

# **COMMUNITY MEDIA CENTER OF MARIN**

## **Board of Directors Meeting**

**September 25, 2008**

**College of Marin**

**835 College Ave.**

**Kentfield, CA.**

**4:00 pm – 6:00 pm**

**Staff Lounge 1<sup>st</sup> Floor Student Services Building**

### **Draft Minutes**

#### **A. Call Meeting to Order – Bruce Bagnoli – 4:08 PM**

##### **CMCM Board Members**

Bruce Bagnoli - Chair - P

Flor A. Emert" – Vice Chair - P

Bill Sims – Treasurer - P

Jim Geraghty – Secretary P

Lynn Bornstein - P

Gregg Clarke - A

Frank Crosby - P

David Dodd - P

Mark L. Essman - A

Janette Gitler - P

Cathy Laveroni Hall - A

Trish Hibben - P

Dane Lancaster - P

Anne Montgomery - P

Larry Paul - P

Michael Eisenmenger – Executive Director – P (non voting)

#### **B. Agenda Approval**

**5 Minutes**

*M/ Geraghty - 2nd/Bornstein* - motion passed

#### **C. Approve Minutes of Board Meeting**

**5 Minutes**

*M/Emert - 2nd/ Sims* – motion passed

#### **D. Executive Director Report / Requested Actions**

**15 Minutes**

##### **Michael Eisenmenger**

1. Weekend update – Comcast refused to allow equipment update to facilitate improved weekend programming. Will be working on alternatives.
2. Dish programing is being run.
3. Ongoing Facility Search / COM Update – Continuing to meet with COM. Concerned about the negotiation timetable in relation to the CMCM Comcast June 2009 deadline. Continuing to look at alternative commercial space.
4. **Executive Director Requested Actions**  
Equipment Purchase Proposal (see attachment #1- Purchases)  
Crosby suggested “LoJack” laptop protection for CMCM purchases.  
*M/ Geraghty – 2nd/Emert* approved by acclamation

These minutes are a draft and subject to change before approval.

ACM Conference (Denver) – funding for E.D. Eisenmenger to attend.  
Board members encouraged to attend.  
*M/Emert – 2nd/Geraghty* - approved by acclamation

## **E. Old Business**

**60 Minutes**

1. Finance and Budget Committee Report
  - a. Treasurers Report – Bill Sims –
    - \$900,000 in the bank
    - E.D. Eisenmenger had a working meeting with Ann Richards, the bookkeeper, and will be purchasing a laptop dedicated to the CMCM financial bookkeeping.
    - Accounts will be opened at the Circle Bank and the Credit Union
    - Gregg Clarke is working on the CPA contract and is almost ready and will be presented at a future CMCM board meeting.
    - End of year Audit will be due.
    - E.D. Eisenmenger will be reimbursed for moving expenses.
    - Employee health care coverage through payroll services. Kaiser is the only one that will provide for 2 employees.
  
2. Report from Transition, Outreach & Board Development Committee - Lynn Bornstein / Janette Gitler – The Producers Meeting, held at the MYC was a success. Good energy and personal introductions gave us all a chance to meet and see the quality of current producers and crew members and they got to meet some board members and E.D. Eisenmenger, who suggested we continue to develop a Producer's Circle monthly meeting. Next transition meeting OCT 14, 3:30 PM Larkspur Landing.
  
3. MTA Report – Barbara Thornton – We are meeting every week with College of Marin (COM) to develop the possible interfacing between COM and CMCM.  
Comment/Discussion  
Crosby – We are looking at how the interface will further COM's educational mission and academic programs.  
Gitler – Do we have a deadline for these negotiations? Where are we with the timetable in relation to the strategic plan?  
Thornton – We are looking at a November/December COM board meeting to introduce the new proposal.  
Eisenmenger – We need to be concerned about our timetable so we are in a position to take over the current Comcast operations. Timing is very important to enable us to establish a service model of operation.  
Hibbens – Concerned about using a value based negotiating model, and the need for the MTA to “Pony-Up” with whatever it takes to facilitate CMCM establishing its new “HOME”.  
Lancaster – Is the issue with COM still the amount of rent. How much are they asking?  
Sims – (responded) There should be no rent money, CMCM is an asset and an educational partner for COM. We provide great benefit for the college.

These minutes are a draft and subject to change before approval.

Crosby – Suggested to COM negotiators that COM/CMCM negotiations get feedback from COM board.

Paul – Rent is the deal breaker at COM, what is “Plan B”

Emert – Can presentations to COM board be moved up to a closer date rather than later, which puts us into a timetable bind?

Thornton – Suggests a study session before the COM Board votes on the proposed partnership package being developed. Ed Code allows for a non-profit to use college space to provide an educational opportunity partnership. Right now we are not looking at rent but instead fitting the education pieces together so the board sees the benefits to the college and Marin community. We are also concerned about timing and what is possible.

Bornstein – These negotiations with COM have been discussed as far back as the Board of Conveners.

Gitler – Is the COM board study session scheduled? If not, how is the time-line going to meet the CMCM time restraints?

Crosby – The “COM/CMCM presentation package” will not be ready for COM's October board meeting.

Montgomery – Will the purchase of the Studio Kits help us in a temporary location? Will we be able to begin serving our producers and begin trainings?

4. Comcast Change of Service Hours –

Eisenmenger - reported that Comcast has rearranged the hours of service available to producers and it is not in the best interest of our local producers due to the reduction in evening hours when most producers do their work. They still meet contract requirements, but make it difficult for the public to participate in the public access channel mandate.

Bagnoli – Reported that an employer was told by Comcast management to discourage show producing. It is a clear signal that Comcast does not want to be hosting Marin's public access facilities and sends us the signal that we need to move forward in establishing the new CMCM center quickly.

Crosby - suggests a strong letter be sent to Comcast in protest of the newly arranged hours and to inform producers to also write letters.

**F. Public Comment**

**10 Minutes**

Steve Fein – What does it mean to be operational?

Bagnoli responded – We take over programming, have a playback facility. We can start with weekend programming and training on new equipment.

Fein – Most shows are not locally produced. The Cable CART agreement needs a copyright release, so the liability of copyright infringement goes to the producer. CMCM needs to develop a strong process for copyright enforcement with shows shown on the channel.

Eisenmenger responded – There are levels of violations, “Flagrant” being very serious. We do need and will develop more controls on copyright and we will enforce mandatory releases for any controlled video.

David Rubinson – Fearing that the facility negotiations updates are the same we heard nine months ago, I strongly suggest CMCM consider available sites in Novato and San Anselmo. Don't keep pursuing COM, tell them you are looking elsewhere. If you need to, go to Novato Public access for six months as you finalize a facilities agreement. Stop repeating the same mistakes.

5. Executive Session -  
Moved to executive session 5:53 PM  
Moved out of closed session 6:45 -  
No action to report

**G. New Business**

**10 Minutes**

1. Date and Time for next Board meeting-  
October 30, 2008, 4:00 PM College of Marin Student Services Building,  
Staff Lounge
2. Other New Business - none

**H. Adjournment at 6:50 PM**

M/ Geraghty - 2nd/ Gitler - motion passed