

GATe Board Minutes 10 July 2018

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

Absent: Bob Zugby—President

Staff: George Kochell; Alan Haley; Phoebe McFarb

Guest(s): Andy Zmidzinski

NOTE: an asterisk [*] indicates further action required and will be placed on agenda for following month

The meeting was called to order at 7:30 PM by the Acting-chair--Vice-president Ray Raysor. A quorum was present. Rev Ray called for a moment of silence for the victims of the Capital Gazette shooting in Annapolis.

The Acting-chair called for a motion to accept the minutes [electronically transmitted]. Deb Hartwick moved to accept the minutes as amended by Konrad and it was seconded. The minutes were approved.

Treasurer’s Report—Frank Gervasi

Profit and Loss Budget

We basically spend the same amount each month.

Frank noted that there will be significant changes in budget this year re: health insurance and the executive director’s salary

There is no depreciation for fiscal year just ended.

There is \$15,00 to upgrade equipment. This amount needs to be increased.

The treasurer did not have figures for GATe expenditures for June.

Deposits for the month:

\$2,000

\$7500 refund-- health insurance premiums [returned by company for undetermined reason] Malia’s contribution was paid out to her. Will discuss with George Kochell how his balance will be handled. Currently he does not have a health-savings account.

There are two accounts at Sun Trust.

Savings: \$83,971.00

Operating/Checking Accounts: Figures not available

There are two credit cards:

Suntrust—\$5,000 limit. Pres Bob Zugby and Treasurer Frank Gervasi are signatories.

Staples—Limit (?)

Reimbursements for June:

\$6200 ish Malia's health insurance reimbursement

\$164.47 Rene' for Malia's reception

Konrad asked that while no budget for fiscal 2018-2019 has been submitted, are there trends that the treasurer has identified.

The treasurer has a budget comparison—what will be income and expenses for 2018-2019.

Konrad made a motion and it was seconded to accept the treasurer's report. Two abstentions.

Animation Report: George Kochell [Attached]

- Saturday [14 July] First meeting of the 6-week B-Roll Media Class

[B-Roll Media is a Laurel non-profit sponsor of broadcast quality classes for disadvantaged youth. This program is underwritten by PG Arts & Humanity Council

- Each youth paid a GATe membership.
- Reported on social media traffic.

*Budget implications for animation-[Tabled]

*Final box of equipment—Ric Campbell/ Schedule A to be generated—14 July/
title transfer

Production Manager Report—Phoebe McFarb [Attached]

- July Newsletter featured Malia's departure

- Downstairs display case featuring GATe will be up June/July instead of usual 1 month run as per Di Quinn-Reno [Community Cntr Bldg Supervisor]
- Ad for Orientation class—no takers
- Canon Camera Class-- scheduled for July
- “Editing Days”—opportunity for persons to get extra editing help /restart projects
- Final interview with Ingrid Cowanhass re: Greenbelt Elementary School mural documentary
- Scheduled interview with Valerie Theberge –resident artist who created the mural
- New system of keeping up with productions
- New productions this month
- *Spoke with Piper Early, website developer. Potential to be mutually beneficial.
- Involved in with other productions

Key Performance Indicators [Attached]

- New Members—6 [re: B-Roll Media enrollees]
- Members* –47 [*earlier figures may be skewed]

Productions this month:

- Community Producers: 6
- Staff Productions: 8
- Cameras: 10 went out
- July: 1.9 K YouTube Views/1300+ views on Facebook
- Alan learning to program channel—all staff will then be able to program station

- GEMZ--a nonprofit girls' group —requests intro to TV production—2hrs.

*Discussion ensued regarding fee vs free “introductory” classes to groups

A motion was made by Konrad and seconded, to allow GEMZ to have an “Intro to GATe” class, taught by Phoebe, as a one-time courtesy, but to establish a policy regarding “Intro to GATe” classes in the future.

A discussion with Phoebe ensued regarding camera repairs. Approximately \$500.00 worth of repairs were required when a camera was returned where it appears the Compact Flash card [CF card] was forced. Guest, Andy Zmidzinski weighed-in regarding the fragility of the CF cards and suggested that a different camera be considered when GATe is in market for replacements. Conclusion: camera repair part of the “cost of doing business”.

*The question was raised about the budget implications of camera replacement as the current stock is near the end of its shelf life.

*Page 17 of the Equipment Usage—Policies and Procedures Handbook

*Claude questioned whether the Member Drive is still broken and when it would be repaired. Guest Andy Z suggested [each community producer] purchase a one terabyte drive for approximately \$50 to download their project; cheaper than centralized storage. The problem is between the “Buffalo Drive” which has been replaced but the software has not been updated. Claude has files on the drive which he cannot retrieve. Other members may be in same predicament.

*Claude asked about the Red Camera—how often has it been used and by whom? His query is whether we need it if no one is using it/using it sporadically.

Phoebe said there is a problem with the monitor. She also opined that it is a very sought-after camera and will be a selling point to attract future members.

Rene' asked whether there is repair/replacement in the proposed budget? The Treasurer responded that if we have a list of what we need to do we can go ahead and do it. The cameras need to be fixed routinely. The big-ticket item is the way we put it on the air. There is a repair/replacement line item in the budget of about \$8,000.

*Konrad would like the proposed budget to reflect the expenditure both with/without Red Camera.

*Red Camera discussion tabled

Utopia Film Festival—Deb Hartwick

There are 113 entrants. Seven [7] films have been pre-selected. There are usually between 35-45 films in the festival. Utopia is \$908.00 in the black as a result of fees from Without-a -Box and Film Freeway. Utopia will be advertising on Facebook and in other media.

Unfinished Business

- MOU/B-roll Media—betw George and Konrad. Resolved
- DaVinci Class—single time coloring class. It is Malia's contact. Earliest it could be scheduled is Sept.
- Meeting with Greg Skall/Mark Palchek—Konrad

*As a public access do we need to be mindful of a single POV or do we need to offer balance? Konrad is willing to invite Mark Palchek to Board meeting to discuss the issue. The question may be answered at the ACM—Alliance for Community Media. [Tabled]

Guest Andy Z said most people put a disclaimer at the top of the program to avoid running afoul of FCC regulations.

*Grant Writer—Tabled

*Board Orientation Packet-Bob [Tabled]

*Branding—T-shirts [Tabled]

Alan had gathered info from his contact Sanmar.com re: t-shirts/hats

Guest Andy Z suggested mic flags to further brand GATe. They run abt \$200 each. He also suggested business cards with all the social media and streaming info included. *There are budget implications for 2018-2019 budget.

*Brochure Distribution: Where/When/ Who will execute?

Beverly Palau--Phoebe

OGT—John Campanille--Rene' Jazz Festival-?

Labor Day/Utopia—Deb
Frank

Franklin Park—Rene'

Co-op--

Library—Deb

Greenbelt Station—Konrad

*Advertising at Old Greenbelt Theatre—Frank [Tabled]

OGT [Old Greenbelt Theatre] will run our PSA's. The Board must be clear about what we want—stills or a video. The cost will be between the corporate rate and a community rate [\$1,000—\$4,000] Guest Andy Z suggested we pay month-to-month to better monitor that GATe's product gets aired. Utopia has clips which can be run. A discussion ensued as to how to measure advertising effectiveness. It was suggested that we compare Utopia figures from last year with any change in attendance post ad campaign.

New Business

Delivery Date of Minutes—In board hands two weeks before following meeting.

*Board Committees—[Tabled]

*Policy-access code/key to building/24-hr access to building [Tabled]

Frank made a motion and it was seconded that we move into executive session at 9:20 PM

The executive session was adjourned at 10:55 PM.

Rene' Sewell-Raysor

Secretary