

**Community Media Center
Board of Directors Meeting Minutes**

Wednesday, August 1, 2006

Meeting called to order at 6:10pm, by Deb Wickering, current Secretary.

Roll Call/Introductions (new Board Members)

Members Present – Kim Beyer, Clay Cameron, Claudia Day, Tim Goodwin, Jane Jarlsberg, Ginger Koning, Ashima Saigal, John Schmit, Jeffery Van Kuiken, Deb Wickering, Rick Williams.

Absent excused: Daniel Castro, Renee Williams, and Bev Wall.

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

Ex-Officio Absent /Excused – Comcast, (absent) GRPL, (absent), CTAF, (? excused)

Staff Present – Linda Gellasch, CMC

Staff absent - Lillie Oliver, CMC.

Approval of August 1, 2006, Agenda Motion 1

Saigal **Moved** for approval of the Agenda, Koning **Seconded, Approved as amended.**

Approval of June 28, 2006, Minutes Motion 2

Saigal **Moved** for approval Koning **Seconded, Motion Approved.**

Public Comment

No public comment.

New Business

Election of Officers

Goodwin nominated for President by Koning, seconded by Cameron; passed by acclamation; Vice President nominations included Ginger Koning by Cameron and Bev Wall by Beyer; Koning elected by majority. Saigal nominated for Treasurer by Koning and Cameron seconded. Saigal elected by acclamation. Jarlsberg elected as Secretary due to term limits on Wickerling (2 years in office already), (note taking passed to Jarlsberg at this point in the agenda.)

Appointment to fill 2- year vacant Board seat created by hiring of Kevin Murphy as WYCE manager Discussion followed and board unanimously decided to postpone the appointment for further recruiting to reach out to diverse communities with emphasis on youth and fine arts.

It was decided to keep the traditional board meeting schedule of the first Tuesday of the month, 6 pm, with food available for members.

Executive Director Report Laurie Cirivello

See written report attached for August 1, 2006.

WYCE Report See Kevin Murphy's written report to the Board August 1, 2006.

Financial Director Report- Linda Gellasch Motion 3 See attached report.

Action taken: Wickering **Moved**, as requested by staff, that "CMC Board authorizes the officers of the Board (Executive Committee) to approve consolidation of CMC Bank Accounts and to execute banking resolutions as necessary on behalf of CMC." Schmit **Seconded.** **Motion passed.**

Discussion followed regarding auditor problems. No Board action was needed.

Capital Campaign Report – Ginger Koning

\$1,508,456 total pledges and cash on hand as a result of the campaign. Koning and Goodwin collected more donations for the Walkway while attending the national media conference in Boston. The Kresge grant is still in process and staff has indications it should be successful.

Old Business:

Discussed need to update Committee roles and guidelines, as well as selecting volunteers from the board as members. We need written definitions by the September meeting when the selection process will take place.

Standing Committee Assignments and Reports:

Operation Oversight/Schmit No report.

Community Relations/Jarlsberg Committee held brief meeting to draft criteria for the proposed Community Advisory Council.

Planning and Development No report.

Executive Committee No report.

Next Meeting Date

September 5, 2006, Wealthy Theatre @ 6:00 p.m.

Adjournment 8 pm

Team Members Reference: New Selections will be made at next board meeting

President _____

Recording Secretary _____

Meeting Minutes taken by Deb Wickerling and Jane Jarlsberg; and prepared by Jane Jarlsberg, CMC Board Secretary.

Executive Director's Report
August 1, 2006

- I. Staff restructuring / New assignments & changes
- II. Fundraising Updates & activities
- III. Top Challenges
- IV. 3-Minute Story

I. The affiliate structure is in the process of being dismantled. Instead, CMC is being organized around our areas of service. Each service area will have a staff member identified to serve on the CMC leadership team. This team will initially tackle transitional issues and establish protocol and methods for working together as a single organization with a clear vision. These “departments” and their team leaders are as follows:

<i>Administration, HR and Finance</i>	Linda
<i>Development</i>	Janet
<i>Education – Youth services, certification training, lectures, tours and custom training projects, GRIID activities.</i>	Gretchen
<i>Television – GRTV & Livewire</i>	Joel
<i>Radio – WYCE production, playback and business operations</i>	Kevin
<i>Theatre – Rentals, event management and Theatre operations</i>	Erin
<i>IT Services – GrandNet services and in-house IT activities</i>	Rodney
<i>CMC Resource Center– Non-profit production services (CMS), equipment & truck rentals, outreach and promotion to nonprofits, collaborative project planning and advising, tech services for theatre and CMC Wealthy.</i>	Chuck

Team leaders will be required to participate in the leadership team meetings; however anyone is welcome to attend. If, as we progress, we find that someone else really needs to be there, in addition to or instead of, changes are completely possible. WE met for the first time last week and have a ½ day meeting planned for tomorrow (8/2)

Some staffing changes include:

- Chuck will oversee the establishment and operations of the resource center. Sr. Barbara will represent the resource center at the Bridge St. location. At Wealthy, Steve will be working with resource center outreach and activities with Chuck.

- Wayne has assumed technical services for the Theatre, including maintenance, new installations, etc. He will also be taking on some technical and production responsibilities through the resource center.
- Erin will be assuming a new role as the Wealthy Theater Business and Operations Manager.
- Joel will continue as GRTV production manager, but will have added responsibility to oversee general operations of public access production and playback at the Bridge St. facility.
- GRIID activities will become part of the Education Service department and Jeff and Tom will be moving to CMC Wealthy (1110).
- As soon as we determine placement, we will also be moving the CMC Library to that location, as well.
- Chuck's former Bridge St. office is now shared by Janet (Development Coordinator) and Joel (GRTV Production Manager)
- Girbe will continue our important work of professional video production with nonprofit and institutional partners. He will work on a retainer basis.
- Kevin Murphy began his job as WYCE Station Manager on July 24th.

Additional changes are possible as we work through this transitional period.

II. Fundraising activities have been at the forefront lately. Now more than 60% of the way through our Capital Campaign, we are busy working to support the community division and garden project while also continuing to supply documents and information to the Kresge Foundation.

Speaking of Kresge, we are still in contention for the \$300,000 challenge grant and we have had encouraging contact from them. The decision could come anytime within the next six weeks.

It has become clear that our financial future will require a steady and consistent approach to fund development. The board must take a leadership role in these endeavors. I recommend fund raising training to be one of the key elements of a fall 2006 Board retreat.

III. As executive director, I am charged with prioritizing the work that needs to be done to keep the organization heading in the right direction. The following represent my current priorities.

1. **Streamline financial systems.** I include in this, eliminating unnecessary bank accounts, revising our chart of accounts, develop and implement project tracking tools that include invoicing functions, and separating operating funds from equipment and capital funds.
2. **Working with the Leadership Team** to establish a statement of shared values, identify primary needs for the activity departments, set departmental goals and develop mechanisms for efficient collaboration and support. I am encouraged by the energy coming from this newly formed team.

3. **Create a human resources handbook for employees.** This will require re-examination of current practices and a determination of policies that will be implemented fairly and across the board. I will bring a proposed document with policy recommendations, to the Board for consideration.
4. **Define and observe new positions.** With personnel changes come a wide range of emotional response. It is my intention to provide each team member with tools and support needed to maximize the possibility of success. It will however, be up to each person employed by CMC to determine if they can or cannot succeed under our new model. Time spent in communication with individuals, teams and sub-sets of teams is important and is a priority if we are hoping to grow through the transition.
5. **Providing tools to support the work of the Board.** This will include regular communication of the “stories” of CMC to help each board member in the role as ambassador. It will also include working with a “Board Development Committee” to examine by-laws, board training needs and annual calendars.
6. **Maximize revenue.** CMC has minimal reserves so we must be very watchful of our expenditures and efficient in our practices. This position will also require us to be selective about “gratis” activities, viewing them with a critical eye toward their value in “building community”.

IV. 3 minute story for August

Robert, a teen from the Baxter neighborhood community center, is learning how to express himself through the power of media while receiving paid job training. Through the CMC's ongoing partnership with the Baxter Community Center, we have 6 young people who are working and learning at CMC wealthy for six weeks this summer, under the federally funded “Jubilee Jobs” program.

Robert's brother is serving a life sentence in prison, he came to us with an angry, I don't care what happens attitude, saying things like, “hey if someone is going to harass me I'm gonna shoot em” which is how his brother ended up in prison.

But things have clearly changed for Robert. He is currently working on a video piece about the perception of violence in his neighborhood countered with the positive things in his neighborhood. He is not only doing the camera work and editing for the piece but he also talks about his own opinions on camera.

Recently, Robert commented, 'hey I really like this, I'd like to study this for career'. A light bulb has turned on for Robert. He has found a more positive outlet for expressing some of his anger and is beginning to realize that his opinion matters. Robert is discovering the power of media in his own personal way.

During this training program, Robert and the others are working on video production, learning about media literacy and working at the theatre.

Robert's video work (along with that of the other students) will premiere at Wealthy Theatre later this month...and Robert's the host.