Dodd Approved.**

#### **D1. Outreach Committee Report – Janette Gitler & Trish Hibben**

- Janette has sent out a draft of the launch framework. Proposed date, September 26<sup>th</sup> 2009 from 3pm to 6pm.
- Some concern expressed about other town events that Saturday which may compete with ours, i.e. the Handy's Market event which consists of a carnival from morning to afternoon, and a concert in the evening. May

work in our favor, however.

- Discussion on target-audience and whether the date/time is appropriate. Conclusion that a family-oriented street-festival style event is called for, and the time/date is appropriate.
- Michael is in talks with the City Council regarding street-closure permits.
- Janette will lead the design of the e-vite; proposed deadline August 5, 09. The finished e-vite will be distributed to the board members, who will then distribute it via e-mail to their own contact lists.
- A consistent graphic identity for the event will be established and used in the mailouts, on the website, and on the channel.
- Flor will inquire with Carlos Santana and other local personalities and entertainers about booking a performance at the event.
- Flor and Janette will work together on T-shirt production and design. Designs must be approved 3 weeks in advance (of the event or the printing order?)

**E. Executive Director Report - 30 Minutes**

- Employee hires (new hires for part-time positions)
- Producer transitions, orientations, trainings are ongoing
- Facility/channel development, studio, furniture,
- Press contacts
- Planning for next two months

**F. Old Business - 50 Minutes**

***Finance and Budget Committee Report – Bill Sims***

- Progress has been made on developing the benefits packages for employees.
- Our status as a non-profit has been “recognized” by the IRS, but not “approved”. However, parties who wish to donate funds *can* claim their donation, even though we are not officially approved yet.
- The audit of the MTA is upcoming.
- The finance committee is developing an investment plan to capitalize on funds we are not currently using.

***819 A Street Renovation Update – Larry Paul***

- Phase 1 of the renovation of the 819 A Street facility is complete, and the contractors have applied for their final payment. Phase 2 (fixtures, furnishings, equipment) is underway. One upcoming task is outfitting the server room with a backup generator and better climate control.
- Michael and Larry are consulting with the property manager on getting better signage for the A Street façade.

***MTA Report – Barbara Thornton***

- The \$500,000 grant from Comcast has been approved, and the funds will be transferred to CMCM.

**G. Public Comment - 10 Minutes**

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

***Next Meeting***

- August 27<sup>th</sup>, 2009.
- Suggestion to plan Fall and Winter meetings early to prevent scheduling conflicts with Thanksgiving and Christmas holidays.

**I. Adjournment at 5:38 pm**

M/Dodd – 2nd/Sims, by acclamation, approved