

COMMUNITY MEDIA CENTER OF MARIN
Board of Directors Meeting
Thursday January 26, 2017 4:00 pm
CMCM 819 A Street, San Rafael
DRAFT Minutes

A. Call Meeting to Order - Bruce Bagnoli 4:10

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

B. Agenda Approval and Past Minutes - 5 Minutes

AGENDA - M/Coler - 2nd/Sims - APPROVED

MINUTES - Jan 2017 - M/Coler - 2nd/Wolpert - APPROVED

C. Executive Director Updates - 30 minutes

CMCM ED Report - January 2016

Personal: I was away Dec 30 to Jan 15 to visit ailing family in Mexico but we also took a few days of vacation in Oaxaca. Leaving the country was very refreshing, even though we were in one in a greater state of turmoil.

Center, Productions and Staff work

Master Control

Our integrators returned and finished the hardware portion of their work in December, now it's up to us to chase down bugs, quirks and adjust workflows (with their tech support). This will be a big task for Megan and myself over the coming months, made harder for Megan by the loss of her PT assistant. Replacements are being interviewed - so hopefully some relief there soon. Overall, we're running the system like the previous one and adapting to new workflows when it's appropriate to phase them in. Part of the beauty of the new system is that it could handle our old

workflows and files - even the databases of past scheduling were smoothly transferred over. A couple trade magazines are planning articles about our new system - apparently we did some things quite uniquely - will let you know if and when those go to press. Our next step is to work with Comcast to upgrade our fiber encoders, once that is done our signal from acquisition to their head end will be all digital. Then we can push for HD and another channel.

We also had one of our new AC units in master control act up - the installer is here today replacing parts under warranty. On the 'good news' front, the Center took very, very little water throughout all those storms. Our major trouble spots remained completely dry and we only took minor seepage along the building's back wall (which is half basement). I think the combined factors of the sump pump, a new roof and the remediation we asked MCF to do to their building may have made the major leaks go away (for now).

Government Updates

Fairly quiet over the holidays but in full swing now. The new year brings new problems and we're chasing down some technical issues in San Anselmo and fixed one in Fairfax.

We are starting a new government agreement with TAM to cover some of their other meetings, events, etc.

Ross Valley Sanitary asked us to help wire their conference room for presentations (fee for service)

Recent Staff Productions:

1) Sendoff to Supervisor Steve Kinsey: <https://www.youtube.com/watch?v=LW5fAmZBzbU>

2) Marin Youth Symphony: <https://www.youtube.com/watch?v=81aZn7VQW11>

3) IJ Forums - What Can America, California, and Marin Expect in 2017?:
<https://www.youtube.com/watch?v=AYE5-QqZtr8>

4) Mill Valley First Friday - Conventional Wisdom
<https://www.youtube.com/watch?v=JFLqQwwOe0>

5) Performing Stars presents - Thank You President Obama
https://www.youtube.com/watch?v=LBt_JVIZJk0

6) MarinSanity

7) Marin Community Clinics PSA English/Spanish
<https://www.youtube.com/watch?v=MU44fJrUYuE>

8) Marin Inauguration Day Rally (Anti-Trump) - coming soon
Upcoming:

Santa Rosa Homeless Summit (Katie Rice tie-in - no longer a Santa Rosa Media Center so we were asked)

Hindi Showcase at Marin Center

TAM Innovation Workshop

Marin IJ Youth Lobby Lounge and May showcase (we just agreed to larger ad space and web placements in exchange for working with students on these projects)

Upcoming at the Center:
Exhibit/Reception this Saturday with Music:
See: Guerrilleras por Rebecka Bíró & Victoria Montero
<https://www.youtube.com/watch?v=9b-23vtkCO0>

Education - Media Corp - Staff - Fee for Service Productions

We'll be working with ComAcad on their studio install in the next month or two - students will be involved. Waiting on a couple items that were to be ordered but weren't.

Think Piece:
What does an engaged community media center look like under a Trump Presidency? What types of projects/activities would you like to see the media center involved in?

National News

One of my biggest concerns over a Trump presidency was the inevitable changes at regulatory agencies - like the FCC. With the ascendancy of Ajit Pai it's clear net neutrality will once again be threatened. A bigger concern is the possible dismantling of the FCC's regulatory enforcement division which would allow cable operators to run amok over municipalities and PEG centers (we've seen this in the past). In other news . . .

At least Franchise and PEG fees seem healthy for Comcast municipalities (for now):

Comcast Kicks A\$\$, Earns \$80B in 2016

Like a rolling snowball gathering mass on a downhill slope, Comcast's success in video and broadband is starting to appear as inevitable and unstoppable as gravity. As part of \$80.4 billion in total revenue for 2016, Comcast added 161,000 video subscribers -- 48% of which have the advanced X1 video platform -- and 1.4 million Internetsubs on cable revenue of \$50 billion.

[http://www.lightreading.com/services/broadband-services/comcast-kicks-a\\$\\$-earns-\\$80b-in-2016/d/d-id/729865?itc=lrnewsletter_lrweekly](http://www.lightreading.com/services/broadband-services/comcast-kicks-a$$-earns-$80b-in-2016/d/d-id/729865?itc=lrnewsletter_lrweekly)

One big media company, the new FCC likely won't resist new mergers.

Verizon might buy Charter, which just bought Time Warner Cable

<http://www.theverge.com/2017/1/26/14397432/verizon-charter-acquisition-talks>

Santa Rosa Center Media Closes. There's more blame to go around than what these articles cite - but this is a good representation of how centers can blow up. Remember, a board member was in frequent contact with me trying to prevent this.

Santa Rosa's CMedia center dissolves after financial meltdown and troubling audit

<http://www.pressdemocrat.com/news/6553116-181/santa-rosas-cmedia-center-dissolves?artslide=0>

Santa Rosa community media director Daedalus Howell fired

<http://www.pressdemocrat.com/news/6263375-181/santa-rosa-community-media-director?ref=related&artslide=0>

Santa Rosa severs CMedia contract for community media services

<http://www.pressdemocrat.com/news/6397743-181/santa-rosa-severs-cmedia-contract?ref=related&artslide=0>

Santa Rosa audit finds CMedia outlet couldn't account for \$330,000 spent in city funds

<http://www.pressdemocrat.com/news/6342595-181/santa-rosa-audit-finds-cmedia?ref=related&artslide=0>

D. Other Business - 30 Minutes

- CMCM Advisory Committee Updates - These members would be honorary Bill Sims is soliciting names of possible members as well as suggestions for formation..

- CMCM Board Diversity - Updates

Suggested we look at CMCM By-Laws and consider changes that insure diversity of board

- MTA Report

New Members - James Andrew - Corte Madera, Joe Burns - Sausalito

Next Meeting - February 8th, 7PM - Corte Madera City hall

E. Public Comment - 10 Minutes - NONE

F. Closed Session if Necessary - 30 min - NONE

G. New Actionable Business

2017 CMCM Board Meeting Dates:

Fourth Thursdays; Feb 23, Mar 23, April 27, May 25, June 22, July 27, Aug 24, Sept 28, Oct 26, Dec 7.

Next MTA Meeting: February 8, 2017 7:00 pm, Corte Madera Town Hall.

H. Adjournment

M/Geraghty - 2nd/Strick - APPROVED

These minutes are draft and subject to change