

Community Media Center

Board of Directors Meeting Minutes

Tuesday, April 11, 2006

Meeting called to order at 6:00 pm, by Mark Smith, Board President.

Roll Call/Introductions

Present - Beyer, Cameron, Castro, Jarlsberg, Koning, Murphy, Schmit, Smith, Wall, Wickering, Renee Williams, Rick Williams.

Absent: Larry Beery.

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

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

Staff Present – Chuck Peterson, GRTV Station Manager; Linda Gellasch, CMC Financial Coordinator; Tim Goodwin, WYCE interim Station Manager; Lillie Oliver, CMC Office Manager.

Approval of April Agenda Motion 4/11/06-1

Schmit **Moved** for approval of the Agenda, Wickering **Seconded, Approved.**

Approval of March 7, 2006 Minutes 4/11/06-2

Wickering **Moved** for approval, Murphy **Seconded, Motion Approved.**

Public Comment

- Murphy reported he received a letter from the Granholm campaign regarding the idea of hosting a debate at WT for the governor's race. They graciously replied they would have to work out details with the republican candidate and would add WT to their list of venues.
- Goodwin reported communication from attorney in D.C. on formal action by the FCC regarding inappropriate language use on radio, decision expected in the next three months.
- Board took the opportunity to welcome Laurie.

Executive Director Report Chuck Peterson/Laurie Cirivello

- Peterson reported the Grand Rapids Community Foundation awarded the MoLLIE project a \$30,000.00 grant.
- See written report April 2006.

Financial Director Report- Linda Gellasch

- Just about to kick off our budgeting process.
- Need to figure out what kind of health insurance we are going to continue with, current rate going up 17%, if renewing with same company by May 1st.
- Need to move ahead as far as structure, it will impact our budget.
- Good news from the Grand Rapids Foundation, two endowments that had been created for WT have been transferred to the CMC. \$16,000 waiting, the foundation to setup a meeting with me to educate CMC on what we can use those funds for.
- See written report April 2006.

Capital Campaign Report – Ginger Koning

- Capital Campaign pledges over one million dollars.
- Hat Trick for the Dirk Koning Memorial Gardens raised \$445.
- Looking for individuals to join our capital campaign cabinet.
- Kresge Challenge Grant deadline May 1st.

Potential Appointment to Vacant Board Seat/Pending Vacancies

Motion 4/11/06-3

Koning **Moved** for approval to appoint Ashima Saigal to the Board to fill Rick Chapla's term ending July 2007. Roll call vote: **Unanimous Approval.**

Board member terms ending in July 2006: Beery, Beyer, Cameron, Smith, Wall. For members with remaining eligibility please consider remaining on the Board.
Board ballots to membership in May.

Standing Committee Assignments and Reports:

Operation Oversight/Schmit

No report.

Community Relations/Jarlsberg

- Propose setting up a community advisory committee.
- Information/invitations continue being collected at CMC front desk of upcoming community events.

Planning and Development

No movement.

Wealthy Theatre/Ad Hoc Restructure - Cirivello

List of tasks to Executive Director.

Cirivello publicly acknowledged specifically Chuck, Linda in the transition process of getting up to speed. She also acknowledged Chuck and Linda for their work following Dirk Koning's death to benefit the CMC.

Cirivello said that the City Commission meeting this morning the commission considered sending a letter of disagreement about the proposed Michigan house and senate bills, Jon Koeze had called and alerted Cirivello and gave her information, she said.

Introduced briefly to the City Commissioners.

Attended my first 'Hat Trick' concert last night.

Cirivello said that there's a lot going on and it's really a matter of balancing what needs immediate attention that has built up waiting for her arrival. I'm very happy to be here she said. Just amazing energy, an amazing pool of resources and a very welcoming spirit, learning and listening, meeting all the people I need to meet.

New Business

- The Board President Mark Smith took the opportunity to publicly acknowledge and thank both Chuck and Linda for just the tremendous service they have done for the organization over the course of this last year. We needed their strong leadership, they both asserted it, without them stepping forward as they did in the aftermath of Dirk's death, Smith said. I'm not sure we would be where we are today. Chuck had to step outside his comfort zone in ways that many of you just can't know. There were so many behind the scene things that they participated-drafting of documents etc, for having to take action. And Linda with the hours spent, we can never compensate someone for having to take action. Please join me in congratulating them both.
- Jane Jarlsberg stated she really appreciated Ginger Koning and is glad she has been with us during this period of time. "I think you have helped in the strength you've shown in the transition, you have helped us get through it, thank you" Jarlsberg said.

- Chuck reported Girbe has secured a spot for The Middleton Film Collection, which must be moved out by April 30, 2006.

Team Members Reference:

Community Relations: Daniel Castro, Jane Jarlsberg, Ginger Koning,
Deb Wickering, Rene Williams.

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

Planning and Development: Larry Beery, Kim Beyer, Kevin Murphy, Rick Williams.

President _____

Recording Secretary _____

Meeting Minutes taken and prepared by Lillie Oliver, Officer Coordinator

CMC Executive Director's Report

April 2006

Submitted by Chuck Peterson, Acting Executive Director/GRTV Affiliate Director

This will be my final report as Acting Executive Director. Laurie asked me to prepare this month's report since it mostly covers the month of March when she had not yet arrived in Michigan. It has been my pleasure serving this organization in this capacity during this interim.

CMC

- Laurie Cirivello arrived on April 3 to assume the duties of Executive Director of CMC. Staff have been welcoming and helpful in getting her up to speed.
- Both Michael Packer and Dagmar Hintz signed paperwork retroactively resigning from their positions.
- Linda Gellasch was up for her annual review and accompanying, budgeted raise. I evaluated her and she received an excellent rating and was granted her raise. I also moved her status up to that of Affiliate Director in terms of benefits (with the exception of check signing authority) and also granted a one-time carry over of 2 vacation days due to an exceptionally challenging year with little opportunity for time off.
- A GVSU marketing class has been preparing a marketing strategy for CMC this semester and will be presenting their final report in a couple of weeks.
- I met with an ED discussion group that meets over lunch once a month to discuss non-profit issues. Since they were discussing IT needs, I felt it was important to attend to promote GrandNet. It was quite a receptive, interested audience.
- I placed a free ad in the Leadership Grand Rapids e-newsletter promoting the fact that we had an opening on our board. Since LGR prepares community trustees, I felt this would be a good place to recruit some fresh talent.
- The Polishing Center met with a group of CMC staff to go over some preliminary logo designs and slogans. It was a fascinating process that should bear some fruit in our identity campaign.
- We've signed Laurie up for the "Inside Grand Rapids" series through the chamber of commerce in early May.
- We had an excellent meeting with the Grand Rapids Community Foundation. We introduced Laurie and talked about Wealthy Theatre benchmarks. GRCF expressed their respect for the work and reputation of our organization. We'll likely hear about the status of our MoLLIE grant before next month's board meeting.

Capital Campaign

- Have you ordered your bell yet? Brochures are available or you can go to the web: <http://www.grcmc.org/dirkkoning/> Tell your friends.
- Macy Little, a recent Davenport grad, approached us to volunteer on the campaign to help us with event coordination and PR.
- The Capital Campaign Cabinet met on March 22 at Wealthy Theatre. We are taking the month of April off for a regular CC meeting and will meet again at 4:30 on May 17.
- We will submit the Kresge grant towards the end of the month. It is a lot of work but has a large payoff if we are successful.
- We moved Janet Zahn (campaign coordinator) to the WYCE Studio B from the ED office. Janet has been doing great work with the campaign.
- The Community Division of the Cabinet has begun to meet to plan activities to bring the community into awareness of our campaign and get donations at the grass roots level. We have several events in the works that will take place at Wealthy Theatre

- We continue to receive gifts in the \$5-10,000 range.

Wealthy Theatre.

- Check out the Wealthy Theatre calendar at www.wealthytheatre.org to see the current schedule of activities. You'll also enjoy attending them.
- The Catalyst Cinema film program is in hiatus. It served the purpose of keeping the theatre open and operating over this past year but now we are going to concentrate on concerts lectures, event films and rentals.
- Wayne is in the process of getting more quotes to have the building painted this Spring.
- We hosted a Polish Film Festival this past month.

GrandNet

- Rodney is still working with Gee Communications and Avaya on a phone system problem where random calls are being sent to the WYCE studio line. A new configuration file was installed a couple weeks ago and this reduced the amount of random calls being transferred to the studio line but did not fix the problem.
- The new mail server from Dell has arrived. Rodney is currently working on getting the mail server software installed along with testing the new setup and trying out some new web-based email/calendar software packages. We are looking at going live with the new mail server in May.
- Advance Imaging Solutions did two on-site trainings with staff in the CMC Studio for the new copier/printer/scanner/fax machine.
- Rodney met with Joy at the Association for the Blind who has asked GrandNet to give them a quote for some IT services. Bob is also working with them to create some reports they have requested in their Access database.
- Rodney did a network assessment for United Methodist Community House.
- Levi configured a new computer for Janet Zahn which has been setup in the WYCE Production Room.
- Bob created a website for the Kent County Senior millage - <http://www.kentseniormillage.com>.
- Jordan created a website for the Michigan Association of Foster Grandparent and Senior Companion Programs - <http://www.mafgscp.org>.
- GrandNet staff continues to work on the new CMC website (<http://www.grandnet.org/wip/grcmc-build>). Over 130 hours have been spent on the new website.
- GrandNet is currently working on new websites for the following non-profit's: Child & Family Resource Center, East Hills Council of Neighbors, Grand Rapids Women's Resource Center, Home Repair Services, Planned Parenthood, Proaction Behavioral Health Alliance, RealHealth and United Way.

GRTV

- We found a modulator on eBay that will get our signal from Wealthy Theatre and the Annex to the cable company over our new B-line. We have been working with Comcast to get the reception gear installed at the router at their headend.
- I attended the Michigan Association of Broadcasters (MAB) trade show in Lansing and talked to vendors and picked up literature for future purchase decisions.
- Joel Swierenga and I prepared a proposal for the CTAF equipment grant. We requested ne take-home edit systems, some edit computers for the Wealthy Campus, a second DVD

carousel for on air playback, some studio equipment replacement items and a camera jib for the theatre.

- I've been asked to speak at the Alliance regional conference in Midland Michigan on May 5th on the topic, "exploring alternative sources of revenue".
- The CTAF sent a committee last Friday to review contract compliance. It went very well.
- Joel Swierenga helped Commissioner Bliss with a new GRTV program called "Bliss for GR" which explores issues that affect the City.
- GRTV's internship program continues to flourish.
- Jeff Hudson managed to repair a seemingly destroyed laptop computer that was dropped by one of our members. It was restored with parts from other dead laptops.
- Sister Barbara Hansen continues to publish our eNewsletter every three weeks and is also coordinating the print Catalyst.
- Preparations have begun for our annual Festival production. In addition, this year we are co-producing the Festival Film/Video Competition.

GRIID

- Second month of news monitoring project for 2006, with a focus on election coverage for 2006, including online resource <http://www.griid.org/electionwatch2006.php> 4 hours of local TV news daily and the GR Press 7 days a week
- Continued regular news dissection - research and posting <http://www.griid.org/localnews/>
- Daily posting on the Progressive Directory calendar, flyers and campaign resources, hosted the monthly meeting for this group on March 15.
- Produced 4 shows for Catalyst Radio – writing scripts, taping, setting up interviews, conducting interviews
- Hosted the second of 2 Media & Democracy Lectures with Stan Goff on March 22 – It was filmed, put on GRTV and DVDs are available. He also spoke at GVSU and Aquinas College.
- Conducted 2 Media Productions with students in Lawrence, Michigan on March 17 and Houghton, MI on March 29
- Conducted 2 Media Literacy workshops for parents through Child & Family Resource Council, and 4 sessions for students from Midland with Joel Swierenga on March 23.
- Presented in GVSU class on March 14
- Meet with GVSU students working on Media & Racism project on March 30.
- Meet with Upward Bound Project to do workshops in June/July for urban students
- Meet with Central City Weed & Seed rep Oscar Perry to plan summer project with 15 students in June/July
- Worked on promotion for Why We Fight, hosted 2 discussions after screenings and an Art Exhibit for the month of March.
- Met with Farms Without Harms and Uniting for Justice on April film events.
- Created flyers for Wealthy Theatre for mailer, neighborhood distribution.
- Sent out weekly Theatre e-mail
- Worked concessions for 4 events
- Coordinated volunteers
- Added new online names to the Wealthy Theatre sign up
- Participated in the CMC monthly orientation.
- Worked on generating letters and calls on the franchise legislation
- Updated CMC library, both online and physically

WYCE

- WYCE's first Hat Trick concert of the season raised a record amount, this time for the GRPS's Student Advancement Foundation. More than \$600 was raised from the audience at One Trick Pony while they listened to national touring singer/songwriter Tracy Grammer, accompanied by Jim Henry. Next up, April 10, was singer/songwriter/instrumentalist Dana Cooper. Recipient was the Dirk Koning Memorial Garden and Walkway. For the complete list, visit <http://www.wyce.org/concerts.php>
- WYCE's spring fund drive, Making Music Together, is on track for April 25-May 5. Direct mail appeals went out the last week in March. Goal for this spring is an ambitious \$75,000. One particular feature will be community co-hosts -- community leaders, NPO representatives, and local musicians -- who will help the station raise funds. In return, they'll have a couple of minutes in the limelight.
- WYCE's 2005 Jammie CDs are being sold at Schuler's Books and Vertigo Music, who both agreed to return 100 percent of the sales to the station. This has become the benchmark for selling them in other area music and book stores, which are also being pursued. Cost is \$15 per. See Tim to order yours.
- WYCE has booked Alejandro Escovedo and his band for a June 18 performance at Wealthy Theatre. Escovedo transcends musical genres from rock to folk and blues, as well as cultures, and is a much covered artist by other musicians. Details still being set, but expect ticket prices in the \$15-20 range. For more on Escovedo, visit <http://www.alejandroescovedo.com/>
- WYCE Engineer Don Missad and volunteer programmer Greg [a.k.a. The Driver] Adelman are looking into the technical needs of WYCE, both immediate and down the road as we look to converting to digital someday.