

GATe Board Minutes 13 Nov '18

Present: President—Bob Zugby; Vice-President—Rev Ray Raysor; Treasurer—Frank Gervasi [conferenced in]; Sec'y—Rene' Sewell-Raysor; Claude Aubert; Deb Hartwick Konrad Herling [arrived about 8:15pm]

Staff: Andy Zmidzinski; George Kochell; Alan Haley; Phoebe McFarb

The meeting was called to order at 7:35 PM.

### **Minutes**

The minutes were corrected to reflect that the Communications committee meets every 1st Tues.

\*Pending a final correction from Frank re: Treasurer's report /Minutes account [9 October'18] the minutes were provisionally accepted. A motion was made by Rev Ray and seconded.

### **Treasurer's Report: [report attached]**

**Utopia Film Festival**—Utopia realized a small surplus. Utopia's agreement with Old Greenbelt Theatre [OGT] has expired and we may have to rent next year.

### **Staff Reports:**

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

- Classes continue thru 3<sup>rd</sup> week in Dec
- Pathways continues thru mid-Dec
- Utopia—Sixteen people attended children's animation program at Utopia
- Film Fest Acceptances: LA Int'l Children's Film Fest & Direct Short and Doc Online Film Festival [**A Day in the Life of a Pig** by Hannah Collins]
- Animation Channel—228 views past 30 days

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

2000 YouTube views this month; 5 new YouTube subscriptions this month [Ninety-three subscribers]

3.2K Facebook views; sixty-one Likes; sixty Follows. Increase attributed to OGT sharing our info.

## **Committee Reports**

### **Administrative—Chair: Bob Z**

No meetings month of October

Ric Campbell—GATe awaiting legal advice. Att’y [City Solicitor] questioned whether Ric had authority to make donation/possession. Legal advice is to “hang onto it until next year” [2019].

“Return receipt requested” letter was sent to Ric Campbell [5 Nov ‘18]. Post Office said letter would be forwarded if he filed change of address.

\*Andy Z asked whether we could move the donation into a storage facility. Discussion ensued about a month-to-month rental and setting a three-month end-point and a \$50. per month rental. Andy & Phoebe will honcho. Frank was “volunteered” to use his truck. Konrad sent letter of inquiry to Alliance for Community Media [ACM] asking whether there are attorneys doing pro bono work on behalf of public access stations.

\* No motion was made

Holdover items to be addressed by Administrative committee:

Employee health accounts                      GATe employees/volunteers’ liability

Interns’ compensation                              Employee job descriptions

Will report out at next meeting

### **Budget/Finance—Chair: Frank [report attached]**

Will schedule meeting to look at budget implications by next board meeting.

Current considerations:

New playout system for \$30-50,000-- GATe currently holds bid for \$40,000 [good for 30 days]

Cost for storage unit

New employee

Discussion ensued as to whether GATE's desire for content sharing and website development would require a dedicated staff person.

**Production/Programs: Chair: Rev Ray [report attached]**

The committee's report began with a rundown of outlay this month:

Amazon-- hard drive/CF cards/batteries	\$967.5
Mic Flags [3]	153.50
B&H—laptop	2,606.82
B&H-- laptop accessories	161.46
Home Depot-- extension cord winder	31.22
Canon, USA --repair of camera	365.09
Mac Medics [one camera--not worth repair]	\$20.00
	(\$4,355.59)
Computer Repair	501.88
	(\$4,857.47)

Animation—software upgrade to Adobe \$32—3300.00 per annum. Requires annual subscription

We now have nine computers.

Frank pointed out that we have a budget line item for repairs in the budget. We can increase that if necessary.

Bob pointed out that the annual subscription for the animation Adobe upgrade would require a new budget classification line item.

Andy raised cost of playout systems: Two possibilities—numbers are looking pretty horrible.

Playbox--cheapest option is \$40,000 without shared storage.

TightRope--\$50,000-- no option for shared storage.

Andy has just started exploring third option of taking playout system to cloud. GATe would house a terminal and possibly one or two boxes that would attach to Verizon and Comcast or would interface with Verizon/Comcast directly. That software is \$12,000 initial cost. Subscription costs \$9,000 per year and includes storage, virtual hyper-caster playout system and system that will allow streaming on web. Can add Roku and Apple TV for an additional \$3,000 set up. Andy doesn't recommend that feature. Queried whether that price would be good for 1-2 years; technician thought so. Downside: GATe would be paying rent. Upside: GATe would be saving \$60,000 on initial outlay. Andy believes the future is the cloud. Initial cloud outlay would be \$22,000. Annual cost would then be \$9,000 per year to maintain cloud presence. Another plus with cloud [Televue] is that it could be implemented sooner than waiting for hardware with a terrestrial playback system. The cloud system would include a website.

Frank questioned the reliability of the cloud. As pioneers in system, there may be some glitches, but well worth it to be on cutting edge.

\*Production/Program Committee recommendation: Andy will continue research and bring his findings to board in December 2018 for action.

### **Development/Public Relations: Chair: Konrad**

Publishes an article monthly for Greenbelt News Review [GNR] re: GATe

Addressed concern of viewer at Democratic Club—difficulty identifying station. The program grid reads “School Programming”.

Discussed difficulty with mics provided by Greenbriar.

Offered to submit article to area publications ie, Beltsville

Phoebe doing great job with newsletter.

Connecting with the county—sharing program content. Andy suggested we could run the county CTV news program on GATe during early evening possibly as lead-in to Democracy Now! Also, the German international news show, English language version, could be run on GATe.

Konrad offered to contact advisory boards/organizations creating a “community minute” detailing what they do. Could add it to Greenbelt News Reel.

Lions club would like to establish a scholarship fund to pay for high schoolers to learn tv production skills. In addition, some Lions would like to learn the skills and develop the program along with Gate.

Bob shared that he had spoken to a member of the Rotary. Under “education” of mission statement we can work with them to develop programming. Will give info to Andy.

Konrad would like for board to think next few months about “board of the future” ie someone who has experience in development and to “broaden our base”.

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

Communications met 6 Nov-- 1st Tues of month

Board Member Handbook—Yearly budget will be added and additions to glossary

Webmaster: Scott Candey’s contract ended Oct 2018. Currently no webmaster. Until we hire new webmaster, may need to request his help on hourly basis if problem occurs.

Wix Website: In transition from former to website under construction by Phoebe. Not certain if we can livestream from it. There is a \$20 per month web fee with GoDaddy. Will be operational by first of year. Waiting for board bios to complete board profiles. Urged board to look at new website. In future may need more professional/ costlier website via WordPress. Issue may be moot depending on whether station moves to cloud.

Newsletter: Changing format. Will become e-newsletter rather than PDF design. Exploring MailChimp. Claude also suggested checking Constant Contact. Once we have worked out member-only newsletter, will broaden to public and start building mailing list.

Brochure—sent draft to members. Publish early next year contingent upon a number of unresolved issues ie website/ cloud transmission et al

Community Video Producer brochure—will need to update and reprint

Projected Expenses 2018/2019: : \$2,000

**Utopia: Chair: Deb [Report attached]**

Most successful year yet! Generated a surplus.

Financials: See Treasurer's report

806 patrons/attendees

Step and Repeat banner: Good investment. Got [Utopia's name] out there on Facebook. Generated buzz.

Thank Phoebe for all of her compiling and Andy for trailers. Both efforts brought in more patrons.

Have 20+ volunteers with a variety of skills. Always on lookout for more. Will advertise in Greenbelt News Review [GNR] for film screeners

Received positive feedback from filmmakers-- especially Q&A. Appreciated special attention from Utopia volunteers .

Deb noted that we were "competing" with three other film festivals that same weekend.

Konrad asked from where do we draw our audience.

Deb said filmmakers bring devotees of their film and local people. Filmmakers are crucial in promoting festival.

Utopia gave out quite a few free passes. Did not affect tickets sold.

Block tickets: 102 @\$7 ea= \$174; web sales 18 @\$7 =\$180-- \$354.00

Weekend Pass: 59 @\$20 ea=\$1180; web sales 9 @\$20...(?)

Grand total: \$2273.00 [Last year -2017 \$1145.00]

Unconfirmed dates for 2019: October 12-14 [Sat-Mon] Reception on Fri, 11 Oct.

Question about impact of Jazz Festival on same weekend as Utopia. Deb said it supports the Coop and restaurants in area. Increases synergy.

Spontaneous applause followed.

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

Much of this covered in Production/ Programming committee report.

Channel Update [Attached proposals for PlayBox and Tightrope]

Productions for [October]: 18

- Greenbelt Minute
- Three news reels which are updated on weekly basis/ run 3 x per day
- “What’s coming up next...” at Old Greenbelt Theatre [OGT]

**Equipment:** aka the Equipment Demise Report [EDR]

5 out of 6 lavalier mics not working

3 out of 5 wireless mics not working

IMac repair --\$500.00 [See Production/Programming report]

IMac-- 21” computer—not worth repair

All five cameras are back in service.

Needs:

(6) new lavalier mics @ \$100.00 ea

(2) Light stands for the LC7s @\$400.00 ea

(1) Sony wireless mic @\$800.00

Lights and equipment bags—TBD

Total: \$2,350

Replace one broken wireless with Sony and see if it stands up to field-test by Andy/Phoebe.

It was suggested that in member orientation that it be emphasized the replacement/repair costs of mics/cameras/ et al

It was moved by Konrad and seconded that the lavalier mics, light stands and a Sony wireless mic be purchased.

Website: Recommend that we move to WIX. Will move current address to WIX. Website fully operational by Jan 2019. Phoebe will cancel the GoDaddy month-to-month agreement.

Rev Ray moved and it was seconded to take this recommendation.

Claude raised the question of too few member productions and how to keep a balance of staff-produced productions and differing points of view. Andy opined that because we are so new at producing new content we are “flying-by-the-seat-of-our-pants”, but he does solicit program ideas at end of productions. In News Review article [Greenbelt News Review] Konrad will remind readers to submit news ideas. Claude wanted to ensure that all organizations/groups feel “equal access” to GATe airwaves. GATe will be intentional in seeking out less well-represented groups and opinions. It was suggested that GATe develop a strategy to change the “School Programming” designation on Comcast.

\*It was moved by Rene’ and seconded to refer this to the Administrative Committee for action.

Konrad reminded us that public access is being scrutinized by the new administration/FCC and they do not see its value. Letters of support can be sent to Senators Van Hollen and Cardin.

New Business:

\*Invitation to potential board members. Refer to Administrative Committee. Discuss at December meeting.

Three issues added by Andy:

- TV-John-- Send invoice. Current rate \$100 per hour. His current balance is 30 hrs. Include explanatory note that staff can no longer edit his projects.

Discussion ensued with clarification that outstanding balance must be paid in full before resumption of his production.

- Member Definition-- Person called to become “member” and use green screen/lights. Actually, she had a crew of thirteen, and wanted to use her own cameras and film a movie trailer for locally produced independent film. It was decided that it failed the “spirit of membership”.



- Email from Beverly Palau: Received an email requesting that GATe not feature a PSA on CARES as the [city] is the government access channel . City programs and services come under their purview. This is the agreement between Greenbelt Municipal Access and GATe. City events, services and programs cannot be covered.

Andy questioned whether this is a blanket proscription against covering anything newsworthy/ related to city services-- which is pretty broad.

“As members of the Greenbelt community, we should be allowed to cover city events”.

Konrad provided some background on the context of the agreement. Deb found that the agreement states “GATe and the city will continue to reference each others’ services when requests are made for coverage of city and organizational events”. Bob explained how the two entities became Government [Access] and PE[G]—Public Access/Education. Frank suggested we send an email stating that we disagree and that we want to educate the public [part of our mission] about various functions of the city...and then we take it to the city.

Konrad will be scheduling a meeting with the city in January 2019 and can raise the ambiguity in the agreement. It has been three years since Gate has met with city council. It can help redefine the roles of the two entities. \*Bob has offered to meet with Beverly Palau to differentiate GATe’s approach-- the educational point of view [POV]—and the city’s reporting.

Motion to adjourn by Rev Ray and seconded.

Meeting adjourned at 9:55 PM.