

GATe Board Minutes

12 June 2018

Present: Bob Zugby—President; Rev Ray Raysor—Vice President; Frank Gervasi—Treasurer; Rene’ Sewell-Raysor—Secretary; Claude Aubert; Konrad Herling

Absent: Debbie Hartwick

Staff: Malia Murray—Executive Director; George Kochell; Alan Hale; Phoebe McFarb

The meeting was called to order at 7:45 PM—a quorum was present.

Meeting Length: 3hrs and 5minutes

Minutes

The Minutes were read. Konrad moved and it was seconded that the Minutes be approved.

Treasurer’s Report

Frank reported that a new computer for Utopia has been purchased for \$300.00.

- NACM—National Alliance for Community Media

Frank showed video of the NACM’s annual meeting and noted from the workshops offered that there is no Mid-Atlantic Regional Meeting. It has been disbanded. Malia suggested board attend Northeast regional as they are very pro-active.

Six board members plus one staff have indicated they will attend NACM.

- Frank noted that the PEG fees [Verizon/Comcast] are decreasing every quarter. They’ve gone from \$43,000 to \$39,000.
- Registration for NACM will put us over-budget; will be adjusted in 2019 budget
- Budget will be distributed to board members via email by 30 June.
- Budget can be approved online unless there are serious problems.

Board Vacancies

There are two vacancies: Rob Pryor. Eulalie Lucas sent an email resigning from the board citing scheduling conflicts.

Rene' Sewell-Raysor was appointed to fulfill Minister Brian Carter's term. It was suggested that during this staffing transition, no new board member be appointed. It was also suggested that "approved board" minutes be posted on website for potential board members to peruse.

*Board Orientation Packet tabled to next meeting [Action Required]

It was proposed that the board move into Executive Session at 9:00 PM

Unfinished Business:

Making meetings more efficient: Introduced by Claude Aubert

- Start on time. Quorum
- Post minutes online. Those wishing a hardcopy will print same.
- Minutes will be posted one week after meeting.
- Timekeeper: Bob
- Time Limits: Bob
- Re-order Agenda: Unfinished Business will follow Treasurer's Report

***Branding**—T-shirts and hats. A motion was made by Rev Ray and seconded that we table this item. **Tabled—July Meeting**

***Brochures: Tabled—July Meeting**

Suggestions were made as to how/ where GATe brochures could be distributed.

GATe Brochures included in:

Welcome Packets— Beverly Palau

Information Table--Jazz/Blues Festivals/Labor Day

Old Greenbelt Theatre—John Campanile

Franklin Park Welcome Packets—Denise Knight

Greenbelt Station—Welcome Packets

Hardware Update—Phoebe McFarb

After an in-depth report comparing the pros and cons of Leightronix vs Tightrope, including the fact that the city uses Tightrope, Phoebe recommended GATe look at Tightrope as our provider for the future. There is a significant cost difference between the two: Leightronix: \$8-12,000; Tightrope: \$15-\$30,000. Cablecast, a subsidiary of Tightrope, actually provides the broadcast channel box that is of interest to GATe. Phoebe also recommended that GATe look at Televue before final decision. Note: These providers will be at NACM.

Steering Committee:

Job Description: Station Manager/Executive Director— Leave as submitted, but remove “part-time”.

Redistribution of Responsibilities:

Phoebe: Greenbelt News Review ads, Facebook; Twitter; Social Media

Frank: Bookkeeping/ paying bills

- *Website: Phoebe will ask Scott Candey to continue updating current website on month-to-month basis at the rate of \$100.00 per month [\$25 per hour/4hr minimum] within a limited timeframe. He is the only one who knows how to update. Last updated Fall 2017. If he builds website, must be built before he returns to school mid-August and must train Phoebe how to update.

Bob called for assent by board.

***Advertising at Old Greenbelt Theatre—Frank [Tabled—July Meeting]**

GATe is in discussion with Executive Director Caitlyn McGrath of Old Greenbelt Theatre. Current agreement is \$1,000 per fiscal year as a corporate sponsor.

GATe ad is one minute in length—still shots plus GATe logo. It is shown three times per show. The “corporate rate” with video is \$4,000. Frank is making case we are a community service. Rate will be in range of “more than \$1,000 but less than \$4,000”. Contract runs fiscal year. Frank will also check with Beltway Plaza/ Kapenstein. Frank will report out at next meeting.

Reports:

Utopia: Screening films. Quality of entrants is improving.

Two sources: Without a Box and Film Freeway

Animation Report [Attachment]--George Kochell—GAVA/GATe

Heritage Film Festival

Two Young Filmmaker Awards

George Kochell summer schedule: Working at GAVA 25 June thru 30 July 2018.

*George will work Saturdays at GATe from 10:00-noon. Possibility of Saturday classes with Prince George's Arts Council. MOU with B-roll Media and George regarding classes. George/Malia will sort out salary/tax implications. [Will get back to Konrad]

Ric Campbell donated 32 boxes of mostly out-of-date equipment. George will complete inventory by end of June 2018 and generate Sched A for tax purposes.

Production Manager Report [Attachment]

- June Newsletter went out on 1 June announcing new classes.
- GATe is featured in downstairs Display Case
- *DaVinci Class @ \$800.00—color correction. Students would pay \$200.00 to help defray cost. Phoebe will advertise to membership.
- *Key Performance Indicators: [Cameras rented; memberships, videos completed, et al] Phoebe indicated that it is too much for her to do and would like to pass it on to Alan.

Executive Director's Report [Attachment]j

- Completing editing of GES [Greenbelt Elementary School] mural
- Shot Beechtree puppet show "Rainbow Crow Brings Daylight" during city's Artful Afternoon.
- Shot Greenbelt Farmers' Market PSA on SNAP benefits. In editing.

At 9:40 Frank moved and it was seconded that the board move into executive session. The executive session ended and we were adjourned at 11:00PM.

Three Actions:

Bring in a consultant: Ms Sandra Peaches—Executive Director at CTV

Host a reception for Malia

As a token of appreciation, it was agreed to give the outgoing Executive Director a week's pay.