

Community Media Center

Board of Directors Meeting Minutes

Tuesday, May 2, 2006

Meeting called to order at 6:10 pm, by Mark Smith, Board President.

Roll Call/Introductions

Present - Beyer, Cameron, Koning, Murphy, Saigal, Smith, Wall, Wickering, Renee Williams, Rick Williams.

Absent excused: Beery, Castro, Jarlsberg, Schmit.

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 – Tim Goodwin, WYCE interim Station Manager; Lillie Oliver, CMC Office Manager.

Approval of May Agenda Motion 5/2/06-1

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

Approval of April 11, 2006, Minutes Motion 5/2/06-2

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

Public Comment

Welcome to new Board member Ashima Saigal.

Executive Director Report Laurie Cirivello

See written report to Board May 2006.

WYCE Report – Goodwin

- Hat Trick Concert continues.
- In the middle of Spring drive.
- On air donations: \$53,079.67, Direct mail: \$10,114.50, food and In-Kind: \$12,462.46, contributions still being tallied.

Financial Director Report- Linda Gellasch

See May written report to the Board.

Capital Campaign Report – Ginger Koning

- Over half way in Capital Campaign \$1,212,151.00.
- Memorial Gardens walkway \$23,995.00.
- Looking for individuals to join capital campaign cabinet.
- Kresge Challenge Grant submitted May 1st.

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

- Three 3-year Board seats come open in July 2006, postcard announcement mailing to membership Friday, May 5th. Individuals interested in applying to make application by May 19th @ 5 p.m. Applications can be submitted on the CMC website at www.grcmc.org/boardapp.php, or at the CMC reception desk located at 711 Bridge Street NW
- Board ballot mailing to membership week of May 22nd.
- Annual meeting Thursday, July 27th 6 p.m. CMC Studio.

Standing Committee Assignments and Reports:

Operation Oversight/Schmit

No report.

Community Relations

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

Planning and Development

No report.

Wealthy Theatre/Ad Hoc Restructure - Cirivello

See Executive Director written report May 2006

New Business

None

Adjournment

Cameron **Moved** to adjourn meeting Murphy **Seconded**, **Motion Approved**, 7:12 pm.

Team Members Reference:

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

May 2, 2006

Activity Reports to the CMC Board of Directors

Executive Director Report:

My first month is complete. It has been a busy time. With many things to learn and people to meet; it has been exhilarating.

Public Policy

- Worked with John Koeze to create a position document for the City Commissioners regarding proposed State cable franchising legislation. After a false start, the commission adopted a resolution that opposes loss of local franchising control.
- On the Federal front, we continue to monitor legislation to nationalize franchising, specifically the COPE bill. In last week's committee sessions, none of the proposed amendments favored by most in access, passed. Word is that it is now on the fast track for action by the full house.

Fundraising

- I have met with representatives from three foundations- The Community Foundation, Dyer-Ives and The Wege Foundation.
- I have participated in a number of Capital campaign meetings and planning sessions as well as with the East Hills Business Association to discuss cross-promotion of our Community Division Women's Cabaret event,
- Participating in the on-air Drive for WYCE which has been an excellent opportunity to meet people.

Community Relations

- I have been interviewed on Catalyst Radio and taped a 2-minute welcome/introduction to play on GRTV
- I am scheduled to appear on WGVU-TV's "Newsmakers" next week.
- I attended the recent Kick-Off for "West Michigan Wired", an economic development project for West Michigan.
- I met with City Manager Kimball and I have a visit scheduled with Mayor Hartwell on the 23rd.

Internal Affairs

- I have been working closely with the Affiliate Directors to examine the current structure of the CMC. I am researching operational and accountability structures for other multi-service media organizations.
- I have met with many staff members 1:1 and have scheduled an All Staff meeting for May 17th.
- Difficult decisions about medical and dental coverage for the upcoming year have been made, after meeting with the insurance rep. and reviewing alternatives to a 17% increase in premiums.

GrandNet Report - April 2006

* Rodney had a conference call with Avaya & Gee Communications recently to discuss the phone issues we are still experiencing. After carefully reviewing the log files, they suggested for us to make a small change to the configuration. Since making this change, we haven't heard any reports of random calls going to the WYCE studio. We will continue to monitor this issue.

* Rodney is currently in talks with Iserv about having them provide a streaming video server so that we can stream Festival live on the Internet this year (we don't have the bandwidth or a server to accommodate this).

* Rodney was asked to serve on the GRCC Job Training - Computer Support Technician Advisory Committee. They had their first meeting on April 18th at the M-TEC Center.

* Rodney was asked by Erin Skene at the Michigan Non-Profit Association to serve on a session entitled "Effectively Evaluating Your Website" at the Michigan Non-Profit SuperConference on May

2nd In Novi. Andy Wolber from NPower Michigan & Mark Hoffman from GVSU will also be on the panel.

* Rodney is working with Deb Shimmel @ YWCA to help them transition from their full-time IT person who quit at the end of April to a part-time IT person. They are also looking at moving some of the IT services they are doing in-house over to GrandNet.

* Rodney has been spending a lot of time out of the office doing on-site client work for over a dozen non-profit organizations.

* Kent Health Plan has accepted a proposal from GrandNet to provide installation of new computers and wireless connectivity for their new location at the Masonic Temple and also monthly IT support.

* The Land Conservancy has accepted a proposal from GrandNet to provide installation of 5 new computers and a server for their organization.

* Jordan designed a website for the Proaction Behavioral Health Alliance which can be viewed at <http://www.proactionbehavioralhealth.org>. This is the umbrella organization for Project Rehab, Life Guidance Services, Employee Assistance Center, Community Counseling & Personal Growth Ministry & Community Treatment Centers (GrandNet designed the websites for LGS, EAC & Community Counseling).

* Bob is creating a new website for Tobacco Free Partners and Rodney is helping them upgrade their computers and setup a peer to peer network.

* Jordan did a bunch of updates to the WYCE website including the local bands page, concerts page, photo album, spring fund drive, redoing the menu design and making layout improvements.

* Bob is in the process of putting together Catalyst.

* Bob & Jordan are currently working on website projects for 15 non-profit organizations.

GRIID Report for April 2006

•Third 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

•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 April 15.

•Produced 4 shows for Catalyst Radio – writing scripts, taping, setting up interviews, conducting interviews

•Conducted 2 Media Literacy workshops for parents through Child & Family Resource Council.

•Worked with/partnered with Uniting for Justice, Farms Without Harm, and the YWCA for 3 events at the Wealthy Theater on April 3, 18 & 19.

•Meet with Central City Weed & Seed rep Oscar Perry to plan summer project with 15 students in June/July

•Presented at West Michigan Environmental Council's monthly First Friday Luncheon on Media & the Environment on April 7.

•Presented in Dearborn with the Arab American community on monitoring local news on race representation on April 15

•Had screenings of the documentary "Negroes with Guns on April 12 & 13 at Wealthy Theater, with a panel discussion on April 12. This event connected us to people from Muskegon who would like to use the documentary for an event in the near future.

- Visited the 3 GR based TV stations for a public file review and to get current listings of Children's Ed TV shows to do new review of programs.
- 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 Report

WYCE is in the middle of its spring fund drive, "Making Music Together." As this is written, the station is ahead of the pace from previous drives, both in on-air donations and direct mail solicitations. The community co-host concept is paying off, in both good will and dollars. The drive ends Friday, May 5 at 6 p.m.

WYCE's open house is Thursday, May 4, 5-8 p.m. Board members encouraged to attend. Fun, friends and food while we're "Making Music Together" on 88.1FM.

The station will undergo much needed maintenance in the near future as its studio transmitter link between the CMC and the tower in Wyoming is realigned. Any down time should be insignificant. Our engineer, Don Missad, is recommending Newkirk Electric of Muskegon, whose bid was significantly lower than Grant Tower, which erected the tower. Don has worked with both before in his position with local Clear Channel stations.

Musician Dana Cooper's performance in early April at WYCE's spring Hat Trick series raised \$445 for the Dirk Koning Memorial Garden and Walkway, followed last week with musician Gurf Morlix, which raised over \$400 for Degage Ministries. The series continues May 8 at 7 p.m. with blues slide guitarist Kraig Kenning in support of The Source, a not-for-profit employee support organization, followed by guitarist Peter Mulvey May 22, and ending with the GRCC Mariachi Ensemble on June 5. The station has collaborated with GRTV to provide short in-studio performances, and the nonprofit recipients, live on Livewire/24 before concerts.

WYCE is bringing musician Alejandro Escovedo to Wealthy Theatre for a June 18 Father's Day concert. Says his website "Escovedo's music can range from full force rock'n'roll to the subtle delicacy heard from a string quartet, sometimes in the same song." Tickets \$15. Visit www.wyce.org/concerts.php

GRTV

- . MoLLIE was awarded a \$30,000 grant for continuation of MoLLIE by the Grand Rapids Community Foundation. We will be working closely with them to develop measurable results of our training. Chuck attended an orientation for a new on-line project reporting tool.
- . Comcast has notified us that the B-line hookup at the Wealthy Theatre is complete and we can now proceed with live events at the East Campus direct on to either cable channel 24 or 25.
- . Our equipment grant was turned into the City. I believe we will know by the next CTAF meeting what we will be awarded.
- . Most of GRTV classes continue to be filled to capacity on a month to month basis.
- . Joel Swierenga and Chuck have been working on designing the hot studio and ordering equipment with the help of video Engineer Jimmy Duty who has been volunteering to help us with this project. We hope to have this ready to go by the end of Spring.
- . We attended a presentation by a GVSU Marketing class on a strategy for promoting the CMC. They recommended a campaign called "Weapons of Mass Communication" and provided us with sample artwork and a book outlining the promotion strategy. It was very interesting and worth consideration.

. Chuck picked up a few used equipment items from a PBS broadcast liquidation auction to support our hot studio project and provide some decks capable of playing the majority of our archive tapes. We were down to one sickly deck that can play the U-matic format.

. Chuck attended a meeting of local Access Managers on April 20 (Wyoming/Kentwood, Georgetown/Hudsonville/Grandville and Byron Center) to discuss common issues.

. GRTV staff are busily preparing for our Festival coverage in early June. We are also conducting the Festival Film and Video competition which will be judged at CMC next week to be screened at the Art Museum.

. Spring Mobile Media Lab maintenance and repairs and rewiring are under way. GRTV recently taped the third episode of "Bliss for GR", a City issues forum produced by commissioner Bliss. We have six more episodes scheduled.