

COMMUNITY MEDIA CENTER OF MARIN

Board of Directors Meeting
Thursday June 27th 2012
CMCM – 819 A Street
4:00 pm – 6:00 pm
DRAFT Minutes

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

Larry Bragman -
Bruce Bagnoli Chair -
Lynn Bornstein -
Gregg Clarke -
Frank Crosby -
Sarah Darcy-Martin -
Flor Emert Vice Chair -
Jim Geraghty Secretary -
Dane Lancaster -
George Rodericks -
Larry Paul - A
Connie Rodgers -
Bill Sims -
Brad Van Alstyene -
Michael Wolpert –
Jonathan Westerling –

B. Agenda Approval - 5 Minutes

M/Geraghty - 2nd/Sims - Approved

C. Initial Public Comment - 5 Minutes

NONE

D. Approve Minutes of Board Meeting - 5 Minutes

M/Geraghty – 2nd/Sims – Approved

E. Executive Director Report - 30 Minutes

• Center news and events

We Streamed the Dominican Graduation

Wrapped up the series of election debates

Taped the MCF Portrait of Marin Presentation

Covered the MEA Airport Solar Installation event

MWPAC screened Miss Representation at CMCM (standing room only)

Staff is attending the Allied media Conference

Canal Alliance Anniversary video coverage

Renaissance opening covered

Raised \$2500 in the Human Race

We Covered the Pacific's Opening game partnering with professional volunteers, we are working with Dominican to cover more games in August.

Weekly News Show, Seriously Now has started.

Tech and Facility News:

We replaced a server and switched to a new streaming system

Renewed Property Insurance

Rented another office upstairs to reduce office congestion

Increased Scott Calhoun's hours for government work and installations

Received some donated furniture which will be used in new office

Fairfax video equipment install begins next week.

San Anselmo video equipment will follow Fairfax

Mill Valley negotiations underway for production and maintaining the installed video equipment.

We are beginning more government and non-profit outreach to increase locally produced content.

I will bring the the board a proposal for a five year budget discussion.

The board should consider a retreat at the end of the summer or early fall as we enter a new phase.

Board elections this fall leading to the yearly Member Meeting, Bagnoli and Geraghty are up this year.

Laura Valladao is leaving CMCM for the graduate film program at NYU.

- Board Retreat and Annual Member Meeting Planning

**Move to have the CMCM Board Retreat September 16, 2012 10 AM – 3 PM
M/Geraghty - 2nd Paul - APPROVED**

- MTA - next meeting August

F. Old Business - 50 Minutes

- Finance Committee - updates

Sims' Report –

We received the \$156,000 payment from Comcast and will be receiving approximately \$350,000 per year as a result of the .5% PEG fees collected by Comcast.

We are bigining to negotiate a new DAP (Designated Access Provider) agreement with the MTA. The original DAP has expired and we renewed for two years with the expectation of a renegotiated contract. We expect to have a negotiated contract prepared for consideration in 4 to 5 months.

- Outreach/Development Committee – updates

Wolpert's Report:

We have between 30 and 35 prospective leads for business sponsorship of the channels. They have all been called, next steps are to go meet and discuss the sponsorship opportunities.

Jonathan Westerling's Report:

CMCM has an \$8,000 advertising budget, the board needs to decide if they want an advertising program and what that would look like. A number of suggested venues were discussed and Westerling agreed to take the first step and get pricing on the different media venues.

- **MTA Report**

The MTA is interested in the new DAP agreement/negotiation. The MTA Board will be meeting every other month, the next meeting being August 8, 2012 7 PM.

Andy Berman gave a report to the Marin County Council of Mayors and Councilmembers about the Comcast settlement.

Schools have been showing an interest in having their meetings broadcast as well as Ross Valley.

G. Public Comment - 10 Minutes - NONE

H. New Actionable Business - 15 Minutes

Motion to write and send a letter to representatives opposing SB 1161 Telecommunications bill.

M/Geraghty – 2nd/Bragman - APPROVED

- Date and Time for next Board meeting – Aug 23rd, 2012 • Executive Session - If necessary

I. Adjournment

M/ Geraghty – 2nd/Wolpert - APPROVED

2012 CMCM Board Meetings (fourth Thursdays) Aug 23rd, Sept 27th, Oct 25th, Nov 29th.

These minutes are a draft and subject to change.