



Central States Region Alliance for Community Media General Meeting Minutes

February 28, 2016

CS-ACM Board Members:

Present: Ashley Berens, Norm Compton, Jan Howard, Elizabeth Lord Cary, Beth Mitchell, Mark Monk, Laura Rose, Steve Sobel

Absent: Melissa Bondy, Otto Boschet, Alysha Schlundt-Bodien

- I. Call to order 9:27am, in South Bend, Indiana
- II. Approval of minutes from November 23, 2015
 - a. Amendment to minutes, Erik Mollberg is not absent, he is no longer on the board
 - b. Approved
- III. Spring Conference - South Bend, IN (Lord Cary & Discussion)
 - a. Please see report attached
 - b. GPS does not work – bring paper directions!
 - c. DoubleTree Lodging
 - d. Luncheon at Tippecanoe Place
 - e. Michigan – pay for food for dinners?
 - i. Free Room rental at restaurant
 - ii. People pay for their own dinners and drinks?
 - iii. Check with restaurant for special menu
 - f. Discussion about who could attend
- IV. Fall Philo – Richmond, IN (Lord Cary & Discussion)
 - a. “Philo-ween” – October 28, 2016
 - b. How do we use FilmFreeway to our advantage?
 - c. Registration
 - i. MUST put :30 “trailer” with submission – this is our :30 clip we show
 - ii. Multiple show winners (multi-category) have multiple “trailers”
 - d. Add to Plaque: Access Center it came from
 - e. Motion: Reinstate the Student category and it is defined as K-12.
 - i. Motion: Sobel, Second: Mitchell (M/S/P)
 - f. Open to costumes & possibly a costume contest
 - g. Philo Ceremony with snacks on table

- h. Then, have a party with food and cash bar
- i. Decorations at hotel
- j. Use Elizabeth's paid Pandora account with Halloween themed music
- k. Member vs. non-member cost for coming to event
 - i. \$10 Philo
 - ii. \$30 Conference

- V. Spring Conference 2017 (Sobel & Discussion)
 - a. In Cincinnati, Ohio
 - b. Sobel discussed hotels downtown and their cost
 - c. Convention Center is own by city, Steve will find us space
 - d. March 20 – 24, 2017

- VI. Diversity (Sobel & Discussion)
 - a. Geographic Diversity
 - b. Minority Diversity
 - c. We need to market board membership
 - i. What are the incentives?
 - ii. Solicit organization to be a member
 - iii. What is the value?

- VII. Board Retreat (Discussion)
 - a. We need to have one!

VIII. Committees (Discussion)

Philo Contest Committee: Melissa (chair), Ashley, Mark, Norm, Alysha

Philo Event Committee: Elizabeth (chair), Laura, Jan, & Eric Marsh (local person)

Conference Planning Committee: Elizabeth (chair), Ashley, Jan, Mark, Alysha, Otto

Finance Committee: Norm (chair), Mark, Steve, Beth

Public Policy/Grassroots Committee: Laura (chair), Elizabeth, Otto

Communications Committee: Alysha (chair), Steve, Ashley

**Membership Committee: Beth (chair), Jan, Laura

Membership is a new committee.

- IX. Chapter Reports
 - a. Ohio/Kentucky Report (Sobel)
 - i. Cincinnati now has a contract for their Public Access
 - b. National ACM Update (Mitchell)

- i. Membership
 - 1. If you are a board member, you NEED to be an individual member.
- ii. We have 49 members in the region
 - 1. Organizational, Individual, Sustainer
- iii. Annual gifts
 - 1. T-Shirts for donations
- iv. Mentorship program going well
- c. Indiana Chapter Report (Lord Cary)
 - i. See attached report.

Sobel left at 12: 27pm

Pause meeting at 12:30pm for food ordering

Resume at 12:48

- X. Non-Board Member Participation
 - a. Poster for recruitment
 - b. Networking
 - c. Interns need to know what centers are available

Pause for lunch

Call to Order 2:03pm

- XI. Vendor/Sponsor - Per Event VS Annual (Monk & Discussion)
 - a. Jan – in order to do annual support, you need to have dates/locations/projections
 - b. Advantages vs. Disadvantages for us
 - c. Description, dates, exposure for them, money amount for possible vendors
- XII. Website
 - a. Motion: Finish out this current year with Kelly White, and the Communications committee will come back with other solutions. Due at the board meeting before the Annual Conference – April 26, 2016.
 - i. Motion: Lord Cary, Second: Howard (M/S/P)
 - b. We need the GoDaddy info
 - c. Don't host and have domain at the same location (like GoDaddy)
 - d. Do a social media web acquisition of all our content
- XIII. Board Member Elections
 - a. Opens at Spring Conference
 - b. Nominations are open for a month
 - c. Nominees then have 2 weeks to accept or decline – they send a short bio to election official
 - d. Elections take place for 3 weeks online
 - e. In good standing members of national organization are eligible to vote.

XIV. Committee Reports

- a. Finance (Compton)
 - i. Bought a CD – guaranteed 1% return
 - ii. Normal expenses
 - iii. Income: \$5,000 for 2015
 - iv. See attached Budget sheet
 - v. Michigan NATOA check went out, came back returned
- b. Public Policy Report (Rose & Discussion)
 - i. MI “Gag Order” on hold
 - 1. There is legislation against
 - ii. FCC – video programming diversity
 - iii. AT&T U-Verse is not going forward
 - 1. They are making people get DirectTV
 - 2. This means our PEG franchise fees will go down

XV. Member Comments

- a. Jan – right now she is working part-time, please let her know if you need her to help with anything.
- b. Mark – Tuesday, April 26 at 5pm, Board Meeting
 - i. Bring VGA connectors for PC/MAC
- c. Elizabeth – finals are right after conference
- d. Beth – she will be in Hawaii for the National Conference
 - i. Anything you want her to bring up during the national board meeting?
 - ii. “He who shall not be named”

XVI. Adjournment at 3:15pm