

# COMMUNITY MEDIA CENTER OF MARIN

*Board of Directors Meeting  
Thursday, January 28th, 2009  
819 A Street, San Rafael  
4:00 pm – 6:00 pm*

## *Minutes*

**A. Call Meeting to Order – Bruce Bagnoli – 4:07 PM  
CMCM Board Members**

- Bruce Bagnoli, Chair – P
- Bill Sims, Treasurer – P
- Larry Paul – P
- Trish Hibben – P
- Janette Gitler – P
- Flor Emert, Vice Chair – P
- Linda Davis – P
- Lawrence Bragman - P
- Gregg Clarke – A
- Lynn Bornstein – P
- Frank Crosby – P
- Mark Essman – retired from the board
- Jim Geraghty, Secretary – P
- Dane Lancaster – P
- George Rodericks – P
- Michael Eisenmenger, Executive Director – P - non-voting

**B. Agenda Approval - 5 Minutes  
Add Outreach Report – without objection  
M/Geraghty – 2nd/Emert - Approved**

**C. Initial Public Comment - 5 Minutes - none**

**D. Approve Minutes of Board Meeting - 5 Minutes  
M/Hibben – 2nd/Sims - Approved**

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

- CMCM general updates

The AC Unit for the server room crashed and we are using a portable until repairs can be made.

During the week of heavy rains (9 inches in SR) the ground water level rose and we had seepage into the center. Brad Flarharty, CMCM member and “volunteer of the month” and staff keep the water at bay with a wet/dry shop vac. We are installing a sump pump in the alley to prevent the water table from reaching those levels. We replaced the base plate and drywall with waterproof material.

Due to the rains and subsequent flooding we canceled one class and one studio reservation.

We have added a “lighting” class to our schedule of offerings.

Sam Long, our Digital Media Manager, is setting up our web-streaming server. It will be able to broadcast multi streams and live streams. We are creating a menu of options for our pay for fee services for cities and other organizations that would utilize these services.

The Radio Sausalito Gathering was very successful.

The next member mixer is February 3, 2010

The Civil grand jury visited the CMCM center and toured the facilities.

The Civic Center Meetings can now be broadcast live.

We prepared special shows for broadcast on MLK Day.

CMCM did a three camera/Anycast shoot of the McChesney/Nichols program, produced by Progressive Perspectives in San Francisco

CMCM is developing a detailed menu for equipment and studio rental.

Member Mark Essman is retiring from the CMCM Board.

- Audit Update / Tax Returns / Accounting / Work plan

On February 5 we are having a site visit from the auditors.

Flor Emert spoke about a grant for a census program.

- MTA Report / MTA letter to Comcast in process

Chair Bagnoli pointed out the distribution/reception problem with the PEG channels and expressed concern for the power allotment from Comcast for those channels. Request the MTA send a letter from their attorney to Comcast to resolve the problem of poor reception and dropped channels.

#### **F. Old Business - 50 Minutes**

- Finance and Budget Committee Report – Bill Sims

CMCM is officially recognized by the IRS as a 501c3. We received the official letter. We will now file with the State and piggy back on the federal status.

- Investments Update

Swab Account – we have had a slight decline in value. The cycles move in waves, the differences in the highs and lows are very narrow. The balance sheet was distributed in the board packets.

- Outreach Report – Lynn Bornstein -

We filmed the Marin Charitable Awards ceremony. I spoke to the award recipients about CMCM and the opportunities for their stories to be told through the PEG channels and the facilities and equipment that was available to membership. We received very positive response with many organizations taking the CMCM supplied information and membership form. It was suggested that we do a special outreach orientation for these non-profits.

- Board Retreat Update and Planning

March 6, 2010, 555 North Gate Drive, CVNL

- Educational Advisory Meeting Report

The committee met on December 10, 2009 as a “first meeting” to establish an advisory group for the Education Channel.

Shared Content ideas

Homework channel

Speaker series

Student produced video

Sports

Performances

We talked about developing a “package’ exploring the opportunities for the schools and how they might see opportunity for education/school programs

- MTA Report – Barbara Thornton
- New MTA Board membership
- Jim Fraser – Tiburon
- Marc Levine – San Rafael
- Ford Green – San Anselmo
- Next MTA Meeting, February 10, 2010, 7:30 PM, San Rafael Council chambers.
- Hearing many reports that the Government Channel 27 is getting good viewership. The broadcast MCE workshops were very good.
- The MTA is going through an audit which will show CMCM equipment on the inventory list.
- Larkspur Theater had a Youth Film Festival.

**G. Public Comment - 10 Minutes - none**

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

- Date and Time for Board Retreat – Saturday, March 6th
- Date and Time for next Board meeting – Thursday, Feb 18/, 2010
- Executive Session - If necessary - none

**I. Adjournment at 6:00 pm**  
**M/Bornstein – 2nd/Hibben - Approved**

*This agenda is draft and subject to change.*