

GATe Board Minutes 8 January 2019

Present: President—Bob Zugby; Vice-President—Rev Ray Raysor; Treasurer—Frank Gervasi; Sec’y-- Rene’ Sewell-Raysor; Konrad Herling; Claude Aubert; Deb Hartwick; Maria Silvia Miller

Staff: Executive Director--Andy Zmidzinski; George Kochell; Alan Haley; Phoebe McFarb

Guests: Rev Aaron Tinch—Rivers of Life AME Church/Religious Freedom Institute; Kellee Baker; Janice Wolf

The meeting was called to order at 7:32 pm

President Bob Z and Board members welcomed Maria Silvia Miller to complete a term which expires [March 2019]. The Communication Committee presented her with a notebook containing key documents including the by-laws, to orient her to the workings of the Board.

Rev Tinch introduced himself as the new pastor at Rivers of Life AME. New to the Greenbelt community, he is meeting and greeting community, government and civic organizations to create partnerships to better serve the Franklin Park community.

Minutes:

Corrections/Amendments

P2— Paragraph 2—Frank amended sentence: “Last year (2017) was (\$3000) less”. Amended to read: Last year (2017) was (\$3,000) less than 2016.

P2—Paragraph 6—Ric Campbell [Per Frank] GATe actually spends \$148.00 per month for GATe/Ric Campbell storage

P1—Paragraph 4—[Per Claude] The Minutes were corrected to read “the Minutes will not be included en total on *website*” rather than newsletter.

It was moved by Deb and seconded to accept the Minutes as corrected.

Treasurer’s Report—Frank Gervasi [report attached]

Liability Insurance—GATe did not have liability specifically for volunteers. Frank added a rider to include volunteers for an additional \$350.00 per year. We are covered for 2019.

*Maryland Association for Non-Profits—Frank joined paying an annual membership of \$400.00 per year. He stated it offered a number of benefits, including legal services. Will contact them re: our legal position regarding Ric Campbell’s electronic donation/equipment.

- *Health Savings Accounts [HSAs]—Bank of America is sending information regarding these accounts. A number of banks do not offer HSAs. Referred to executive session as it is a personnel matter.
- Telvue Play-out System—Monies from the “Replacement Reserves” will be used to cover equipment/installation \$18,750.00. Operating costs of new cloud playout system will come out of operating budget [\$9,000]
- Adobe Software Licensing Pkg [aka animation software]. This \$3960.00 expenditure [10 stations @\$396.00 per station] outlay will also be disbursed from “Replacement Reserves”.
- Upgrade/improve studio furniture: New desks/editing stations. Will look to purchase from Terrapin Trader—purveyors of U of MD surplus equipment.

GATe has lost its “corporate structure” because the bills haven’t been paid. Our tax-exempt status outside of Maryland is extant, but within state, GATe is in flux. Frank is working on re-establishing our EIN.

*Mold: Discussion followed about mold in the studio and its effects on staff. Petrie dishes have been strategically placed. Kits were \$10; testing was \$40.00. Director of Community Center—Di Quinn Reno will test for mold.

Staff Reports:

Animation—George Kochell [report attached]

Fall Animation Classes are wrapping up. Some projects carry-over into 2019.

Winter 2019 Animation

Homeschool Animation—Ages 10+[Mon-AM]

Ages 10+ [Mon-PM]

Late Teen/Adult Animation—Thurs-- PM

Youth Animation—Fri PM

Pathways School—7weeks. Start date: 17 Jan

Film Freeway—43 active submissions. Nine notifications due Jan 2019

GAVA/GATe— 65 subscribers—[up 5 from last month]

Key Performance Indicators—Alan Haley [report attached]

Frank asked whether spike in Facebook views in October was affected by Utopia. Concluded it may have been from piece on Dem Raider Boyz.

Bob asked whether projects can be identified as “public access” or “education”—to better speak to our mission.

Station/Production Report—Phoebe McFarb

Problem with playout system. Leightronix technical support fixed but warned drives could permanently fail at any time.

Still waiting to hear from TelVue about installation of cloud system. Aiming for 28 Jan 2019 installation. Coordinating with Comcast and Verizon.

List of productions included in report.

Highlights: Greenbelt Newsreel--ongoing; Greenbelt Arts Center [GAC] update on current theatre production. Democratic Club speaker—State’s Attorney-- Aisha Braveboy; Curtain Call—latest offerings at Old Greenbelt Theatre [OGT]

Production Spending: > \$100.00

Newsletter: Currently working through limitations of Mailchimp with Communications Committee.

Mold: See Treasurer’s report.

Purchased rack for new equipment: \$400.00

Training from TelVue on graphics for Andy and Phoebe

No plans on migrating older programming from what is in current Buffalo hard drives—result will be limited playlist until we produce more.

Discussion followed and will judiciously include “classics’ ie Pumpkin Walk, MLK Day, Mother’s Day et al

On planning calendar: American Legion—Butch Hicks—What/ Who is the Legion?
Suggested GATe tap into his expertise in marketing.

Classes Scheduled: Final-Cut Bootcamp; Orientation

Committee Reports:

Administrative—Chair—Bob Z

Job Descriptions—Committee suggests each staff submit job description/duties/responsibilities

Future Communication Director—Andy preparing job requirements

This will now be policy

Memorandum of Understanding—MOU with City proving to be inadequate since GATe has expanded its mission to include “education”. GATe is including more news-oriented broadcasting and wants to cover city-sponsored events; city departments and joint city/ public volunteer events et al. Seeking MOU that defines GATe and city’s Communications Department’s areas of responsibility. Konrad will send letter requesting City Council work session to discuss.

Discussion ensued regarding best time to schedule Council work session/ Annual Meeting.

Annual Meeting is scheduled for Sunday, 10 March 2019 from 3:00-5:00 pm. Staff is requesting help with catering. Will plan at February board meeting.

Konrad will write article and place ad in Greenbelt News Review [GNR] to meet 30-day notice requirement.

*Public Service Announcement [PSA] will be produced in-house.

Budget/Finance—Chair Frank Gervasi

Will refine budget by next meeting.

Production/Programs—Chair Rev Ray Raysor

See Station/Production Report—nothing to add

Development/Public Relations—Chair—Konrad Herling

Will meet with new Development/Public Relations member by next meeting.

Konrad asked whether we should solicit a resume' from Butch Hicks for position of Communications Director. Andy stated that in consultation with Phoebe and Communications [Committee], a one-day per week free-lancer might better meet the needs to address print ads, newsletter, social media outreach and mailing lists. He also stated an administrative person could pay bills and office manage to free he and Phoebe "to make tv". The priority is the communications free-lancer. Andy will submit job description to Admin committee for potential 1 day-per-week communications person.

Communications—Chair Claude Aubert

Website—Phoebe has made content and design changes which have improved website.

Proposed Bios—A few corrections

Website comes with new play-out system. May require some reformatting.

Newsletter—Will stay with Mailchimp for now. Trying to learn if mailing list can be imported or must be entered manually. Looking for way to archive newsletters online. Need new group Board photo. Will retake when new Board elected.

*GATe Brochures-- Need QR code. Can move ahead without it. Rev Ray moved, and it was seconded that we spend \$500 for 2000 brochures directed toward general public-- inviting them to watch GATe. A discussion followed. Frank pointed out with new playout system and new Adobe animation software we may want to wait so that we can promote it in the brochure. It was determined that information would be of more interest to community- producers. We will move forward with the brochures for the general public. **Motion**

Minutes Online: A discussion ensued about pros and cons of putting the minutes online—redacted or not.

Deb made a motion and it was seconded that we post on website and in the newsletter that the GATe Board minutes are available in the office. **Motion.**

Utopia—Chair Deb Hartwick

- Staff & Frank recorded promos for Utopia Films which will be shown on the GATe station.
- Withoutabox is Closing Oct 2019--Withoutabox—(allows independent filmmakers to distribute their films) Utopia has traditionally spent about \$800.00 with them. Will redirect those funds to FilmFreeway.
- Core Member Meeting—Tentatively scheduled for 4 March 2019. Will discuss 2019 schedule and do the preliminary work with FilmFreeway to get movies to screen.
- Screeners—Will advertise on Facebook and News Review.

Unfinished Business: None

New Business:

Audit—An audit is not required before the Annual Meeting/change of officers. Maria Silvia shared that unless we have a budget of \$5 million—an audit is an unnecessary luxury.

*Board Member Responsibilities—Claude asked if written board responsibilities would be useful? Alliance for Community Media [ACM] lays out board responsibility. Claude will create a draft for Board's consideration.

The President called for a motion to move into executive session. Debbie made the motion. It was so moved. [9:25 pm]

Konrad moved and it was seconded to end the executive session.

*Health Savings Accounts—Frank moved and it was seconded to set up Health Savings Accounts. GATe is reaffirming its policy of offering Health Savings Accounts to all staff which will be self- funded.

Board Vacancy—Konrad made the motion and it was seconded, that we invite Kellee Baker to fill the vacancy on the board which expires March 2019.

The meeting was adjourned at 10:15 pm