

COMMUNITY MEDIA CENTER OF MARIN
Board of Directors Meeting
Thursday July 23, 2015
CMCM 819 A Street, San Rafael
DRAFT Minutes/Report

A. Call Meeting to Order – Bruce Bagnoli 4:10 PM

Cynthia Abbott - P
Bruce Bagnoli, Chair - P
Gregg Clarke, Vice Chair - P
Frank Crosby - P
Jim Geraghty, Secretary - P
Dane Lancaster
Jim McCann - P
John Morrison
Larry Paul - P
Bill Sims, Treasurer - P
Steven Tulskey - P
Brad Van Alstyne
Lawrence Strick - P
Michael Wolpert - P
Barbara Coler

B. Approve - Agenda & Minutes

Approve Agenda

M/Geraghty - 2nd/Wolpert

C. Executive Director Updates – 30 minutes

Michael was away for a week during the July 4th holiday for a Kentucky family reunion - it was hot, humid

Productions and Staff work:

- Marin City George Rocky Graham Park Opening covered.
- Shot two Mill Valley Library events.
- Sports Camp Baseball Games began - students are doing really well - even in the rain.
- Media Corps and COM academy students worked the County Fair.
- Awaiting word from MCE on Equipment proposal
- Awaiting word from MMWD on Equipment proposal
- Awaiting word from San Rafael on Equipment improvements

Meetings continued as usual - lots of them . . .

- Larkspur indicated they would like to meet to discuss (?) a contract- I asked their city manager to choose a date after I returned and after they met with the MTA but haven't heard anything back.

- Nice responses at the County Fair, definitely a good outreach effort to make Marin TV more known. Staff shot numerous interviews at the booth, Media Corp and COM Academy youth did field work and everyone survived the heat. The Fair even ran the clips produced on the giant video screens scattered around the fairgrounds. The new Fair director, Gabriella Calicchio, seemed very pleased and we're looking forward to more joint efforts in the future. The Fair occupied much staff time before and after the fact. We designed/built/purchased many presentation materials that will be reused for other similar events
- A group that produces a "Nurse's Talk" podcast took studio training to start a weekly television production. A portion of this production may be fee for service given their small crew.
- Met with Robert Sterling and staff at the Marin IJ about a possible monthly public affairs program hosted by Dick Spotswood. This would be fee for service with the IJ trading ad space for our production services. A good meeting - many more synergies to pursue.
- New X70 camera kits are ready to go awaiting certification courses/test-outs which should begin in August.
- The bulk of the Studio Equipment has arrived with a lot of smaller components still to be ordered. A planned late August/Sept build-out to install the equipment is planned with classes beginning immediately.
- I'll be meeting with vendors at the ACM Conference as we begin to plan for master control upgrades in the near future.
- Below is a brief run-down of Capital spending for the 2014-15 fiscal year compared with the budget estimates from the Capital Plan submitted to the MTA. This will change slightly as we close out the fiscal year books. We are a bit delayed on spending simply due to the time required for proper planning and evaluation which is necessarily worked in between other daily tasks. The first round of field gear is mostly complete and the first phase of studio improvements will be in place in September. Overall we're tracking well on these expenditures and I don't expect any bad surprises.

Note - the May fiscal reports are sent with this report. Our book keeper Amy is finishing the June books and will send those reports when finished. We will then start finalizing and closing out the 2014-15 FY books - hopefully complete by Aug/Sept.

Capital Equipment Spending to date

Category Code 2014-15 Actual*

Cities 62830.1 \$3,440.46 \$105,000.00**

Master Control 62830.2 \$3,635.49 \$35,000.00 \$230,000.00

Storage 62830.3 \$629.19 \$44,000.00

Multi-cam 62830.4 \$66,127.59 \$96,900.00 \$47,000.00

Office & Post 62830.5 \$14,519.39 \$14,000.00 \$42,000.00

Video Misc 62830.6 \$381.40

Studio 62830.7 \$28,181.77 \$43,000.00 \$59,000.00

TOTAL \$116,915.29 \$188,900.00 \$422,000.00

*Estimate - not final FY totals

** From City Capital Equipment budget

It's a little premature, but I ran some initial end of year numbers on various budget categories (note these will change as Amy closes out the books):

Fee for Service was projected for \$40K but is going to come in just over \$106K, largely a result of taking on the 32K Novato contact and the \$22K County Health contract. While it is good to see more earned income - this has come as result of necessarily shifting staff priorities, which does impact our other areas.

Member and Program Fees projected at \$42K are coming in around 35K, mainly a result of smaller class enrollments over the past year. Donations targeted at 12K are coming in just over 13K, an accurate but nonetheless disappointing outcome.

Scott's Media Corps, Edu, and Gov updates:

Marin Media Corps activities:

- Devin Moore - Marin Employment Connection - trained in camera, worked the entire Marin County Fair
- Peter Jankowski - Marin Catholic - Hip hop dance club project, trained in field camera
- Melissa Rule - Syracuse University, Jewish Family Services internship, interested/majoring in TV Broadcasting, camera, editing, and studio certified.
- Vanessa Gilles - San Rafael High School, worked a day at Marin County Fair

Possible Marin Independent Journal tie in for student video reporting, which would be a great year-round opportunity for Media Corps students - stay tuned...

Education Coordinator Intern / Communications Internship thru DU

Patrick Davis - Dominican University, trained in FCP X, helped download and edit content from schools to air on Edu Ch., helped edit Marin County Mental Health shows, did a introductory survey of local businesses re: underwriting MMC. Very capable, intelligent and hardworking, produces high-quality work.

Scott visited two of Jonah Steinhart's classes and helped facilitate student investigative reporting culminating in news desk style video reports. This will be a continuing activity each semester with the Tam News. Also interviewed Mr. Steinhart for the first of many teacher interviews, testimonials about working

Sportscasting Camp - 5 students in the squad, by the 3rd game they were already as good as last years team was after 11 games. 3 live games down, 3 to go. The 'Sportscaster' class is also a success, created for youth interested in learning commentary. That has two students, providing commentary audio for the baseball games and taught by Stuart Horne a Dominican professor. Dominican International exchange student Milena Cinosi summarizes each half inning in Spanish, a great effort to raise the visibility of our diverse community and outreach to Spanish speakers.

County Dept of Health - Mental Health Series:

3 English Shows and 3 Spanish shows are complete (except for end credits). Internal review screenings with county are starting next week. Contractual work now complete. Will submit proposal for more shows following completion of these.

D. Other Business

MTA Report - August 12 next meeting - Meetings being held concerning Larkspur PEG fees

E. Public Comment - none

F. Closed session if necessary – none

G. New Actionable Business – NONE

Upcoming 2015 CMCM Board Meeting Dates:

Aug. 27, Sept 24, Oct 22, Nov/Dec TBA

H. Adjourn the meeting

M/Paul - 2nd/Wolpert

These minutes are in draft form until approved by the board.