

## GATe Board Minutes 11 Dec 2018

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

Absent: Konrad Herling

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

Guest: Maria Silvia Miller

The meeting was called to order at 7:39 pm

### Minutes—

**Corrections:** Phoebe corrected page 8 in minutes: In the past, Go-Daddy has hosted the domain name and the content management. The minutes should reflect that Phoebe canceled the *content management* part of the Go-Daddy contract.

Utopia figure was corrected to read [as per report] Web Sales: 9@ \$20= \$126.00 [accounting for fees charged by host]

Deb moved and it was seconded that the minutes of 13 November 2018 be approved with the corrections. **Motion passed.**

A motion was made by Rene’ and seconded to not include the minutes en total in the newsletter as there are sensitive issues/discussions. It was decided to include a synopsis, actions taken and motions. **Motion passed.**

### Treasurer’s Report—Frank Gervasi

#### Utopia [Revisions/Final] Report

Utopia realized a surplus of almost \$500.00. First time in a while Utopia reflected a surplus.

Budget for Utopia is \$10,000. Next year’s budget may have to reflect the new expense of renting Old Greenbelt Theatre [OGT]

### GATe Treasurer’s Report

Spending significantly less because of lower payroll costs.

Frank suggested that some of that surplus could be used to enhance 1) physical space of the studio. (2) administrative work that we aren't doing, (3) outreach and that there is a need for another staff person.

GATe income is approximately \$180,000 per annum. Last year (2017) was (\$3,000) less.

A question was raised to clarify last month's discussion as to whether we need a motion(s) to increase/move monies into the "repair" line item on the budget and/or add a new line item for the new animation subscription. A discussion followed. The item will appear on the 2019 budget as an expenditure and thus be reflected in the budget.

A motion to authorize the purchase of the annual animation subscription [software] for eight computers with a projected cost of up to \$4,000 was made by Rev Ray and seconded. **Motion passed**

**Ric Campbell [Update]** It is costing GATe about \$50.00 per month to store his equipment. [As per the city solicitor's [Todd Pounds] suggestion we are retaining possession until 30 Jan 2019]

### **Staff Reports:**

#### **Animation—Geo Kochell [report attached]**

Fall classes are wrapping up-- 21 Dec

Winter classes begin mid- January 2019

Film Freeway Status—39 active submissions; notifications due Jan 2019

YouTube—Mr Geo posted 9 new Fall projects

Have 60 subscribers on YouTube channel/228 views past 28 days

\*QR code—tested trial QR which would direct user to YouTube channel, Facebook, and website vs having to type in three different URLs. Referred to Communications committee for follow-up.

#### **Station/Production Report—Phoebe McFarb [report attached]**

New Staff Productions [Nov-Dec 2018]—15

New Member Productions--2

**New Equipment:** lavalier mics-(6); wireless mic-(1)

New light stands (4);

Misc items + Filing cabinet

Total: \$2,708.43

Future Purchases: desks; storage shelves (for storage unit).

Storage space @ \$143 per month to house GATe/Utopia overflow

Website: Operational

Newsletter: Using MailChimp

Future Considerations:

Working on designing a talk show set

Distributed & explained schematic for studio floorplan—round table-- guests/host talk show setup; four-camera set up; folding desks; backdrop

**Cloud Playout System—Andy Z**

Cloud Playout System--\$18,715 set-up and one year's streaming.

Streaming fees are about \$750 per month/\$9,000 per annum

GATe currently has analog. Want to update to SSDI which will give us downstream graphic capabilities. Andy then began tech talk and the board nodded appreciatively. He compared advantages of going to a cloud playout vs replacing our current server at \$40,000 plus \$10,000 installation.

A discussion ensued about upside/downside of cloud:

Andy researched stations using cloud. Challenge is coordinating the “telcos”—Comcast/Verizon

Three-week installation. GATe may have to go dark.

It would take GATe five years to spend comparable money-- hardware vs cloud

Rev Ray made a motion and it was seconded that GATe go with a cloud-hosted playout system (vs hardware system) spending up to \$20,000 plus

an annual outlay of \$9,000 per annum for streaming fees. **[Motion passed]**

### **Key Performance Indicators—Alan Haley**

For November 2018:

New members: 0 Year- to- date: 3

Member Projects: 2 Year-to-date: 28

Cameras loaned out: 7

YouTube Views: 1.7K Year-to-date: 41.2 K

New subscribers: 8 Year-to-date 101

Facebook Views 1.6K Likes: 67 Follows 74

Claude asked whether we could do printouts next time.

Bob stated that since we have added “education” to our Mission, the projects completed should indicate whether they are “public access”, “educational” or a “hybrid” -even if staff assisted in completion-to ensure a balance. It was suggested that Alan add it to a separate spread sheet.

### **Committee Reports**

#### **Administrative: Chair—Bob**

**Meeting between City Council and GATe--** Konrad is setting up a meeting for January 2019.

To be addressed:

- Change to GATe’s mission
- Expired MOU [Oct 2018] between the city and GATe

**\*Health Savings Accounts—**Need personnel policy re: establishing parameters for offering health savings account—full-time/ part-time; number of years to be vested et al. Frank has found a new insurer. Will report back.

**Rent:** Increasing from \$448 to \$455 per month

**\*New position of Communications Director:** Referred back to committee to discuss parameters

**New Board Members**—Two vacancies-- expire in March 2019. Will discuss invitees in executive session

**Budget/Finance: Chair—Frank**

\* **Liability renewal**—sent to Malia’s personal email. Left Frank scrambling to get it in on time. Will clarify whether volunteers are covered. We have DnO—Directors & Officers. We have a premium policy--\$1,000,000-- which costs us \$3200 per year.

**Grant from Prince George’s Arts Council**—Applying on behalf of Utopia.

Due: 19 J January ’19.

**Production/Programs: Chair—Rev Ray**

**Storage Facility:** Encouraged it be well-organized with shelving, labels

**Cloud Playout System**—Committee recommended that GATe move forward and thanked Andy and Phoebe for their research.

**GATe YTD Spending —[attached]**

**Expended: \$8309.28**

**Projected: 20,075.00**

**Balance: \$67,690.72**

**Development/Public Relations: Chair: Konrad [Letter attached]**

Konrad forwarded a letter sent to the Lions highlighting an example of the high production values that GATe broadcast from the Mishkan Torah: the tragedy at the Temple of Life synagogue in Pittsburgh. The letter urged a partnership to broaden the reach of the Lions via GATe and production training.

**Communications: Chair—Claude [report attached]**

**GATe Policies**-- did not transfer to new website. Will make adjustment. Otherwise website working fine and went live a month early.

**GATe Newsletter**—Goal is to send it one week after board meeting

**GATe Brochure**—Have finetuned brochure. Waiting for new images from intern, Charlie Fahey. Claude encouraged all board members to submit images.

**Utopia: Chair--Deb**

on [well deserved] hiatus until Jan 2019.

Utopia will be running 5-6 programs; shot 3 intros which will be shown on GATe for a week at 8:00 pm as an intro to documentaries. Frank did intros to first batch; Phoebe will do remainder for 2018.

We then took group photo with proviso to photoshop Konrad into final pix. [It was not assigned to a committee and may get lost in the miasma].

9:20 pm Motion was made by Rev Ray and seconded to move into executive session.

**Summary of executive session:**

Update on Malia Murray's medical request

Discussed two board vacancies

9:30 pm We moved back into general session.

It was moved by Frank and seconded to ask Maria Silvia Miller to fill out the term of Rob Pryor [expires March 2019]. The secretary will send the invitation over the signature of the president.

Claude made a motion and it was seconded to adjourn.

Adjourned 9:42 pm