

## GATe Board Minutes

21 August 2018

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

Staff: George Kochell; Phoebe McFarb; \*Alan Haley [came in later in meeting]

Guests: Maria Silvia Miller; Miriam Goldfarb; Andy Zmidzinski; Mike McMullin; Neil McConlogue; Susan Gervasi

We were called to order at 7:32 PM by President Bob Zugby.

The President reordered the Reports:

The minutes, which had been transmitted electronically, were reviewed and typos corrected. Konrad Herling moved and it was seconded to accept the minutes.

### **Reports**

#### **Treasurer’s Report—Frank Gervasi [Oral Report]**

We have paid our bills and we have \$209,000 in the bank. We have a large balance because do not have the budget line item of salary for an Executive Director.

#### **Utopia—Deb Hartwick**

Deb announced that 20 Aug had been the final day for screening. Thirty-four movies have been previewed. Screening fees have yielded \$2206.00 --\$700 more than last year. Thirty-four to thirty-eight films are under consideration for inclusion in the Utopia Film Festival. Acceptance notices will be sent Friday—24 August; blast to all entrants will go out 27 August announcing all films which have been included in Utopia 2018. The scope of subjects range from the environment to the “unusual”. Utopia Film Festival is October 12, 13, 14.

Konrad noted that these dates conflict with the Maryland Municipal League Fall Conference and may preclude the Mayor and/or city council’s presence at the Festival.

## **Animation—George Kochell [Report Attached]**

George has concluded a six-week class in partnership with B-Roll Media teaching at-risk youth production skills. Student projects will be concluded by the end of August.

B-Roll Media has requested space at GATe to conduct a 6-week lab on Saturdays from 10:30AM-12:30 PM during Nov/Dec. B-Roll provides the instructor.

### Fall 2018 schedule:

- Home School: Twelve-week Instruction [Sept-Dec]:  
Mondays 11:00AM—1:00PM [6/10 slots filled];  
Mondays 1:30--3:30PM [3/10 slots filled]]
- Youth Animation [Ages 10-15]: Thurs: 5:00 PM-7:00PM [Sept-Dec]
- Late-teen[16+]/Adult Animation: Fri: 5:00PM-7:00PM [Sept-Dec]

After many requests, George is offering his first adult animation class.

### **Film Freeway: A Day in the Life of a Pig**

- Won promising Young Filmmaker award from Utopia.
- Selected for Direct Short Online Film Festival for August.
- Submitted to eleven festivals.
- Picked up by VIMEO which has 1.4M followers

Gava/GATe Animation YouTube has 56 subscribers

Flyers advertising classes have been printed. Available in community center and on library listserve.

A discussion ensued: Claude raised concerns about community producers not having access to GATe on Saturdays, often an ideal time for them to edit. Andy Z suggested the use of a classroom rather than the studio be utilized. Konrad asked about the maximum number of students that can be accommodated in the GATe studio [10] and the opportunity to expand, given the limited square footage. \*He suggested a meeting with the city council for an annual review, with an eye toward requesting a larger space and offered to send an email to board members to get

their feedback. Frank reminded the board that there has been a discussion about expanding editing suites into the outer office.

**Production Report: Phoebe McFarb [Attached]**

GEMZ Workshop—Twenty girls participated and produced [4] one-minute videos.

\*Phoebe suggested starting an Instagram page. She noted ACM [Alliance for Community Media] suggested it as an excellent tool for Public Access.

Children’s Content for Month: Two shoots at Kinder-Camp—two authors read their books to the kids

Community Producer[s]: One new submission

New Members: Five. Four certified on Canon XF305

Orientation: Two

Member Drive: Scott Candey got Member drive up and running. All previous content was lost. This is a *temporary* fix. Members will be advised to back up their projects on self-provided external drives.

August Newsletter: Currently distributed electronically to membership. Can be added to web page.

More problems with Leightronix box. Temporarily resolved.

Phoebe has explored sharing an HD/SD [High Definition/Standard Definition] broadcast on the city channel. In a very layered process, John Fleetwood [Leightronix dealer], is scheduled to examine the city’s output capability [encoder]and whether GATe can share the channel without compromising the city or GATe’s output capabilities. Greenbelt city is reluctant to this arrangement; Comcast’s buy-in is also required and they have been a reluctant negotiator. Konrad asked whether nearby jurisdictions were experiencing this problem. Nearby cities originally connected –PEG Public Access/Education/Government-- into a single entity.

The alternative is to examine GATe’s budget, consider allocating the \$30,000 to obtain our own system and request a proposal from John Fleetwood.

\*GATe Space--William Peterson, ERHS student, earned community service hours by assisting GATe staff in reorganizing studio.

Peterson is interested in interning at GATe during the year. He has used GATe cameras, worked with Adobe Premier [editing software] and After-Effects. Depending on workload, he would like to be compensated. Phoebe feels he could be a valuable resource. Some previous internships have been stipended positions; others were an hourly rate. A second person, Charles Fahey, has requested interning at GATe. Interested in social media. He did not specify remuneration, but is interested in building his resume’.

\*Frank will find out what the previous interns were paid.

\*Piper Earley—is building our website. Phoebe has not yet heard from her on the status of the site. In her communication with Piper, Phoebe asked her to keep up with her hours. A discussion ensued as to whether the board had agreed to compensate her. She is providing this gratis, although Phoebe has recommended that the board consider compensation.

### **Future Plans:**

Editing class-- Intro to editing will be offered and then the features/specs of each of the two software programs that GATe uses

Comprehensive class—from shoot to broadcast--Considering class that takes member or member-teams from shooting through editing to final project.

Claude questioned who will be responsible for cleaning up projects on drive/desktop? Phoebe will assign it to an intern.

Alan interested in starting movie night to view Utopia films.

Phoebe clarified her comments, that some misinterpreted, about building a supportive/inviting community. Konrad added that he sees this as an opportunity to collaborate with organizations such as the Lions Club/Democratic Club, et al to build relationship, recruit members and volunteers, raise an organization’s visibility and produce content on GATe. Bob commented that we are entering a re-invention phase. We are talking about a different way of relating to our members and we need to re-establish a positive working relationship where we keep the focus on the issues and not the personalities.

### **Unfinished Items:**

Board Committee Proposal—Rev Ray proposes that the Gate board divide into committees where much of this board’s work can be accomplished:

**Administrative Committee:** President, Vice-president, Secretary. Any problems that arise with the staff should be directed to the committee.

**Budget/Finance Committee:** Chair—Treasurer. Sugg members: Konrad plus one additional member. This committee will inventory all equipment and its life-cycle. Provide a balanced annual budget. Provide a monthly treasurer’s report: sources and amounts of income; purposes and/or payees; amount of disbursements during the period; the balance on hand. Offer an audit at the annual meeting.

**Production and Program Committee:** Two board members, staff rep and two community members. Inventory current equipment; life-cycle of equipment; future equipment needs; help set broadcast standards; schedule cogent blocks of programming--ie religious programming on Sun mornings, children’s programming in afternoons, et al.

**Public Relations:** Claude and Debbie. Responsible for public image of GATe.

**Marketing and Fundraising:** Chair—Konrad. The arm to “brand” GATe.

Rev Ray opined that the Board’s responsibilities should be policy and fiscal responsibility

**Utopia Committee:**

Bob offered that Utopia is a “fairly independently operating committee as it stands” and did not need oversight. It could remain extant and the board would receive monthly reports from them.

A discussion ensued:

Bob suggested that the station manager should be added to the Administrative committee.

Konrad observed that committees allow board members to be more involved in setting policy/ allows people to see us at work/potential to increase our membership base.

Debbie observed that when committees are made up of board members and members it better connects board policy/members’ ideas.

The President called for a vote to establish the committees. Konrad moved and it was seconded and carried unanimously, to establish the six committees:

Administrative	Budget/Finance
Production/Programs	Public Relations
Marketing/Fundraising/Branding	Utopia

Communications/Social Media:

1. Administrative: Chair: Bob Zugby-- Members: Vice-Pres: Rev Ray; Sec'y: Rene'. The station manager was added to the Administrative committee.
2. Budget/Finance: Chair—Frank Gervasi. Members: Konrad plus one more.
3. Production/ Programs: Chair--Rev Ray. Committee will include Production Manager-- Phoebe Mc Farb and GATE member Andy Zmidzinski
4. Development/Public Relations/Marketing/Branding/ Committee: Chair—Konrad. Members: Claude and Debbie. Community member: Maria Silvia Miller
5. Communications/Social Media: Chair: Claude. Member[s] Debbie, Konrad

Clarifying discussion ensued about the role/responsibilities of committees.

This changed the number of committees (from six to five) and new descriptions of committees adopted by consensus.

The President cited presidential privilege in the appointments to the committees and asked for assent from board members.

### **Unfinished Items**

- Access Key to building—the Community Center board's position is that one person having the key has been working and not to change that. If the Administrative committee wants to pursue that, they can.
- Executive Session—A discussion followed as to whether to routinely go into an executive session at 8:30 or have it remain an option. It was decided to

allow any member to call for the board to go into an executive session “as needed”.

### **Unfinished Agenda Items**

- Consultant-referred to the Executive Committee
- New Board Member—agreed to discuss in an executive session
- Board Orientation Packet—referred to Executive Committee
- Branding—referred to Public Relations

Frank made a motion and it was seconded to spend \$2,000.00 over the next fiscal year to advertise at the Old Greenbelt Theatre [Jly 2018-2019].

The question was called and a vigorous discussion followed. The motion passed. One abstention. The treasurer will execute the contract.

- Production Goals—referred to Production Committee
- Ric Campbell—has declined to sign the Schedule A. Referred to Production/Program Committee
- Budget Implications for Animation—Geo—[Tabled]

### **New Business**

- Mission Statement—referred to Administration Committee
- \*Public Access vs education projects [tabled until mission statement rewritten]
- \*Benchmarks [tabled until mission statement rewritten]
- Tours of Public Access Stations [tabled]
- Budget Implications—Piper Earley [website developer] [Discussed- see Production Mngr report]
- Organization Fee/Policy—referred to Public Relations/Development Committee
- Camera Replacement----referred to Budget/Production Committees

- Mic flags/business cards—referred to Development Public Relations and Budget Committees
- GATe Cameras—“cost of doing bz vs “return in proper working order”—how to cost out monthly camera repairs—referred to Production Committee
- Status of Member drive—resolved. See Production Mngr report
- Budget w/wo Red Camera—referred to Production Committee
- ACM [Alliance for Community Media] reports from conference attendees—tabled
- New Board Members— [Two vacancies]

Discussion followed whether we should wait until after GATe is fully staffed or fill board vacancies during the transition. It was agreed we should look at a number of candidates now. Each board member may suggest a candidate[s] during the next meeting with the goal of filling the two positions. It was observed that a new board member might have experiences that can aid the board during the transition. We will request a statement of relevant experience and a visit to a board meeting. In an executive session the candidates will be discussed. The two candidates will serve until the Annual meeting in March 2019 filling the vacancies of Eulalie \_\_\_\_\_ and Rob Pryor.

- New Hire Considerations—What are the jobs we want the new hire to do?

The discussion yielded these observations: We need promotional spots both on GATe station and at OGT—Old Greenbelt Theatre; content that is relevant to Greenbelt—well done and timely and additional community-producers. Frank proposes that we hire Andy Z.

A motion was made to go into executive session. There was a discussion as to whether we adjourn first or just entertain a motion to go into executive session. A definitive answer could not be determined immediately from **Robert’s Rules of Order**.

The president called for a motion for adjournment. It was moved by Frank Gervasi and seconded. The meeting ended at 10:50

Meeting: 3hrs : 17 minutes

