

Community Media Center

Board of Directors Meeting Minutes

Tuesday, March 7, 2006

Meeting called to order at 6:05 pm, by Mark Smith, Board President.

Roll Call/Introductions

Present - Beyer, Castro, Goodwin, Jarlsberg, Murphy, Schmit, Smith, Wall, Wickersham, Rick Williams.

Absent: Larry Beery, (excused) Clay Cameron, Koning (excused), Renee Williams.

Ex-Officio Present - Peterson, CMC Acting Executive Director.

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

Staff Present – Linda Gellasch, CMC Financial Coordinator, Lillie Oliver, CMC Office Manager.

Approval of Agenda Motion 3/7/06-1

Beyer **Moved** for approval of the March 7, 2006 Agenda, Williams **Seconded, Approved.**

Motion 3/7/06-2, Amended Beene Garter Billing Motion 7, of February 7, 2006 .

Smith **Moved** to amend: Smith **Moved** for approval to offer Beene Garter \$2500 contingent upon receipt of a letter from the State indicating that the CMC does not owe the payroll tax/unemployment liability of Wealthy Theatre or, in the event such a letter is not received, that we get to the end of the budget year without having to pay the payroll tax/unemployment liability. If one or both of these contingencies does not occur, then the CMC will not pay the additional \$2500. Schmit **Seconded.** Board vote: 7 yes, 3 nay. Beyer **Seconded amended motion. Motion Approved.**

Motion 3/7/06-3, Approval of February 7, 2006, Minutes as now Amended.

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

Public Comment

None.

Executive Director Report

- See written report March 2006.

Financial Director Report- Linda Gellasch

Utilities bills are down about \$2000.
See written report March 2006.

Capital Campaign Report – Ginger Koning (absent)

Chuck Peterson reported CMC writing Kresge Challenge Grant, hope to be done by April 1.

Resignation of Board Member

Resignation received from Rick Chapla, 3/3/06, effective immediately due to health and personal reasons he is unable to complete his term ending 7/07. One board position now open.

Leave of Absence of board Member and Officer Motion 3/7/06-4

Murphy **Moved** for Board approval of Goodwin's request for leave of absence for duration of time as interim Affiliate Director of WYCE. Wickersham **Seconded, Motion Approved.**

Standing Committee Assignments and Reports:

Operation Oversight/Schmit

- Met with Community Relations committee members to discuss how to integrate Laurie into the organization/community.

Community Relations/Jarlsberg

- Information/invitations continue being collected at CMC front desk of upcoming community events.

Planning and Development – Follow up regarding Annual Board Retreat

No movement.

Wealthy Theatre

Agenda item next Board meeting.

New Business

- Girbe has contacted St. James regarding the Middleton Film Collection, must be moved out by April 30, 2006.
- Searching for a local home for collection, the Mason's have volunteered to move the collection.
- Chuck Peterson will contact Board members Clay Cameron and Renee Williams regarding their circumstances.

Executive Session – To discuss employment issues Motion 3/7/06-5

Murphy **Moved** Board go into Executive Session, Jarlsberg **Seconded.** **Roll call vote:** Beyer, Castro, Jarlsberg, Murphy, Schmit, Smith, Wall, Wickersing, Rick Williams.

Team Members Reference:

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

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

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

March 2006

Submitted by Chuck Peterson, Acting Executive Director

CMC

- Made the difficult but necessary decision to end the employment relationship with Michael Packer and with Dagmar Hintz at WYCE on February 13. I asked Tim Goodwin to take a leave of absence from the board to act as Interim Affiliate Director for WYCE. Tim accepted and has done a great job so far in working to restore synergy within the CMC.
- I attended a Leadership Grand Rapids event (along with Tim Goodwin and Ginger Koning) where our Capital Campaign co-chair, Margaret Sellers Walker received an honor for "Community Trustee of the Year".
- The Mayor's Wireless initiative is progressing to the third stage where vendors are proposing business plans to the City. I was asked to sit on a panel at the kickoff and answer questions from vendors regarding the "digital divide" piece of the project.
- Tim Goodwin and I went to the tower with broadcast engineer, Don Missad, to have a look at the infrastructure there and gain an understanding of the transmitter situation. We talked about upgrades that would be required in the near future as well as security and maintenance issues.
- I met with a group from Kenya who is interested to see what we could do for them in the same manner as our work in Eithiopia and the "sister city" program in Ghana. It seemed like mostly a religious mission but the woman, Florence Ndinda Mbevi-Muiindi, was a medical doctor and was active in the fight against AIDS through "Life in Abundance, International". See www.liaint.org for their mission. I referred them to Jason Crow in Cambridge, Mass. to see about the status of African outreach media projects.
- We have formed a relationship with the West Michigan Film Video Alliance that "promotes a thriving film and video industry in West Michigan". I'm on the board and have been helping them get started as an NPO. We'll be offering WMFVA members some kind of Wealthy Theatre concession discount. We also have a relationship with film screenings at WT.

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.
- I wrote to the Peter Cook Foundation to request advance payment on their pledge so we can begin to build the hot studio at the Annex and they agreed to a \$25,000 payment. I am beginning to order the equipment.
- The Capital Campaign Cabinet met on February 22 at Wealthy Theatre and will meet again at 4:30 on March 22.
- We are in the midst of preparing a Kresge grant. It is a lot of work but has a large payoff if we are successful.
- Kevin Murphy helped to arrange the potential for a Steelcase furniture donation to the Capital 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.
- Sandi Frost Parrish and I met with Jim Preston (our stockbroker from AG Edwards) to ask for a gift. We had an enjoyable hour with him where he asked lots of questions and gained an understanding of our project. He will decide on an amount with his family.
- We should be hearing from Fifth Third Bank fairly soon.
- We are just about exactly halfway through the campaign (1.2 of 2.4 million.)

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 Bessie Smith event was very successful in that we collaborated with GRPS in sold out performances of a terrific, home made show with exceptional local youth talent.
- The Reel Thing Film Festival was also a terrific show. The two-night event drew several hundred people and our staff, along with ArtWorks, pulled off a tight program. Thanks to Goodrich Quality Theatres and the Arts Council for financial support.
- River City Improv is now performing to sold-out audiences at WT.
- Mr. Wesley repaired a roof leak at the Theatre.
- Mary Jo had to leave her position as part time receptionist due to health reasons. She was employed through a federal work program at no cost to us.

GrandNet

- Our new multifunction copier/scanner/printer/fax/document server, the Lanier 328c, is now up and running on the CMC network. Unfortunately, it did not live up to what was originally promised due to misinformation from the vendor and Lanier's technical support. These issues had to deal with Active Directory authentication. Advance Imaging Solutions was good about trying to make this right and ended up refunding us the \$250 installation fee. To the rest of us, this means we will have to manually type in access codes to use the copier. Also, printing from lab users will not have the elegant tracking that we envisioned.
- We are still experiencing issues with random calls being forwarded to random extensions within our phone system. The upgrade that was done early last month did not fix the problem. In fact, it seemed to make it worse. I have been working with Avaya for over a month now trying to get this issue resolved and they are "still looking into it".
- Spent 10 hours in early February cleaning up a nasty worm that infected the Women's Resource Center's network. It did not do any damage to any of their data but it corrupted the Norton Anti-Virus install to the point where it had to be uninstalled manually and then reinstalled.
- United Methodist Community House has recently chosen GrandNet to provide IT support for their organization after having all kinds of issues using volunteers for their IT needs over the past couple of years.
- A new mail server has been ordered to replace our current mail server. The new mail server, once configured by GrandNet staff, will provide better spam filtering, virus scanning and a more robust webmail interface. All of this will be done using open source software.
- Rodney is in the process of shopping around for a new credit card company that will allow us to use a computer with Internet access and a USB card reader to accept credit card payments - along with process credit card transactions on our website(s).
- Rodney worked with Hoogerhyde to re-key all of the locks at the CMC. We were overdue for this as way too many people possessed master keys.
- Rodney was asked by Erin Skene at the Michigan Nonprofit Association to participate in a session entitled "Evaluating effective nonprofit websites" at the Michigan Nonprofit Superconference on May 2nd at the Sheraton in Novi.
- Rodney & Bob met with IDEA Ministries and gave them a quote for website design and on-site IT services. They are in the process of looking for funding for these projects.

- Rodney met with 4C Childcare to discuss providing on-site IT support for their organization.
- Jordan added some additional functionality to the the Wealthy Theatre reservation system such as being able to reserve up to 5 spaces, etc.
- Jordan created a new website for the Grand Rapids Convention & Visitor's Bureau website which was launched late February. You can view the new website at <http://visitgrandrapids.org>.
- Bob & Jordan are currently working on new websites for Real Health, East Hills Council of Neighbors and Project Rehab. Bob put together the winter issue of Catalyst. It may be in your mailbox right now.

GRTV

- Gretchen and I met with representatives of the Grand Rapids Community Foundation to talk more about the future of our MoLLIE project. They are considering another year of “co-pay” to help schools be able to afford to bring MoLLIE into GR classrooms.
- I met with representatives from Grand Rapids Public Schools to pitch integration of MoLLIE into alternative-calendar schools. It looks very promising if the GRCF funding comes in. They actually have someone looking for grant monies for the GRPS portion of the co-pay.
- The B-Line has been installed at Wealthy Theatre allowing for the potential of “live on cable” productions. I am securing the auxiliary equipment needed to modulate our signal so it can be received at the cable headend.
- Our first video blogging class was well attended and well-received and speaks to a future interest in this form of communication.
- GRTV department managers met to discuss this year’s equipment grant requests. I will be preparing the request with Joel Swierenga for some playback and production equipment.
- Most of GRTV classes continue to be filled to capacity on a month to month basis.
- Equipment checkouts at the Wealthy campus are getting closer to capacity. With the Peter Cook grant, our studio there will become reality quite soon.

GRIID

- Began 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
- Maintaining 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 Feb. 15.
- Prepared and conducted a special Orientation for a Ferris State University media class.
- Presented in 2 classes at Aquinas College, 4 at GVSU, 1 at GRCC
- Conducted 2 Media Literacy workshops for parents through Child & Family Resource Council, one of those workshops in Spanish, so we created some Spanish handouts and collected more media examples in Spanish.
- Produced 4 shows for Catalyst Radio – writing scripts, taping, setting up interviews, conducting interviews
- Worked on and received a mini grant through Dyer-Ives with Hispanic Leadership Training Program that will now be housed at Wealthy Theatre.

- Hosted the first of 2 Media & Democracy Lectures with Andrea Smith on Feb. 7 . The lectures were filmed and put on GRTV and DVDs are available.
- Conducted Media Training in Lawrence, Michigan for 25 high school students on Feb. 23.
- Organized, hosted, and promoted Human Rights Watch Film Series – very successful! New folks at the theatre, niche communities, and we made enough money from the art auction to cover the costs of the film rental, so all tickets sales we to the good.
- Created flyers for Wealthy Theatre for mailer, neighborhood distribution.
- Sent out weekly Theatre e-mail
- Worked concessions for 6 events
- Coordinated volunteers
- Added new online names to the Wealthy Theatre sign up

WYCE

- The reaction to staff changes has been generally positive or accepting from programmers, underwriters, and listeners. An all-programmers' meeting was held 2/19.
- The spring fund drive is planned for the end of April, beginning of May. Pre-drive solicitation letters will be going out soon. WYCE will be focusing on our local roots using community co-hosts again, observing local first initiatives, and generally reinvigorating all things local. Local is the strength of local radio, something satellite, internet and conglomerate-owned radio stations can't provide.
- Teresa Dombrowski is now part time staff, handling some operations, working Mondays, Wednesdays and Thursdays. Wendy Allyn is contract labor to help primarily with the fund drive, working Tuesdays and Thursdays.
- This is a critical time for WYCE. Financial survival and sustainability is the top priority. We have some ground to make up. Despite this gloom, the future looks bright. WYCE has vast, untapped potential.
- The manager of 88.1 FM in Plymouth, MI, a 200-watt high school station, came by for a tour recently and was quite impressed by the CMC. Also visiting recently was former WYCE station manager Lee Ferraro, who had a chance to meet with programmers past and present at a party thrown by Chuck Peterson. Lee is general manager of WYEP-FM, community radio for Pittsburgh, PA.