

COMMUNITY MEDIA CENTER OF MARIN
Board of Directors Meeting
Thursday April 26th 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 - P

Bruce Bagnoli Chair - P

Lynn Bornstein - P

Gregg Clarke - P

Frank Crosby - A

Sarah Darcy-Martin - P

Flor Emert Vice Chair - P

Jim Geraghty Secretary - P

Dane Lancaster - P

George Rodericks - P

Larry Paul - A

Connie Rodgers - P

Bill Sims - P

Brad Van Alstyene - P

Michael Wolpert – P

Jonathan Westerling - P

B. Agenda Approval - 5 Minutes

M/Sims – 2nd/ Van Alstyene - Approved

C. Initial Public Comment - 5 Minutes

Norm Carlin asked the board to “please speak up”.

D. Approve Minutes of Board Meeting - 5 Minutes

Lynn Bornstein asked the minutes to reflect that she was present at the March Board meeting.

M/Rodgers-2nd/Wolpert – Approved as amended

E. Executive Director Report - 30 Minutes

• Donor Campaign update

Belvedere donated \$2,500 thanks to Board member George Rodericks.

CMCM will be conducting a Business Outreach channel underwriting campaign which will be discussed further in action items.

• Center news and events

We've been busy with fee for service shoots.

The LWV will be conducting studio debates next week.
CMCM did a pro-bono shoot of the Assembly debate at Dominican
Send fee for service schedule to non-profit organizations.
Budget submitted to MTA (see report)

- MTA - next meeting April 30th (cmcm annual budget plan)
- CMCM 2012/13 Budget for MTA

F. Old Business - 50 Minutes

• Finance Committee – updates -

MTA Settled with Comcast - Comcast will pay 50 percent of the franchise fee that funds the county's PEG system (public, education, government channels). The agreement calls for a lump payment of \$156,000 in addition to the 50 percent of the franchise fee, which MTA will use to fund PEG services in the county.

• Outreach/Development Committee –

Human Race, Business underwriting, On Air Fund Drive, Gala

- The Human Race is coming up, a few Board members have signed up to Run/Walk, we are looking for 100% participation.
- Identified a point person to solicit underwriting for channels and continue to explore and design an On-Air Fund Drive as well as a fall Gala.

- **MTA Report** – Will meet April 30th, 7 PM, San Rafael Council Chambers

G. Public Comment - 10 Minutes

Norman Carlin asked the percentage of the Comcast MTA settlement with concern about the amount we are sacrificing in relation to the total owed.

H. New Actionable Business - 15 Minutes

- Review conflict of interest for underwriting support by board members.

MOTION: Contract with Michael Wolpert to solicit channel underwriting at a 20% commission until the end of July 2012.

M/Bragman – 2nd/Bornstein – Approved – Flor Emert cast a dissenting vote.

- Date and Time for next Board meeting – May 24th, 2012
 - Executive Session - If necessary

I. Adjournment

2012 CMCM Board Meetings (fourth Thursdays)

May 24 , June 28 , July 26 , Aug 23 , Sept 27 , Oct 25 , Nov 29 .

These minutes are a draft and subject to change.