

**Community Media Center
Board of Directors Meeting Minutes
Tuesday, November 7, 2006**

Meeting called to order at 6:12pm, by Tim Goodwin, Board President.

Roll Call/Introductions

Members Present – Kim Beyer, Clay Cameron, Kari Chaffee Bliss, Claudia Day,
Tim Goodwin, Ginger Koning, Ashima Saigal,
Jeff VanKuiken 6:35 pm, Deb Wickersing, Rick Williams.

Absent excused - Daniel Castro, Jane Jarlsberg, John Schmit.

Absent – Bev Wall, Renee Williams.

Ex-Officio Present – Laurie Cirivello, Executive Director, CMC.

Ex-Officio Absent /Excused – Comcast, (absent); Fred Stella, CTAF (excused);
GRPL, (absent); Jon Koeze, City of Grand Rapids
(excused).

Staff Present – Linda Gellasch, Finance Director; Janet Zahn, Development;
Lillie Oliver, Office Manager.

Motion 11/7/06-1 Amendment Approval of November 7, 2006 Agenda.

Saigal **Moved** for approval to add Development Report by Janet Zahn as the first item under New Business Koning **Seconded, Motion Approved.**

Motion 11/7/06-2 Approval of October 3, 2006, Minutes

Saigal **Moved** for approval of the Minutes Wickersing **Seconded, Motion Approved.**

Public Comment

None.

New Business

Development Report- Janet Zahn

See written report to Board.

Motion 11/7/06-3, Financial Authorization

Deb Wickersing **Moved** for approval to move mature CD money that matured in April 2006 to a new CD account. Beyer **Seconded, Motion Approved.**

Executive Director Report Laurie Cirivello

See written report to the Board November 7, 2006

Financial Director Report- Linda Gellasch

See written report to the Board November 7, 2006

Capital Campaign Report – Ginger Koning

See Development Report.

Hope to see everyone at the Vaudeville Show and Matinee, please buy tickets.

Old Business:

Welcome to newest member Kari Chaffee Bliss appointed by the Board at October meeting.

Reminder CMC invites you to an event honoring Chuck Peterson. Chuck's Sign Off on December 1st 5 to 7pm, CMC studio, 711 Bridge NW.

Board Retreat

Saturday, January 20th. 9am to 2pm, Grand Rapid Masonic Temple, 233 East Fulton, food menu Potluck. Parking adjacent 2 story parking structure at Fulton and Lafayette NE, entrance off Fulton Street. Additional parking available on second level accessible from Lafayette street.

Standing Committee Assignments and Reports:

Operation Oversight

No report.

Community Relations

No report.

Planning and Development, Rick Williams

Committee did meet with focus on Board retreat and board member responsibilities.

Executive Committee

No report.

Next Meeting Date

Tuesday, December 5, 2006, 6pm, Wealthy Theatre.

Adjournment

Beyer **Moved** to adjourn, Saigal **Seconded**, **Motion Carried 7:35pm**.

Team Members Reference:

Community Relations: Daniel Castro, Jane Jarlsberg, Ginger Koning,
Deb Wickersing, Renee Williams.

Operation Oversight: John Schmit, Beverly Wall, Tim Goodwin.

Planning and Development: Kim Beyer, Rick Williams.

President _____

Recording Secretary _____

Meeting Minutes taken and prepared by Lillie Oliver, Officer Coordinator

Executive Director's Report
November 7, 2006

Staff have been busy working on our structure going forward. At the most recent all-staff meeting we reviewed our new purpose statements. This represents the culmination of observations and discussions, expressed into my philosophy for determining our services moving forward. I anticipate the Board will further refine these "co-ordinates" at the retreat. Also at the staff meeting, all in attendance received a basic Theatre orientation from Erin and we reviewed the service portfolio.

Other structural progress has included establishment of uniform "attribution" language for use with all departments and in all activities.

For example: "Presented by WYCE, a service of The Community Media Center". We have also established a paper tracking procedure for intake of grant and contract documents.

A draft (2) of **personnel policies** has been prepared for your review and discussion. Job descriptions are underway as well as a standardized procedures for documenting and tracking vacation time.

Speaking of personnel...with Chuck's departure, I have decided to re-distribute his duties and fill in some other gaps, instead of hiring a simple replacement. Personnel changes so far include adding a theater operations technician for 20 hours per week and bringing Brooke Lalonde to fulltime status, as of December first. Later, I anticipate beefing up our promotional team.

GRTV. We now have regular hours for public access TV use at the Wealthy campus. The hot studio is fully operational, as is the new editing lab.

Wealthy Theatre is a busy place. Income is up and deferred maintenance being addressed. Most urgent priorities include obtaining a new projector and screen, necessary electrical upgrades, along with the continued search for a "sound system" benefactor. Longer term issues include transforming the green room into a smaller film theater space and video capability. We are also researching our options regarding the grand piano.

GRIID – GRIID staff have been very busy with new monitoring related to the elections. They have held voter forums and have completed a significant statistical study of media coverage of local candidates and issues.

Education: MoLLIE is very busy these days, serving groups as large as 60! (Zoo School). We have made an offer to do a free Mollie gig for St. Peter and Paul School, due to problems they had with their last gig. Waiting to hear back.

GrandNet – Busy, busy! Rodney is requesting an addition ½ time staff person, because they are so busy.

WYCE – The recent fund drive was a wonderful success and sounded great. We are getting positive feedback about our emphasis on local and regional music. (see report from Kevin).

Additionally, upgrading the signal equipment for WYCE is part of our campaign budget. I have had to move this up on the priority list as we are experiencing signal degradation. We have ordered a \$15,000 upgrade.

Outreach. –

- Steve, Sr. Barbara and I are working with Leadership Grand Rapids on our survey of nonprofits.
- We are attending the National Philanthropy Day event on Thursday, where we will roll out our new **portfolio** for nonprofits and show our sample “Video Portrait”. We are hoping to increase the number of event opportunities to market our services.
- The Wealthy St. team is planning an open house after the first of the year.

Vaudeville is this Saturday. We are getting good media coverage; radio, TV and print. Everyone is pitching in and it should be a wonderful event. Shows at 2pm & 8pm.

Logos – we have selected a new logo, courtesy of the Polishing Center. We will begin replacing older materials and now begin changing and reformatting our website.

Legislative. I am attending a breakfast on Thursday at WKTV with Senator Hardiman and AT&T, among others, to discuss our issues with the State legislation.

Chuck’s “Sign-Off”. There will be an event on December 1st from 5-7 at CMC. Tim can provide more detail. Mark your calendars.