

Community Media Center

Board of Directors Meeting Minutes

Tuesday, June 6, 2006

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

Roll Call/Introductions

Present - Beyer, Cameron, Castro, Jarlsberg, Koning, Schmit, Smith, Wall, Wickering.

Absent excused: Kevin Murphy, Ashima Saigal, Renee Williams, Rick Williams.

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

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

Staff Present – Linda Gellasch, Finance officer CMC, Tim Goodwin, WYCE interim Station Manager; Lillie Oliver, CMC Office Manager.

Approval of June Agenda Motion 6/6/06-1

Wall **Moved** for approval of the Agenda, Castro **Seconded, Approved.**

Approval of May 2, 2006 Minutes Motion 6/6/06-2

Jarlsberg **Moved** to amend the Minutes to read as follows: **Community Relations Report** delete **Jarlsberg**, who was absent from the meeting and strike the statement, **‘Propose setting up a community advisory committee’**. Wall **Moved** for Approval as now amended. **Motion Approved.**

Public Comment

None.

CTAF/ Stella

- Stella reported that prior to the last CTAF meeting a subcommittee chaired by Stella met with Chuck Peterson, GRTV station manager to discuss the City’s three year contract with CMC, which is up for renewal. The meeting focused on the 26 elements of the last contract. The CTAF subcommittee goal was to inspect CMC’s adherence to these responsibilities.

- Stella stated Chuck did an excellent job of providing the paperwork that backed up claims of contract fulfillment. The only portion of the contract that was not completed to the letter was that part that requires CMC to conduct a city wide survey ascertaining GRTV/Live Wire's community involvement and impact. CTAF recommended that the in house surveys completed by citizens who use the CMC give an excellent view into the impact CMC has on the city.
- Stella reported that during the May meeting of the CTAF it was unanimously moved that the City Commission renew its contract with CMC for operation of its 2 channels.

New Business:

Discussion regarding potential By-law Change: WYCE license issue

Motion 6/2/06-3

It was **Moved** by Smith and **Seconded** by Wickering that the members of the CMC should be presented with a motion at the annual meeting to amend the By-laws to require U.S. citizenship as a condition of Board Membership so as to comply with FCC licensing requirements for WYCE. **The Motion was passed by the affirmative vote of 2/3rds of the Board.** Castro Abstained.

Discussion regarding creation of formal Executive Committee

Motion 6/2/06-4

It was **Moved** by Smith and **Seconded** by Koning that an Executive Committee be created consisting of the Officers of the Board and the Executive Director to provide guidance to the Executive Director regarding issues arising between Board meetings but having no power to act on behalf of the Board, no power to perform the duties assigned to the Executive Director and no power to perform the tasks assigned to other standing committees. **Motion Approved.**

Executive Director Report Laurie Cirivello

See written report to Board June 6, 2006.

WYCE Report

See Executive Director's written report to the Board June 6, 2006.

Financial Director Report- Linda Gellasch

See written report to the Board June 6, 2006.

Capital Campaign Report – Ginger Koning

Monies received from underwriting \$25,000.

See Executive Director's written report June 6, 2006, Development Report (Janet Zahn) Capital Campaign.

Old Business:

Board Election and Annual Meeting – timelines, candidates and related issues.

Motion 6/6/06-5

- Five Board seats open in July, three elected by membership, two by Board appointment.
- Nine candidates submitted Board applications, eight names listed on the official CMC Ballot. Incumbent Clay Cameron's name was omitted from the ballot due to a **clerical error**. Cameron agreed to wait for Board appointment. Wicking **Moved** for approval to appoint Cameron to the Board next meeting date, Schmit **Seconded**, **Motion Approved**.
- Ballots must be received on the reverse side of tri-fold self mailer by 5:00 p.m. on July 14, 2006
- Annual meeting and Potluck Dinner, Thursday, July 27th 5:30 pm, brief meeting and presentation 6pm, CMC Wealthy Annex, 110 Wealthy SE. Bring a dish to pass.
- Annual meeting notice to CMC membership week of July 1st.

Standing Committee Assignments and Reports:

Operation Oversight/Schmit

No report.

Community Relations/Jarlsberg

No report.

Planning and Development

No report.

Adjournment

Due to the July 4th. holiday the CMC Board will meet Wednesday, June 28, 2006 @ 6pm, Wealthy Theatre. Meeting adjourned 7:25 pm.

Team Members Reference:

Community Relations: Daniel Castro, Jane Jarlsberg, Ginger Koning,
Deb Wicking, 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

To: GRCMC Board of Directors
Fr: Laurie Cirivello
Executive Director's Report
June 6, 2006

I continue to review documents, finances and structural issues relating to CMC and affiliate services. I have developed a different budgeting model for the organization which eliminates "affiliate service fees" in favor of a "one organization" model.

In addition to streamlining finances and clarifying our financial position, this new model will decrease the amount of time spent managing our numerous accounts. It will also increase financial accountability by centralizing overall responsibility for finances.

Structurally, I am in the process for defining a new operating structure which will require the formal development of job descriptions, new roles for some staff members and re-allocation of physical space. Potential planning and reporting documents are also being developed to increase our ability to track and analyze our services.

Immediate internal changes have included the development of plans to bring the "Development Coordinator" position to fulltime status. The next most pressing need is to re-distribute some staff to strengthen staffing at Wealthy Theatre.

The position for WYCE Station Manager is posted.

Other Activities:

Capital Campaign: I have been working with Janet and other staff, to develop inter-departmental strategies to carry-out the event plans of the community division. (The Community Spotlight Series).
Additionally, I have secured a bid for "concert-ready" sound installation for Wealthy Theatre. This prepares us to seek an appropriate funder for this project. I am preparing (with Tim's assistance), the details of a request to Dyer-Ives for a portion of the Memorial Garden.
Linda and I had a meeting with the Frey Foundation last month.
I have an appointment with Mike Linley (Huntington Bank) tomorrow.

City Wireless Project: I am participating on the RFP review committee for the City's wireless project.

Community: I had a meeting with Mayor Hartwell. It went very well. I also paid a social call to Guy Bazzani .
In the past 2 weeks, I have provided interviews to The GR Business Journal and to Women's Lifestyle Magazine.
I attended a gallery opening at WMCAT and was able to tour that facility.
I attended and did the on-stage greeting at the Bessie Smith documentary film event at Wealthy Theatre on the 11th of May.

Other: Met with Jon Koezi regarding our contract with the City (it is up for renewal). There will be no significant language changes, although we are revising our “at cost” services schedule for when we do City related video production. Our contract will go to the commission for approval on June 20th.

Affiliate Directors & Other Reports:

Development Report (Janet Zahn): Capital Campaign

Community Spotlight Series

La Famiglia June 17 promotion is ongoing:
WYCE spots, Posters/fliers, GRTV, Wealthy, e-Catalyst

Mary Willey is helping create logo and publicity materials with an urban feel
Joel is working on promo materials for WT screen and GRTV

We have a team to work together for La Fa. CMC needs to have an events system in place with good inter-organizational communications so as we begin to make more use of WT for our own events things can go smoothly

Working to confirm Mamadou Diabate for September 12

Consideration for Beer Tasting at Mangiamo- There is the suggestion that this be a shared event with proceeds going to CMC and East Hills Neighborhood Association. Working with Rachel Lee to develop a possible budget.

Ongoing Campaign items-

Continue to follow up with Cabinet members on asks

Monitoring local foundation calendar for submission dates, requirements and connections

John Wheeler/Rockford Construction- working through the maze of this ask. Have budget for WT sound system submitted by Al McAvoy.

Peter Homeyer (Amos Fund)- Need to have the technology installed from the donation they made last year so we can take them up on their offer to make another contribution this year. Time sensitive. They were told we'd have the equipment up and running by June.

Trying to set an appointment with Hank Kroondyk from Pilgrim Manor to get some advice on how to set up the GiftMakerPro custom page.

May 2006 GRIID Report

- Media Monitoring and Media Analysis – we continued to monitor 4 hours of local TV news daily and the GR Press. This includes collecting data, posting news deconstructions <http://www.griid.org/localnews/>, with a focus on all election stories <http://www.griid.org/electionwatch2006.php>. We average as a staff of 2, 5 hours a day of monitoring, logging, analysis and posting of news content.
- GRIID participated in the production of 5 shows of Catalyst Radio for WYCE, writing scripts, lining up & conducting interviews, taping the show, and posting the show. This on average takes 8 hours a week of staff time.
- GRIID presented for no fee at the Leadership Grand Rapids media day (30 people) on May 5, the CMC orientation (15 people) on May 6 and the SMART Festival (12 people) on May 13. Presentation time and prep time totaled 12 hours.
- GRIID Presented for a fee in a GVSU class on May 17(20 students - \$75); parent classes through the Child & Family Resource Council on May 1, 4 & 24 (total of 26 parents – 2 classes in English, 1 in Spanish - \$30 each session); Challenge for Children Conference in Holland on May 18 (950 people – for \$527); Hispanic Leadership Development Training on May 22 (12 people - \$100), and Lighthouse Communities community organizer training on May 31 (8 people - \$100). Presentation time and prep time 40 hours.
- GRIID spent time working with WEED & SEED and Upward Bound for sessions we will conduct with their youth in June and July (for fee). Total time for meetings was 6 hours
- GRIID spent a total of 12 hours during May posting information on the Progressive Directory – calendar events, flyers, campaign resources, new organizational directory info, updates and monthly meeting. The Progressive Directory now serves 90 organizations.
- GRIID participated in hosting, negotiating or partnering on several events at the Wealthy Theater: May 1 film screening with the Sierra Club (40 people), set up for the West MI 9/11 Truth videos May 2, 18 & May 25 (total of 47 people); ACLU forum on the MCRI ballot initiative on May 9 (60 people); Ray McGovern lecture on May 10 (225 people, 6 partner organizations - \$250 for theater/\$500 for GRIID); My Skin is on Fire film on May 18 (60 people); Play on May 25-26 (130 people - \$150 rental); workshop/film on May 30 (34 people). Wayne/WT has numbers on money for each of the theater events. Total Time was approximately 60 hours
- GRIID also took over WT web content, continues to do the weekly e-mail, adding names/contact info to WT list, create the monthly mailer and ads that ran in Recoil magazine and several neighborhood associations, creating & distributing flyers for events, plus e-mail, snail mail promotions - total time is approximately 24 hours.
- GRIID also spent time meeting and communicating with individual and groups to partner on future events at Wealthy Theater – films, candidate forums, concert documentaries. Total time was approximately 20 hours.
- GRIID updates the CMC Lending Library with new materials – 22 people checked out materials in May.

- GRIID sold videos and DVDs (Linda has totals on this)
- Administrative work – reports, meetings, grants – 40 hours

GRTV... GRTV

GRTV met with Bert Bleke from GRPS to discuss how MoLLIE can better integrate with the schools to demonstrate measurable results. We are following up with his key staff members.

Chuck attended the regional Alliance for Community Media Conference in Midland and co-presented a session on alternative income sources.

GRTV production staff have been acquiring the equipment and furniture for a studio at the Wealthy campus. We hope to have it ready to go by the end of June.

Thanks to Kevin Murphy, we have acquired some new Steelcase chairs for the Educational center.

Gretchen helped to assemble a successful, regional ASIFA animation conference –the SMART Festival- at Wealthy campus and the theatre.

Chuck and Steve Warner attended the Leadership Grand Rapids conference and recorded the audio for 12 sessions to be podcasted at the Chamber of Commerce site.

And the big project –FESTIVAL '06- was pulled off, despite the rain, to our typical high standards. We received lots of publicity and positive comments. Three days of LIVE television from the big stage, dozens of volunteers and the hard work of staff really made this an excellent experience. In addition, GRTV co-produced the Festival Film and Video Competition this year.

Chuck took a couple weeks of for vacation.

WYCE

* The station manager position has been posted. An ad ran in Sunday's GRPress, and has been posted to programmers, several listservs and Craig's List. Resumes are being accepted until June 12. The posting is available for viewing at www.grcmc.org/news-wyce_job_announcement.php

* WYCE's ownership report has been filed with the FCC by our Washington, DC attorney, Matt McCormick, as required by law. A copy of the report is in WYCE's public inspection file at the CMC front desk, also required by law.

* WYCE will hold programmer training classes starting later this month and running into July. Nine people have signed up.

* One more show has been added to WYCE's Hat Trick Concert Series for Monday, June 12 featuring singer/songwriter David Mead. Recipient will be the Mary J Szczepanski "Never Give Up" Scholarship Program. More info available at <http://www.wyce.org/concerts.php> Last night's show at One Trick Pony with GRCC Mariachi Band garnered \$468 for the Grandville Avenue Arts & Humanities, Inc. Peter Mulvey's performance May 22 raised \$376.50 for UICA/Artworks' Red Thread Project.

* Tickets are being sold for the Alejandro Escovedo concert June 18 at the Wealthy Theatre, the perfect Father's Day gift. Cost is \$15 in advance, \$18 day of show. Also scheduled this summer is Jan James for Friday, July 14. Tickets \$18 in advance, \$22 day of show. Visit <http://www.wyce.org/concerts.php> for more info on all WYCE concerts.

GrandNet Report - May 2006

* Rodney was able to get Iserv to donate a streaming server & bandwidth for the CMC to use so that we could broadcast Festival of the Arts live on the Internet. We encoded the signal using Quicktime Broadcaster in our checkout room and sent the stream to Iserv's streaming server. This worked out very well and we are hoping that Iserv will continue to do this each year.

* Rodney worked with Kent Health Plan to purchase 2 laptops, 1 desktop computer and a multifunction printer & scanner for their new offices in the Masonic Temple. He also setup their DSL connection & local area network and configured wireless in their new office. They have also signed on for monthly on-site IT support.

* Rodney worked with Degage Ministries to fix their tape backup which has not been running properly for the past few months. He is also doing a network assessment for them and will soon be providing monthly scheduled on-site support.

* Rodney worked with Moss Ingram from GRCC to help them with a class project to setup 10 wireless computers over at Steepletown. GR Press did an article on this project which can be viewed at <http://www.mlive.com/search/index.ssf?/base/news-29/1147358789273410.xml?grpress?NEG&coll=6>.

* Rodney secured a multifunction copier/printer/scanner with finisher for the Wealthy Theatre. This gracious donation (worth somewhere between \$3000-\$4000) is coming from the Nokomis Foundation.

* Rodney continues to provide monthly on-site IT support for various organizations such as Women's Resource Center, Fair Housing Center, Nokomis Foundation, GROW and Citizen's for Better Care.

- * Rodney setup a web-based forum for Nokomis Foundation so that their consortium members could easily communicate with each other and share documents.
- * Rodney presented at a workshop entitled "Effectively Evaluating Your Website" at the non-profit super conference on May 2nd in Detroit. Mark Hoffman from GVSU & Andy Wolber from NPower Michigan were also part of the workshop.
- * Bob created a secure online donations section for the Planned Parenthood website which can be viewed at <http://www.ppcwm.org>.
- * Bob is working on a new website for the YWCA which we will be hosting. They are also moving their email from an internal server @ YWCA to our mail server.
- * Jordan created a new website for Project Rehab which can be viewed at <http://projectrehab.org>.
- * Jordan did an overhaul of the Michigan's West Coast website for the Convention & Visitor's Bureau which can be viewed at <http://michiganswestcoast.org>
- * Jordan is in the process of creating a new website for <http://unitedwaycares.com> which will be completed this month.
- * Bob & Jordan did numerous website updates for our various clients, including CMC and affiliates.
- * Bob & Jordan are currently working on new websites for Area Agency on Aging, Child & Family Resource Council, East Hills Council of Neighbors, Home Repair Services, Men's Resource Center, Real Health and Women's Resource Center.
- * Bob put Catalyst together and sent the electronic version to our printer.