

Community Media Center

Board of Directors Meeting Minutes Tuesday, October 3, 2006

Meeting called to order at 6:05pm, by Tim Goodwin, Board President.

Roll Call/Introductions

Members Present – Kim Beyer, Clay Cameron, Daniel Castro, Claudia Day, Tim Goodwin, Ginger Koning, Ashima Saigal, Jeff VanKuiken, Beverly Wall, Deb Wickering.

Absent excused - John Schmit.

Absent- Jane Jarlsberg, Renee Williams, Rick Williams.

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

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

Staff Present – Linda Gellasch, Finance Coordinator; Lillie Oliver, Office Manager.

Approval of October 3, 2006 Agenda Motion 10/3/06-1

Castro **Moved** for approval of Agenda Koning **Seconded, Motion Approved.**

Approval of September 5, 2006, Minutes Motion 10/3/06-2

Koning **Moved** for approval of the Minutes Wickering **Seconded, Motion Approved.**

Public Comment

Board President Tim Goodwin shared news regarding the Huffman case. The U.S. Supreme Court will not hear the case involving local TV producer Tim Huffman who was convicted of indecent exposure for a joke-telling penis on the GRTV public-access station.

CTAF – Stella

- Current Michigan legislation was the subject of discussion last meeting. A letter from CTAF sent to City Commissioners outlining actions they could take which was embraced very well, contacting legislator's individually, encouraging public awareness of legislation. Specifically Mayor Heartwell is really on board and is not happy with the legislation as is, City Hall is doing what they can, and news as it develops.
- Want to alert everyone that CTAF may cease to exist if legislation passes.

- Joel Swierenga was in attendance his first time representing CMC to CTAF, did a very fine job he continues in the tradition of Chuck and Dirk.
- Stella stated his term is up in Jan or April 2007, and Mark Smith expressed a strong interest in replacing him.

New Business

Goodwin relayed good news to members from John Schmit new baby daughter Solana is doing great. Thank you all for your love and support.

Motion 10/3/06-3, Executive Session – personnel issue

Kim Beyer **Moved** for Approval to go into Executive Session Ashima Saigal **Seconded**, **Motion Carried. 6:20 pm to 6:30 pm.**

Motion 10/3/06-4, Michigan legislation

Ashima Saigal **Moved** for Board approval to adopt resolution in opposition to HB 6456. **Resolved, in recognition of the critical importance of citizen access and participation in community media in a democracy, the Board of Directors of the Grand Rapids Community Media Center opposes any state franchising legislation that does not protect the availability and funding of community media for all citizens of the State of Michigan.** Claudia Day, **Seconded**, **Motion Approved.**

Executive Director Report Laurie Cirivello

See written report to the Board October 3, 2006.

Financial Director Report- Linda Gellasch

See written report to the Board October 3, 2006.

Capital Campaign Report – Ginger Koning

See Executive Director's written report to the Board October 3, 2006.

Old Business:

Motion 10/3/06-5 Appointment to fill vacant Board seat

Board applicant replaces Kevin Murphy term ending July 2008. Ashima Saigal **Moved** for Board approval the appointment of Kari Bliss to the CMC Board Wicking, **Seconded**, **Motion Carried.**

Board Retreat

Board President will email Board to reassess.

Standing Committee Assignments and Reports:

Operation Oversight/Schmit

No report.

Community Relations/Jarlsberg

Jane Jarlsberg emailed to the Board committee duties/description of the Community Relations Committee.

Planning and Development

No report.

Executive Committee

No report.

Next Meeting Date

Tuesday, November 7, 2006, 6pm, Wealthy Theatre

Adjournment

Cameron **Moved** Board adjourn, Beyer, **Seconded**, **Motion Approved 8:25 pm.**

Team Members Reference:

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

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

Planning and Development: Kim Beyer, Rick Williams.

President _____

Recording Secretary _____

Meeting Minutes taken and prepared by Lillie Oliver, Officer Coordinator

Executive Directors report
October 3, 2006

Topping the news this month:

CMC has succeeded in acquiring a Kresge Challenge grant! This is a \$300,000 challenge grant. This is wonderful news.

We continue to have monthly staff meetings and bi-weekly leadership team meetings to work on our team identity, address gaps in service and development of new methods of working together. While time-consuming, this work is paying off well.

Work on human resource policies and job descriptions continues, as does sorting through our options for re-configuring our financial record-keeping. This is an arduous process. I am meeting with a new CPA next Monday to discuss our needs for some assistance in formal restructuring of our Quickbooks as well as to discuss moving our payroll service from the auditor to a separate entity.

This past month included significant and important work on the legislative front. See the legislation report for details of the Michigan video service bill, which is pending.

On the public front, I was interviewed for Grand Rapids magazine.

I am working closely with Nancy Burke-Smith to identify new grant opportunities for CMC, particularly related to our CMS and education functions.

GrandNet September 2006 Highlights:

- * Setup an 8 workstation computer lab at Women's Resource Center using laptops that were donated to them. With these computers, Women's Resource Center clients can get career training using the PLATO web-based system.
- * Did a network assessment and technology plan for Widowed Persons Service. They received money from the Johnson Center to pay for these services.
- * Did a Windows 2003 Small Business Server upgrade for 4C Childcare along with moving over their email accounts to GrandNet and installing 3 new network switches.
- * Working on CMC's new email server and it should be operational by mid October.
- * Created a new website for the Greater Grand Rapids Ski Club which can be viewed at <http://www.ggrsc.org>.
- * Created a new website for the Child & Family Resource Council which can be viewed at <http://www.childresource.cc>.
- * Made enhancements to the Home Repair Services website which can be viewed at <http://www.homerepairservices.org>.
- * Did a bunch of updates to the Wealthy Theatre website per Erin Wilson's request. Also made changes to the e-Catalyst database to reflect the new format.
- * Have been doing various updates to our client websites such as GR Community Foundation, GR Convention & Visitor's Bureau, Proaction Behavioral Health Alliance, Real Health, United Way Impact Center and VSA Arts of Michigan.
- * Currently working on websites for Child & Family Resource Council, Downtown Alliance, East Hills Council of Neighbors, Grand Rapids Historical Commission, John Ball Zoo Society, Kent

Regional 4C Child Care, Michigan Campaign Finance Network, Tobacco Free Partners, Volunteer Centers of Michigan and West Michigan Summer Camps.

Development:

In addition to the Kresge grant...

"Not for Women Only" Cabaret night. Thursday, October 12th at Wealthy. Comedy, Wine and Chocolate! Sandi Parrish has issued a challenge to all to buy 4 tickets and bring your friends.

Beers of the World @ the Center of the Universe", to be held on Sat. Oct 21st, 6-11pm, is a beer tasting event that will benefit the Community Media Center and the East Hills Council. The event is being hosted at Mangiamo!, a Gilmore Collection restaurant at 1033 Lake Drive. Primary sponsorship thanks to West Side Beverage. Live acoustic music will accompany the experience of sampling 40 beers. Tickets available at all Gilmore Collection Restaurants, and the East Hills Council office in Cherry Park, and here at the Community Media Center at 711 Bridge Street NW. For information call Mark Rumsey @454-9079.

Vaudeville Night: November 11th. Two shows...2 & 8. Auditions for community talent are being held this Saturday. Already booked are Rob Reider (mime) and Edie Evans Hyde as "Billie Holiday".

Education:

We signed an Agreement with the Grand Rapids Urban League for a contract to teach podcasting from a second year grant that they received. Our portion is approaching \$28K over the next year. The work will mostly be done at Union High School.

Mollie work has really kicked off with numerous bookings this fall. Gretchen is also working on developing new grant funded projects including a project with a mini grant from the Arts Council

GRIID

We did a workshop in Allegan for Social workers Aug. 24

Workshop with the One United Michigan on Aug. 25

Film on Aug. 28 at Wealthy Theater

Assisted with POV film at Wealthy Theater on Sept. 6

Assisted with a brokered the Shellac Concert on Sept. 7

Presented in Video Tool box on Sept. 9

Participated in Youth Voter Education meeting Sept. 9

Presented in 2 GVSU classes on Sept. 13

Have worked on in terms of meetings and promotions for

Farms Film Fest - Sept. 16

Seeing Red film - Sept. 17

Meeting with Library director on media literacy project ops Sept 18

The Great Warming film/panel Sept. 18

bell hooks video/panel Sept. 25

9/11 Press for Truth film on Sept 27 & 28

"i" film - Oct. 1

taping bell hooks lecture Oct. 2

POV film on Oct.4

Wayne State university workshop Oct. 5

Iraq for Sale film - Oct. 8 & 9

Panel participation on "Thinking Beyond Columbus" at GVSU Oct. 9

Co-sponsor, participant with Douglas Rushkoff lecture at GVSU Oct. 12

Latin American Studies speaker/concert Oct. 13

Wedgewood workshop Oct. 16

GVSU class presentation Oct. 19

Fountain St. Church workshop on elections Oct. 26

500 Miles to Babylon film - Nov. 5
Workshop at statewide Parenting conference - Nov. 6
Presentation at Aquinas Nov. 15

daily news monitoring, analysis, web posting, election monitoring & documents, weekly catalyst radio scripts/interviews/taping/editing, updates for CMC library, media policy work, reading and keeping up with any and all aspects of media literacy, updating Progressive Directory calendar, documents, etc.

Resource Center:

Data collection has resulted in a draft of a portfolio of services for the CMC. We are refining and correcting and determining what we might want to discontinue, change the fee structure or possibly add new services to the list.

Steve Warner accompanied professor Duane Davis from GRCC to a training in Chicago for the implementation of a \$1,000 "Looking at Jazz" grant we received. The project is a collaboration with the Grand Rapids Public Library and will result in 6 jazz education/performance events at Wealthy Theatre next year.

Sister Barbara has been receiving a great response for her work on our regular public service programming. She says, "People really appreciate Weekly View" and the other shows. A recent episode of "Focus on Issues" with the topic of mental health prompted Christy Buck, ED of the Mental Health Foundation to call Barbara and tell her that she had received numerous calls responding to the program.

Sister Barbara is also conducting a survey retirement homes for the purpose of recruiting tenants for attending events at Wealthy Theatre, the impetus being our upcoming vaudeville event. She has gotten a very positive response and feels that we will have the means and the mailing list to approach them on future projects.

WYCE:

Our first Hat Trick concert was extremely well-attended, well-enjoyed and raised over \$500 for St. John's home, a children's-services organization recommended by Sr. Barbara.

Lots of work going into plans for a stellar on-air drive...it begins October 18th and continues through October 27th. Many guests are being booked and "pitch training is planned. Kevin reports an ambitious (but needed) goal of \$65,000. Also, we've collected over \$11,000 in premium donations for the fund drive, which starts in two weeks.

On the downside...WYCE continues to be haunted with signal problems of an unknown origin. Probably the biggest culprit is simply old tower gear.

CMS

We completed another project for United Way. We spent a day shooting footage of volunteers working at various npos. United Way calls this event "Day of Caring." They contact the npos and coordinate volunteers through their major donors, like Fifth Third Bank, Alticor, Steelcase etc. These companies allow their employees time off work to donate time at the npos. We visited Dwelling Place, Baxter Community Center, Hispanic Festival (set-up at Calder Plaza), Gildas Club, Magnolia School (Head Start Program) and Second Harvest.

The purpose of the production was to gather stock footage for future projects and to make a video for Fifth Third Bank showing their employees helping out in the community. We created the video which was premiered last week at a Fifth Third Leadership meeting. It was well received.

We also created a video for Spectrum Health on a program called "Buddy Bear Goes To School." This program is aimed at kindergartners and tries to help them in the stress they might be experiencing in entering school. In order for the children to participate in the program, parents need to sign permission slips, so the video was created to explain the program to them. It was shown last week at an open house event at Harrison Park Elementary School. DVDs are also being distributed to parents who couldn't attend the open house. This was our first project with Spectrum Health. We got the referral through Jeff Smith who has worked with Sally VanNoord on a tobacco education project "You Decide."

We're continuing to develop our partnership with West Michigan Environmental Action Council (WMEAC). We received an initial grant from Nokemis and the Grand Rapids Foundation to record a 13 part lecture series on sustainable agriculture called "Beginning Farmer Lecture Series." We taped all the classes last winter and have created a show on Ch. 24 called "Community Farmer." At this time we have created 10 shows from the lectures. We've visited several farmers and taped interviews with them and added those elements to the Community Farmer Show. We're gearing up to shoot another lecture series. The plan this time is to hold the classes at CMC Wealthy and cablecast them live over "Live Wire." We are in the process of seeking funding through underwriting and grants. Gail Philbin of Farms Without Harm has joined the team as a writer/producer.

Wayne is working with Laurie to create a template and sample "snapshot piece" to use in marketing low-cost, high impact video services to new nonprofit clients. We will use the Zoo as our sample client.

GRTV (from Joel)

Massive, impossible to maneuver, and very heavy desks are now installed in Studio "B" at CMC Wealthy for the new lab.

GRTV has developed a plan to staff the Wealthy St. campus with regular public access hours for hot studio and editing use. Initially open, public hours will be available on Monday, Wednesday and Fridays (afternoon to early evening). Other time the space will be used by our partnership projects and educational programs.

Dashawn Calvert, who produces a show called "Rappin' Rocket Football" (it's a kid-friendly hip-hop show focused around GRPS intramural football), was the first member to take one of the new laptops home. He's always had warm fuzzies for the CMC (he was in the Capital Campaign video), but he was gushing when I showed him the new features. He was making Tiny Tim type of jokes, saying "God Bless GRTV!" I guess you had to be there, but it was pretty funny.

Wealthy Theatre

I did not receive a formal report from Erin, however significant strides have been made to streamline and "normalize" booking and event policies. Bookings are up and the theater team of Erin and Wayne is working hard to make it into an exceptional venue.

Misc:

From Jeff Smith: Just wanted to offer up a summary of last night's event at Fountain St. Church with noted feminist author, Bell Hooks. Through the effort of Steve Warner, the CMC was a co-sponsor of the event which had about 1,000 people in attendance. The Women's Studies Council acknowledged all the sponsoring groups up front and we were given the opportunity to have an information table near the book signing after the talk. Many people, particularly students were very interested in the information we had. Some even signed up for the WT listserve.

Financial report (July – September 2006)

Operating Expenses (excludes Capital Campaign Income and Expenditures)

Operating Expense to Income

Expense	\$283,501
Actual Income	\$252,568
Net Cash:	(30,933)

Does not include: 3 months worth of on-air drive income expected \$30,000

Endowment income for 3 months	\$3,750
GRCF 2 year grant portion for theatre- rec'd 05/06	\$12,500 per quarter

Factoring in these items, we are can anticipate income over expenses of \$15,000 for the period.

Notes: (non-campaign)

Budget to actual

Expense	\$283,501	Budget	\$342,642
Income	\$252,568		\$316,624

Key items:

Salary expenses

Budgeted	\$197,676 (7 pay periods)
Actual	\$183,236 (7 pay periods)

Utilities expense

Budgeted	\$ 15,875
Actual	\$ 13,409

Wealthy rental income

Budgeted (3 months)	\$12,500
Actual	\$10,600

With the careful monitoring of facility temperatures, and programming these with usage in mind, we've been able to save nearly \$2,500 from what was budgeted for the quarter. This is largely due to the efforts by Erin Wilson for the Wealthy Street buildings.

There remain issues that appear to be under-performing projections, but all areas are seeing growth and new opportunity. GrandNet continues to outpace its income projections while keeping expenses within budget. They are a model for all of us.

Bank Balance \$311,307 (includes capital campaign funds)