

**Community Media Center
Board of Directors Meeting Minutes
Tuesday, April 3, 2007**

Meeting called to order at 6:00 pm, by Tim Goodwin, Board President.

Roll Call/Introductions

Members Present – Clay Cameron, Claudia Day, Tim Goodwin, Jane Jarlsberg, Ginger Koning, Ashima Saigal, John Schmit, Deb Wicking, Rick Williams.

Absent excused – Kim Beyer, Kari Bliss Ginger Koning, Ashima Saigal.

Absent – Claudia Day, Renee Williams, Rick Williams.

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

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

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

Guest – None.

Approval of April 3, 2007 Agenda Motion 4/3/07-1.

Beverly Wall **Moved** for approval Jeff VanKuiken **Seconded, Motion Approved.**

Approval of March 6, 2007 Minutes Motion 4/3/07-2

Deb Wicking **Moved** for Board approval as written Clay Cameron **Seconded, Motion Approved.**

Public Comment

None.

New Business:

Motion 4/3/07-3

➤ **Possible action regarding liquor license (Possible Motion)**

Beyer **Moved** for approval to give the Board President authorization to sign for a special one day liquor license for Friday, May 4, 2007, Spotlight Series. Cameron **Seconded, Motion Carried.**

➤ **New Committee Structure (Motion)**

An Ad-Hoc committee was created by the Board president Tim Goodwin, to study and rewrite the New Committee Structure document before next meeting date. Committee members include Kim Beyer, Kari Bliss, Jane Jarlsberg, Tim Goodwin, Jeff VanKuiken and Laurie Cirivello.

Executive Director Report Laurie Cirivello

See written report to the Board April 3, 2007.

Financial Director Report- Linda Gellasch

See written report (FY 2007 July 2006-March 2007) to the Board April 2007.

Capital Campaign Report - Koning

See Executive Director written report to the Board April 2007.

Old Business:

➤ **Upcoming Board Elections/Appointments**

Elected and appointed seats reviewed by the Board.

Five seats open in July Three seats elected by membership, two seats appointed by the Board.

Currently one seat open for appointment formerly Juan Daniel Castro, term ending 2008.

Election needs to be completed in June.

We currently have two who have expressed interest in running or being appointed. Terese Smith, Girl Scouts and Anthony Griffin, True North Film Festival.

➤ **Standing Committee Assignments and Reports:**

Planning and Development

No report.

Operations Oversight Committee John Schmit (ED review process)

Committee did meet a very productive meeting.

Worked on draft in increments' for the Executive Director's review.

Meeting with Laurie after tonight's meeting to finalize assessment instrument.

Meeting with Linda to get the whole process mechanism of distribution and collection finalized.

Committee's goal is to have documents returned by April 27, 2007 and compile them in time for the next Board meeting.

Community Relations/Jarlsberg

Allied Media Conference June 22-24, Detroit MI.

A majority of Board members unable to attend, Jane Jarlsberg and Tom Schwallie plan to attend. A committee meeting will be planned after the new structure document is complete.

Executive Committee

No report.

Next Meeting Date Tuesday, May 1, 2007, 6pm, Wealthy Theatre.

Adjournment Motion 4/3/07-3

Deb Wickersham **Moved** to adjourn meeting, John Schmit **Seconded, Motion Carried.**
8:17 pm.

Team Members Reference:

Community Relations: Daniel Castro, Jane Jarlsberg, Ginger Koning,
Deb Wickersham, 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 Manager.

Executive Director Report April 2007

All-in-all, things are quite busy at CMC. GrandNet, Wealthy Theatre and CMS all report increases in inquiries for service. We are very busy with Campaign activities, and we just completed the Spring Fund drive. Outreach reports that our first 500 portfolios are nearly gone. We have ordered more.

Fundraising:

We received notice that the Wege Foundation will fund our acquisition of the permanent sound system for Wealthy Theatre. This is a \$20,800 gift, which will go toward our capital campaign. This means we are less than \$10,000 from our 80% requirement for the Frey Foundation gift.

Also, we now have less than \$500,000 to meet our campaign goal.

Also, the annual City equipment grant will be available again. GRTV's portion will be about \$25,000.

The "Buy a Seat" mailing is currently being delivered to nearly 3,000 people.

Upcoming granting activities include,

- Continued prospect work for the capital campaign
- Presentation to the Social Ventures Investors group to fund youth media production this summer
- The United Way decision is due June 1st.
- Clay and Laurie are working on development of a fundraising plan specifically for upgrade of the production truck.
- We need more sponsors for Spotlight Series events.

WYCE's spring fundraiser brought in over \$50,000. We lost phones for a day and really lost momentum...but the last three days of the drive were very strong. The goal was \$55,000, however we will be following up with a "sorry we missed you" mailing.

Completed Programs and Projects:

WYCE's fund drive brought numerous musicians into the studio and onto LiveWire . GRTV staff worked closely with WYCE to do this live coverage.

The SmartFest took place in March. Despite good partnerships with the colleges, etc. attendance was sparse. We will be doing an analysis of the festival once Gretchen returns from vacation.

GRTV provided coverage of Gene Proctor's funeral. Our participation was very well received and appreciated.

New and Continuing activities

Rodney and Laurie met with GRPS Superintendent, Dr. Taylor, regarding re-design of the district's website. This looks quite promising.

CMS is working with St. Mary's Foundation on a video for their annual campaign.

The Education Department is revisiting CMC's youth services structure. We are developing a revised model that consists of distinct services in four areas; short term (sampler) projects, mid-sized fixed term projects, Mollie in-school services, and a long term apprentice type program.

GRTV is working on their equipment replacement schedule, as well as planning for upcoming Festival coverage.

Erin continues to work on the micro-cinema plans for the Wealthy Green room. In addition, we are working toward the ability to offer on-line and telephone ticket sales for all events. Being able to handle ticketing for events at wealthy will increase our services for those who use the theatre.

The Spotlight Series events are all moving forward. Advertising for the May Jazz night has already begun.

Other Notables

I presented at the Women's City Club in March. The presentation was well-received.

LGR Report: Leadership Grand Rapids completed their survey of nonprofits on behalf of CMC. The report will be supplied to the Board. In general, it was clear that nonprofits value the services they have used, but most don't have a broad enough understanding about all we do, and what is possible through use of media and technology resources.

We held a two-session Personal Safety Class for CMC staff who wished to participate.

Rodney continues to work with the leadership team on additions to our networked services. We now have online absence reporting. Next projects include a combine volunteer sign-up and management system as well as an online merchant site.

Memorial Garden: We have received new information about restriction on exterior projects in historical districts. Unfortunately, this is going to require us to re-examine and receive approval for things previously not thought problematic. More on this as it develops.

Financial Report FY 2007 (July 2006 – March 2007)

Operating Expense to Income	<u>Mar. 31, 2007</u>
Actual Income	\$877,313
Actual Expense	\$864,909
Actual Net Income	\$ 12,404
Budgeted Net Income	\$ 7,060
<i>(Excludes Capital Campaign Income and Expenditures)</i>	

Bank Accounts Balance: \$360,827 (Feb. 28: \$391,840)

Notes: Feb. 28, 2007 Mar. 31, 2007

Key items/comments:

Salary expenses (incl. PR taxes)

Budgeted	\$545,051	\$628,859
Actual	\$512,785	\$596,061

(non-campaign)

Utilities expense

Budgeted	\$ 42,333	\$ 47,625
Actual	\$ 39,140	\$ 43,005

Wealthy Street Rental net income

Budgeted	\$33,333	\$ 37,500
Actual	\$42,374	\$ 45,695

Wealthy Street actual income/expense comparison

Income		\$ 74,636*
Expense		\$ 88,070

**\$50,000 budgeted income for this FY was actually received previously, and isn't reflected in this FY report*

GrandNet

Budgeted income		\$ 82,500
Actual income		\$ 94,822
Budgeted Expenses		\$ 77,173
Actual Expenses		\$ 81,038

WYCE

Budgeted income		\$168,000
Actual income		\$135,851
Budgeted Expenses		\$100,500
Actual Expenses		\$131,421**

***Unbudgeted (but expected) unemployment, etc. costs total about \$25,000*

GRTV

Budgeted income		\$463,500
Actual income		\$460,179***
Budgeted Expenses		\$167,473
Actual Expenses		\$167,090

Education

Budgeted income		\$ 61,500
Actual Income		\$ 41,475****
Budgeted Expense		\$ 96,524
Actual Expense		\$ 100,371

*****\$55,000 budgeted income for this FY was actually received previously, and isn't reflected in this FY report*

CMS Video Services

Income Budget		\$ 60,000
Income Actual		\$ 41,475
Expense Budget		\$ 18,750
Expense Actual		\$ 26,336

Capital Campaign

Total Income	\$1,106,974
Total Income this FY	\$ 147,676
Net Income	\$ 293,684
Net Income This FY	\$ 44,727
Memorial Garden Total Income	\$ 36,475

FY 2008 Budgeting Prep Beginning